



## 2023 SPONSORSHIP OPPORTUNITIES

PFLAG CHARLOTTE  
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# ABOUT PFLAG CHARLOTTE

Established in 1987, PFLAG Charlotte serves families, allies and people who are LGBTQ+, educates about issues important to LGBTQ+ communities, and advocates in our communities for a more equitable future for all.



Our peer support groups, one-to-one connections, and online private group provide safe and welcoming spaces to find support, ask questions, and learn. Our Family Connections events encourage community building for LGBTQ+ families.



Our educational programs for the workplace, healthcare providers, educators, faith spaces, and senior living communities are grounded in personal PFLAG Charlotte family stories. In these sessions, we educate on LGBTQ+ nomenclature, relevant data, and steps individuals and organizations can take to grow as allies to the LGBTQ+ community.



Through community events and collaborations, we leverage and amplify our voices towards a more equitable, and just, world. For additional information on the impact of our work, we invite you to read our 2021 Gratitude & Impact report. We're a local chapter of PFLAG National, the first and largest organization for LGBTQ+ people, their parents, families, and allies. We're a registered 501(c)3; our Tax ID is 58-1760960.

## SPONSORSHIP OPPORTUNITIES

### Invest in Our Organization as a Partner

Join us in support of PFLAG Charlotte's vision of a world where inclusion is celebrated and all people are respected, valued, and affirmed. As a PFLAG Charlotte partner, your funds support our peer support, education, and outreach efforts. PFLAG Charlotte partners are recognized by their team members, clients, customers, and the community for their leadership commitment to inclusion and belonging.

**\$10,000 funds**  
**4**  
workshops for  
parents & caregivers

**\$7,500 funds**  
**5**  
fostering LGBTQ+  
allyship workshops

**\$5,000 funds**  
**2**  
family connections  
events

**\$2,500 funds**  
**10**  
peer support group  
meetings

### Be a Pride & Purpose Sponsor

Heighten your organization's brand awareness and exposure as a sponsor of our third annual Pride & Purpose fundraising event! Pride & Purpose '22 saw 175+ attendees at the Mint Museum Randolph and raised over \$60,000 in support of our mission. Pride & Purpose '23 will host 200+ participants for an uplifting evening that will include a silent auction, your favorite beverages, heavy hors d'oeuvres, and plenty of fun!

# PARTNERSHIP OPPORTUNITIES

	Platinum Partner*	Gold Partner \$10,000/yr	Silver Partner \$7,500/yr	Bronze Partner \$5,000/yr	Supporter \$2,500/yr
Invitation to PFLAG Charlotte's Corporate Connections Gathering					
Monthly Recognition in The Ally (over 1300 subscribers!)					
Two Tickets to Pride & Purpose					
Logo Display on PFLAG Charlotte Website (8,500 views per year!)					
Table Top Display at Community Events (40+ per year!)					
Logo Display in Workshop Materials (1200+ participants annually)					
Recognition as Partner in a Social Media Post (over 5,000 followers across all platforms!)					
PFLAG Charlotte Workshop for Your Organization (\$2,500 value)					
Opportunity to Speak at PFLAG Charlotte Annual Members Meeting					
Your Idea Here!*					

\*The sky is the limit! We'd love to create a custom way for you to get involved.

PFLAG Charlotte is a 501(c)(3) nonprofit organization. Our Tax ID is 58-1760960. Donations are tax deductible to the extent allowed by federal law. Donations are nonrefundable and will be used towards PFLAG Charlotte operating expenses.

# PRIDE & PURPOSE 2023 SPONSORSHIP OPPORTUNITIES

	Presenting Sponsor \$20,000	Elevate \$7,500	Empower \$5,000	Strengthen \$2,500	Advocate \$1,000	Ally \$500
Name on Event Landing Page						
Name/Logo on Screen at Event						
Name/Logo on Silent Auction Page						
Complimentary Event Tickets	10	8	6	4	2	
Dedicated Social Media Post						
Name/Logo on Event Social Media Graphic						
Verbal Recognition at Event						
Welcoming Remarks at Event						