

THE 2019 CALL FOR SPONSORSHIP



WHY ANNUAL SPONSORSHIP?

WHY FREESTATE JUSTICE?



THINKING AHEAD

Sponsoring Free State Justice for an entire year allows for effective and efficient planning on a big-picture level! Money saved and better spent!



MORE EVENTS MORE FUN

With a yearlong sponsorship, you will have access to all of FreeState's events, attendees, speakers, and guests.



DEMONSTRATE YOUR SUPPORT

Your support will be proudly shown and clear for all who join us, and we'll have plenty of opportunities to showcase your work!

1

OLDEST IN MARYLAND

FreeState Justice is Maryland's oldest and largest statewide nonprofit that seeks to improve the lives of low-income lesbian, gay, bisexual, transgender, and queer ("LGBTQ") Marylanders.

2

CORPORATE VISIBILITY

Visible corporate support and participation at FreeState events and in our communications reinforces a company's brand and reputation as an employer of choice for the LGBTQ community.

3

VALUES BASED BRAND LOYALTY

More than 75 percent of LGBT adults and their friends, family, and relatives say they would switch to brands that are known to be LGBT friendly. Aligning with FreeState Justice gives over 30,000 Marylanders a clear choice in brand preference.

SPONSORSHIP BENEFITS

PRESENTING SPONSORS

\$25K

- Sponsorship of all FreeState events
- Most prominent names and logo placement on all event signage, materials, communications
- Prominent name and logo placement in news blasts and event materials to 28,000+ Maryland residents
- Tailored social media engagement/recognition to 13,000+ Maryland viewers (4x over the year)
- Unique, customized branding and recognition at events (e.g. bar or dessert sponsor)
- Prominent logo placement and link to website year-round
- 8 tickets per event

2019 MAJOR EVENTS PACKAGE

**SUNDAY
MARCH 10**

ICE BALL

A celebration queer culture through voguing and drag performances and competition, featuring guest skater performances and an audience ice party.

**SATURDAY
MAY 11**

JAZZ BRUNCH

FreeState's signature fundraising and celebration event, featuring brunch for over 250 attendees, jazz music, and awards for LGBTQ supports from around the state.

**SATURDAY
JULY 13**

Q ARTS NIGHT

A queer night out and showcase of queer art, artists, and entertainers, highlighting cutting-edge LGBTQ talent in with a focus on contemporary and emerging artists.

**SUNDAY
AUGUST 25**

LGBTQ ZOO DAY

A two part day out experience for LGBTQ families and friends, featuring zoo activities, partner organizations tabling, and an evening young professionals event.

SINGLE EVENT BENEFITS

Can't commit to the full year? You can still get in on the fun! Check out our single event sponsorship levels below.

CHAMPION SPONSORS \$15K

- Sponsorship of 2 FreeState events
- 6 complimentary tickets
- Prominent name and logo placement on all event signage, materials, communications
- Logo placement in annual news blasts to 30,000+ Maryland residents
- Social media recognition to 13,000+ Maryland viewers (2x over the year)
- Prominent logo placement and link to website year-round
- Customized branding and recognition at our event
- Inclusion in annual report

SINGLE EVENT SPONSORS

CHAIR \$5K

- Lead sponsorship of 1 FreeState event
- Prominent name and logo placement on all event signage, materials, communications
- Social media recognition to 13,000+ Maryland viewers (2x over year)
- Listing as event sponsor on website and logo placement on website for one year
- Inclusion in annual report
- 4 complimentary tickets

PATRON \$2.5K

- Sponsorship of 1 FreeState event
- Prominent logo on event signage, materials, communications
- Social media recognition to 13,000+ Maryland viewers
- Listing as event sponsor on website
- Inclusion in annual report
- 2 complimentary tickets

LEADER \$1.5K

- Sponsorship of 1 FreeState event
- Logo on event signage, materials, communications
- Social media recognition to 13,000+ Maryland viewers
- Listing as event sponsor on website
- Inclusion in annual report
- 1 complimentary ticket

FRIEND \$1K

- Sponsorship of 1 FreeState event
- Name on event signage, materials, & communications
- Listing as event sponsor on website
- Inclusion in annual report