

Family Equality Council's 10<sup>th</sup> Annual

# *Night* AT THE *Pier*

## Sponsorship Opportunities

MONDAY, MAY 6, 2019

PIER SIXTY, CHELSEA PIERS, NEW YORK



FAMILY  
EQUALITY  
COUNCIL

We have been leading the fight for legal and lived equality for LGBTQ families for nearly 40 years. Join us as we celebrate our work and community at our 10th annual Night at the Pier Gala.

# ABOUT NIGHT AT THE PIER

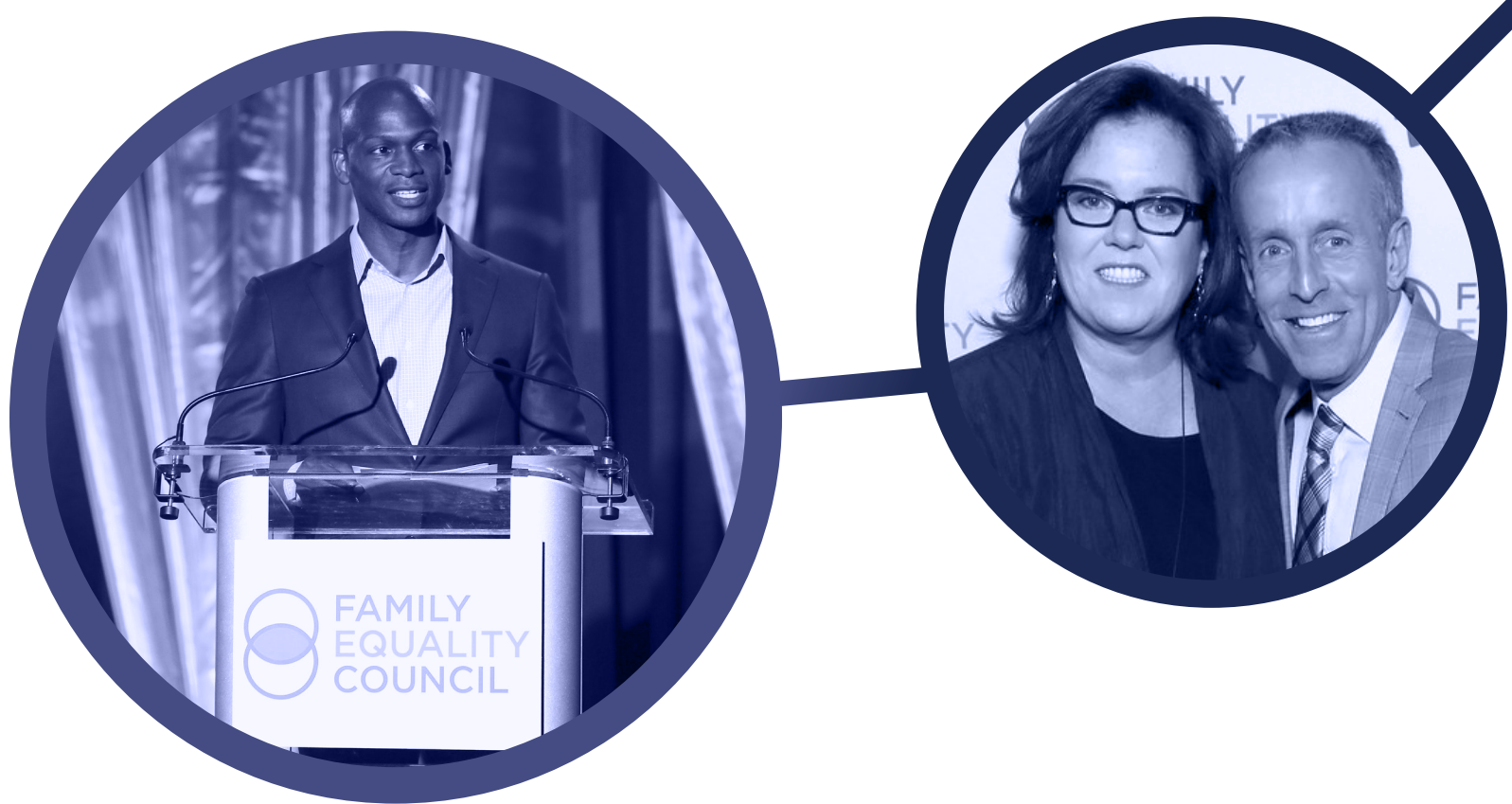
Family Equality Council's Night at the Pier gala is a celebration of LGBTQ families, and the people and organizations that have made an impact on our families and communities. Our honorees have included **Katie Couric, Lisa Cholodenko, Lee Daniels, Chely Wright & Lauren Blitzer-Wright, William Hibsher, Roberta Kaplan**, Broadway musical *Priscilla Queen of the Desert*, **Daryl Roth, Nick Scandalios**, and more.

