

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.

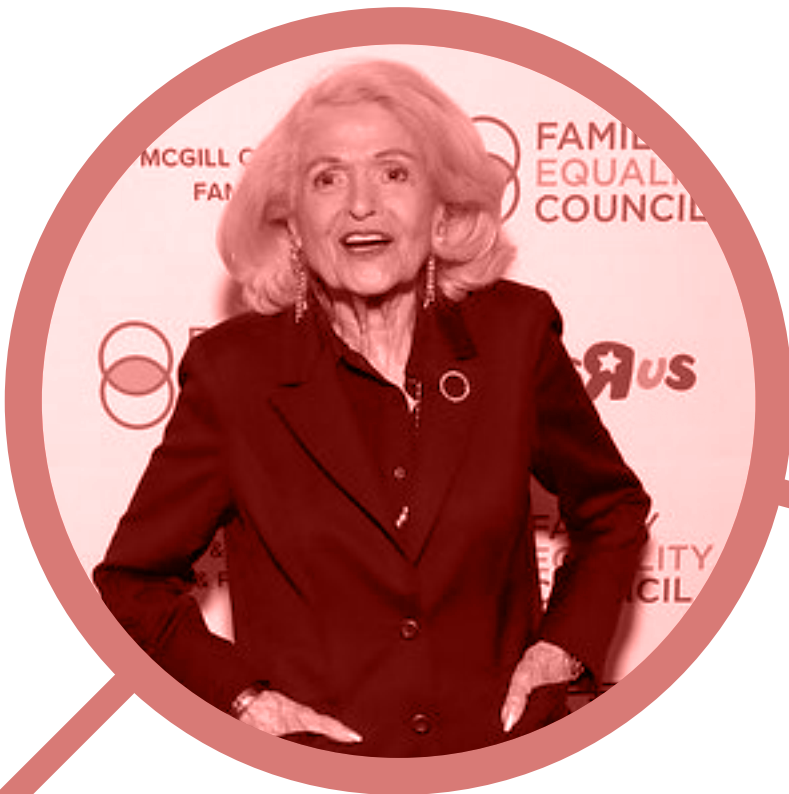
# ABOUT NIGHT AT THE PIER

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.



## 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 <i>(Available in order of sponsorships received)</i>
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 reception sponsor
- Recognition in onstage remarks

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

- Exclusive onsite signage/branding during cocktail reception
- Recognition in Tribute Book as reception 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)



## **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)



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

