



PFLAG

CHARLOTTE

2023

SPONSORSHIP OPPORTUNITIES



PFLAG CHARLOTTE
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FOLLOW US

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ABOUT PFLAG CHARLOTTE

PFLAG is an organization of LGBTQ+ people, parents, families, and allies dedicated to creating an equitable and inclusive world. Since our founding in 1987, PFLAG Charlotte works every day to ensure LGBTQ+ people everywhere are safe, celebrated, empowered and loved.



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. 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

Join Us as an Annual Partner

Join us in support of PFLAG Charlotte's mission to create a caring, just, and affirming world for LGBTQ+ people and those who love them. 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



**WORKSHOPS FOR
PARENTS & CAREGIVERS**

\$7,500 FUNDS



**FOSTERING LGBTQ+
ALLYSHIP WORKSHOPS**

\$5,000 FUNDS



**FAMILY CONNECTIONS
EVENTS**

\$2,500 FUNDS



**PEER SUPPORT GROUP
MEETINGS**

Show Your Pride with an Event Sponsorship

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



| | Lead \$10,000 | 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 | ♥ | | | | | |