



# WHY PARTNER WITH GEORGIA EQUALITY?

Thank you for your interest in partnering with Georgia Equality and joining our movement as we work to achieve full equality for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) Georgians and our allies.

There are currently 360,000+ adult LGBTQ+ Georgians – we are your employees, colleagues, family, friends, neighbors, and customers.

We believe our strongest partnerships are those that are mutually beneficial, so we are happy to tailor a sponsorship that offers your business or organization the exposure and access to our unique membership of statewide pro-equality Georgians, community leaders, and many others. Becoming a sponsor of Georgia Equality includes a number of partnership opportunities including **trainings and updates for Employee Resource Groups** and staff, education and voter registration **volunteer opportunities**, and more.

Georgia Equality has built a strong base of support in key markets throughout the state. Becoming a sponsor of Georgia Equality further offers you the opportunity to benefit from maximum exposure to our members across the entire state.

The buying power of the LGBTQ+ community in the U.S. is fast approaching \$830 billion, and Georgia is home to a significant portion of this market. 70% of LGBTQ+ people are more likely to consider brands that support causes important to them. The LGBTQ+ community is deeply loyal to companies that respect equality and support nonprofits that share the goal of ending discrimination.

The potential impact to your business or organization as you demonstrate your support for LGBTQ+ equality and become a sponsor has never been greater. Your partnership with Georgia Equality Inc, Equality Foundation of Georgia, or Georgia Equality PAC continues our work to achieve equality through the following programs and actions:

- **NONDISCRIMINATION PROTECTIONS FOR ALL**
- **GENDER INCLUSION ADVOCACY**
- **HIV & LGBTQ HEALTH ADVOCACY**
- **SAFE SCHOOLS/YOUTH ENGAGEMENT**
- **CIVIC ENGAGEMENT & ELECTIONS**

For your safety, and that of our supporters, staff, and volunteers, our 2021 programming will remain virtual and contact-free until guidance from CDC suggests we can do otherwise safely.

# DONATE WHERE YOU WANT TO MAKE AN IMPACT

Founded in 1995, Georgia Equality is the largest statewide LGBTQ advocacy group working to advance fairness, safety and opportunity for lesbian, gay, bisexual and transgender communities and our allies throughout Georgia. We are three separate entities:



**Georgia Equality (GE)** is a 501(c)4 political advocacy organization that undertakes political action to achieve LGBTQ equality in Georgia. Year-round lobbying and strategic involvement in state and local elections are working to build a bi-partisan fair majority in the state legislature and among local elected officials across the state.

**Contributions to GE are not tax deductible.**



**Equality Foundation of Georgia (EFG)** is a 501(c)3 charitable organization working to achieve LGBTQ equality through education, training, and analysis. The foundation conducts voter registration and education, provides information for effective communication with decisionmakers, and works to organize LGBTQ Georgians and our allies.

**Contributions to EFG are tax deductible.**



**Georgia Equality PAC** is a Political Action Committee working to carve out a bi-partisan fair majority in the state legislature and on local councils and commissions by targeting unfair elected officials for defeat, while supporting those incumbents and challengers who are in the best position to advance pro-active LGBTQ policies.

**Contributions to GE PAC are not tax deductible.**

## RECENT WINS

**WITH THE SUPPORT OF DONORS LIKE YOU, WE'VE ACHIEVED THE FOLLOWING:**

For the 8th year in a row, we ensured that no anti-LGBTQ legislation passed in Georgia

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conducted direct voter outreach to our over 45,000 members across the state

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supported and elected our 6<sup>th</sup> and 7<sup>th</sup> openly LGBTQ state legislators

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helped pass 6 LGBTQ-inclusive municipal nondiscrimination ordinances in 2020

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contacted 650,000 Georgians to help elect pro-equality candidates in the 2020 elections

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launched the 3<sup>rd</sup> cohort of the TransActionGA Leadership Academy, which equips current and future transgender and non-binary leaders with the tools to lead positive conversations and action in their communities

# SPONSOR LEVELS: Statewide, Year-round

Sponsors at these levels will be recognized at all Georgia Equality events throughout Georgia, online and in person (if applicable).

## Presenting Sponsors (\$15,000)

- Industry exclusive naming rights on all Georgia Equality events, "Presented by: COMPANY NAME"
- Recognition on Georgia Equality's web site, and on all Georgia Equality events (In 2020, Georgia Equality held 60+ online events that exceeded 43,000 views.)
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- Recognition of sponsorship on all Evening for Equality 2021 materials & printed invitation
- Full-page ad with premium placement in the Evening for Equality 2021 program book
- Thirty second ad to play during Evening for Equality 2021

## Platinum Sponsors (\$10,000)

- Recognition on Georgia Equality's web site, and on all Georgia Equality events (In 2020, Georgia Equality held 60+ online events that exceeded 43,000 views.)
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- Recognition of sponsorship on all Evening for Equality 2021 materials & printed invitation
- Full-page ad with premium placement in the Evening for Equality 2021 program book
- Thirty second ad to play during Evening for Equality 2021

## SPOTLIGHT: Georgia Equality's Digital Presence

In mid-March 2020, Georgia Equality's staff and board decided that instead of canceling or reducing programming because of COVID-19, all programming would move to a virtual space: Zoom, Facebook Live, etc.

After we transitioned online we saw state-wide engagement increase dramatically with our **over 60 online programs exceeding 43,000 views.**



Email  
45k subscribers



Twitter  
6k followers



Facebook  
14k followers



Instagram  
2k followers

# **SPONSOR LEVELS: Evening for Equality**

Sponsors at these levels will be recognized at Georgia Equality's annual fundraising gala, Evening for Equality online in June 2021.

## **Gold Sponsor (\$5,000)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- Full-page ad in the Evening for Equality 2021 program book
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

## **Silver Sponsor (\$3,000)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- Half-page ad in the Evening for Equality 2021 program book
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

## **Bronze Sponsor (\$1,500)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- 50% off ad in the Evening for Equality 2021 program book (rates below)
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

## **Evening for Equality Program Ad Rates**

- \$1,000 for full-page ad inside program  
SPECS: 300 dpi, JPEG or PDF, 7.5 inches wide x 10 inches tall
- \$500 for half-page ad inside program  
SPECS: 300 dpi, JPEG or PDF, 7.5 inches wide by 4.5 inches tall

# **SPONSOR LEVELS: Evening for Equality**

## **Nonprofit Partner (\$2,000)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- Half-page ad in the Evening for Equality 2021 program book
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

## **Nonprofit Ally (\$1,000)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- 50% off ad in the Evening for Equality 2021 program book (rates below)
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

## **Small Business and Nonprofit Host (\$500)**

- Recognition on Georgia Equality's web site, and on all Evening for Equality 2021 events
- Recognition of sponsorship on Georgia Equality's Facebook, Twitter, and Instagram pages
- 50% off ad in the Evening for Equality 2021 program book (rates below)
- Recognition of sponsorship on Evening for Equality 2021 invitations and printed material

**For more information, and to become a sponsor please contact:**

**Wes Han-Burgess, Development and Communications Director**  
**[wes@georgiaequality.org](mailto:wes@georgiaequality.org)**

# THANK YOU TO OUR 2020 PARTNERS!

## Presenting Sponsor

*The Coca-Cola Company*

## Gold Sponsor



Georgia  
Power

## Silver Sponsors



## Nonprofit Partners

Positive Impact Health Centers

Southern Jewish Resource Network for Gender and Sexual Diversity

## Small Business Hosts

Giacoma Roberts & Daughdrill, LLC

Blue Ghost Adventures