Night at the Pier not only honors the contributions of remarkable people and groups, but also highlights the accomplishments of Family Equality Council. From filing amicus briefs in state and federal courts that defend the rights of LGBTQ parents and children, to leading the national Every Child Deserves a Family (#EveryChild) Campaign that seeks to eradicate discrimination in the child welfare system, Family Equality Council has led the nation in love and acceptance of families of all types.

This very special evening is an emotional and poignant tribute to our core message:

**LOVE IS WHAT MAKES A FAMILY**





## ABOUT FAMILY EQUALITY COUNCIL

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Family Equality Council advances **legal and lived equality for LGBTQ families**, and for those who wish to form them, through building community, changing hearts and minds, and driving policy change.

We envision a future in which all families with lesbian, gay, bisexual, transgender, or queer members live in **communities that recognize, respect, protect, and value** them.

We believe every LGBTQ person should have the right and opportunity to **form and sustain a loving family**, regardless of who they are or where they live.

We are committed to building **systems of support that are free from discrimination**, for LGBTQ youth in the care of child welfare services seeking permanency, and for LGBTQ adults seeking to form families through foster care, adoption, assisted reproductive technology, surrogacy, or other means.



# 2019 HONOREES



## SCOTT ELLIS

Scott Ellis is a prolific TV and stage director, receiving multiple Tony Award nominations for directing, and winning the Oliver Award for Best Director, Musical, for *She Loves Me*. He is currently represented on Broadway with *Tootsie* and *Kiss Me Kate*. Ellis' work also explores his personal experience of LGBTQ parenting, as director of the 2015 show *Dada Woof, Papa Hot*.

Ellis started his parenthood journey as a single parent to twins conceived through surrogacy, whom he is now raising with his husband Scott Drummond in New York City.



## SERGIO TRUJILLO

Sergio Trujillo is an internationally-recognized choreographer and has been a long-standing presence in the Broadway community, first as a performer starting in 1989, and making his choreographic debut in 2005. Trujillo received a Tony nomination for *On Your Feet* and the Oliver Award for *Memphis*, and is currently represented on Broadway with *Ain't Too Proud*.

Trujillo was born in Colombia, grew up in Canada, and now lives in New York City with his husband, actor Jack Noseworthy. Trujillo and Noseworthy welcomed their son Lucas through adoption in March of 2018.



## KIM BERGMAN

### HOSTETTER-HABIB FAMILY AWARD

Kim Bergman, PhD, is a licensed psychologist who has specialized in the area of gay and lesbian parenting, parenting by choice and third-party assisted reproduction for nearly three decades. She is a senior partner at Growing Generations, and author of the newly released *Your Future Family: The Essential Guide to Assisted Reproduction*.

Bergman is a member of the American Society for Reproductive Medicine, serving on the Corporate Board and chairing the LGBTQ Special Interest Group, the American Psychological Association, the Los Angeles County Psychological Association, the Lesbian and Gay Psychotherapy Association, and the Gay and Lesbian Medical Association. She also sits on the national Emeritus board of the Family Equality Council.

Bergman started her own family using third-party assisted reproduction and lives with her wife of 35 years. Her two daughters are Abby, in graduate school at the University of Chicago, and Jenna, a Sophomore at Barnard College of Columbia University.



## LAST YEAR'S EVENT:

At the 2018 gala, our honorees included Katie Couric, presented by the Ford Family, and Dana Rudolph, recipient of the Hostetter-Habib Family Award.

With performances by stars of the hit Broadway shows; *Frozen*, *Mean Girls*, and *SUMMER, The Donna Summer Musical*.

816

ATTENDEES, INCLUDING CORPORATE EXECUTIVES, CELEBRITIES, AND COMMUNITY LEADERS

\$1.1M+

RAISED TO SUPPORT FAMILY EQUALITY COUNCIL'S WORK

76

PAGES OF ADS AND INFORMATION IN THE TRIBUTE BOOK

60

TRIPS, EXPERIENCES, AND ONE-OF-A-KIND ITEMS IN A SILENT AUCTION



# SPONSORSHIP PACKAGES



*Luigi Caiola, Merritt Johnson, Sam Lippit, Primavera Salvá,  
and Jason Weinberg, our Night at the Pier Co-Hosts,  
warmly invite you to sponsor our 2019 event!*

	<b>BRONZE</b> \$10,000	<b>SILVER</b> \$20,000	<b>GOLD</b> \$30,000	<b>PLATINUM</b> \$50,000
Tables for 10 guests	1	2	2 Premium Placement	2 Premium Placement
Tribute Book Ad (Full Page, Color)	✓	✓	✓ Preferred placement	✓ Back Cover (Available in order of sponsorships received)
Logo on Event Webpage and Event Materials	✓	✓	✓	✓
Logo on A/V Sponsor Loop	✓	✓	✓	✓
Recognition in email communications	✓	✓	✓	✓
Name recognition in on- stage remarks	✓	✓	✓	✓
Social Media Mentions		1	2	3
Red carpet photo op on the press line before event			✓	✓
Gobo Placement			✓	✓
Logo inclusion on event Step & Repeat				✓
Exclusive opportunity to distribute a giveaway item				✓
Champagne toast during the program				✓
Sponsorship/visibility at Host Committee event				✓

**To sign up as a Night at the Pier Sponsor, contact Kim Simes  
(details on back page).**

# OTHER SPONSORSHIP OPPORTUNITIES

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## **PRE-EVENT COCKTAIL RECEPTION** \$15,000

- Exclusive onsite signage/branding during reception
- Opportunity for branded items (e.g. bar napkins)
- Recognition in Tribute Book as reception sponsor
- Recognition in onstage remarks

## **POST-EVENT DESSERT RECEPTION** \$15,000

- Exclusive onsite signage/branding during reception
- Opportunity for branded items (e.g. bar napkins)
- Recognition in Tribute Book as reception sponsor
- Recognition in onstage remarks

## **DJ SPONSORSHIP** \$3,000

- Exclusive onsite signage/branding during dessert Reception and Dance
- Recognition in Tribute Book as sponsor
- Recognition in onstage remarks

## **PHOTOBOOTH SPONSORSHIP** \$3,000

- Exclusive onsite signage/branding during cocktail reception
- Recognition in Tribute Book as Photobooth sponsor
- Recognition in onstage remarks

## **SIGNATURE DRINK** **SOLD** \$3,000

- Exclusive onsite signage/branding during cocktail reception
- Recognition in Tribute Book as Sig. Drink sponsor
- Recognition in onstage remarks

## **TRIBUTE BOOK COLOR ADVERTISEMENTS** FULL PAGE: \$2,500 HALF PAGE: \$1,500

### Ad Specifications:

- Cover/Full page: 5.125" wide x 7.125" high
- Half page: 5.125" wide x 3.5" high
- Full color
- Submit electronically as PDF, JPEG or TIFF
- High resolution (300dpi)

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## **PURCHASE TICKETS OR HOST A TABLE**

Individual Tickets: **\$500** Table for 10: **\$5,000**

Purchase tickets or tables at [www.nightatthepier.com](http://www.nightatthepier.com)





## ABOUT THE LGBTQ CONSUMER MARKET

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**Almost \$1 Trillion** is the estimated buying power of gay and lesbian individuals in the US in 2017

**71%** of LGBTQ people and **82%** of allies say they are more likely to purchase from a company that supports LGBTQ equality

**54%** of all consumers under age 34 say they would choose an equality-focused brand over a competitor

**45%** of all consumers under age 34 say they're more likely to do repeat business with an LGBTQ-friendly company



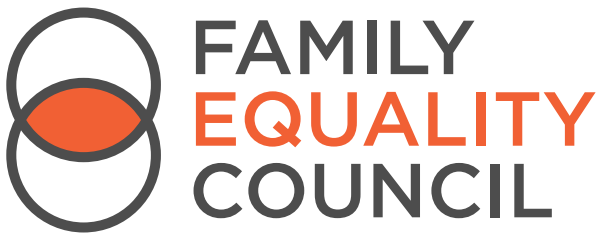
# QUESTIONS? WANT IN?

If you have questions about sponsoring Night at the Pier, or are ready to sign up, let's talk!

## CONTACT

**Kim Simes**, Director of Special Events

646.880.3005 x115 / [ksimes@familyequality.org](mailto:ksimes@familyequality.org)



[nightatthepier.com](http://nightatthepier.com)

