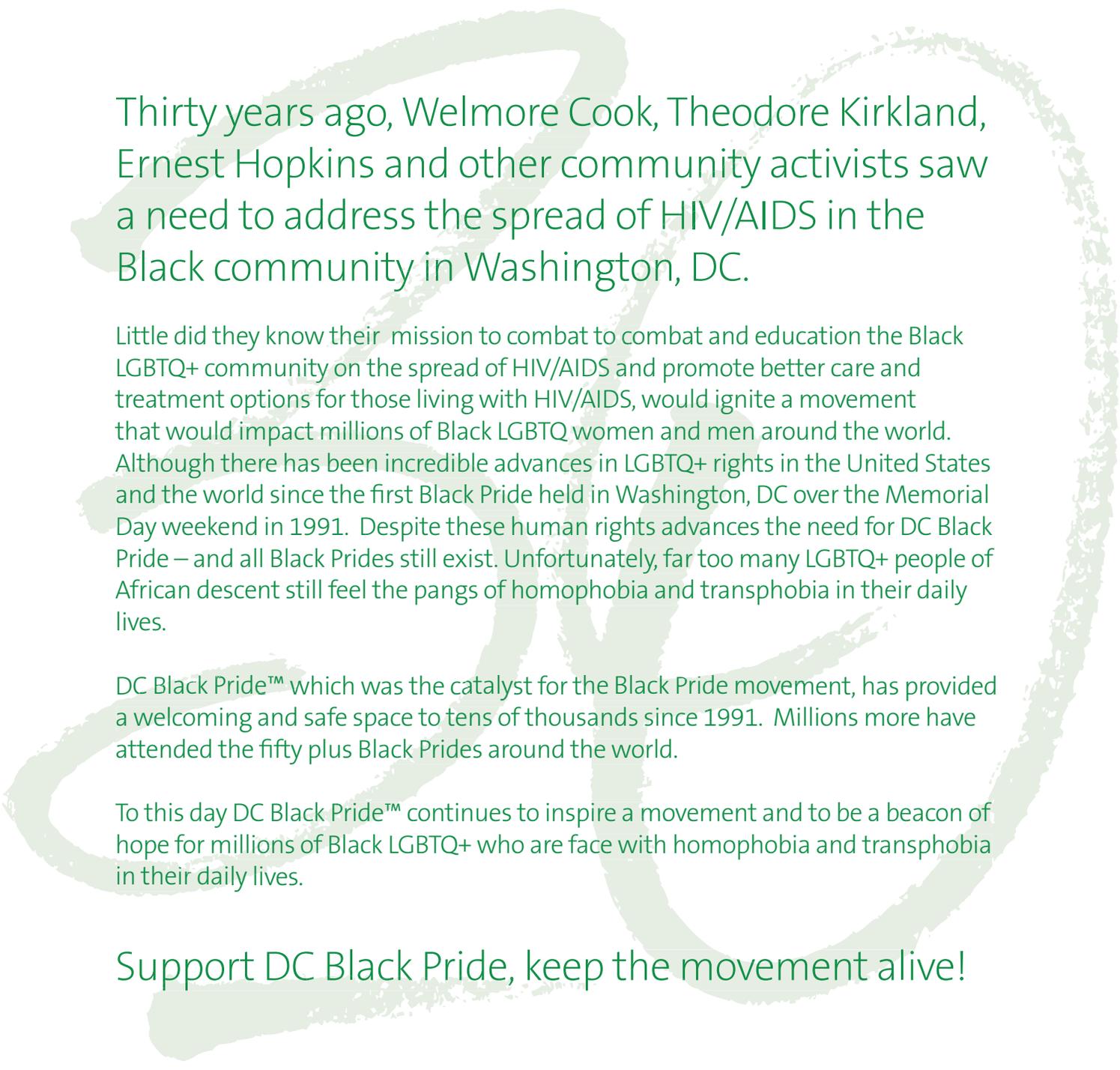


**ORIGIN OF A MOVEMENT FOR CHANGE**

*50th Annual DC Black Pride*

**Primer**

SPONSORSHIP GUIDE



Thirty years ago, Welmore Cook, Theodore Kirkland, Ernest Hopkins and other community activists saw a need to address the spread of HIV/AIDS in the Black community in Washington, DC.

Little did they know their mission to combat and education the Black LGBTQ+ community on the spread of HIV/AIDS and promote better care and treatment options for those living with HIV/AIDS, would ignite a movement that would impact millions of Black LGBTQ women and men around the world. Although there has been incredible advances in LGBTQ+ rights in the United States and the world since the first Black Pride held in Washington, DC over the Memorial Day weekend in 1991. Despite these human rights advances the need for DC Black Pride – and all Black Prides still exist. Unfortunately, far too many LGBTQ+ people of African descent still feel the pangs of homophobia and transphobia in their daily lives.

DC Black Pride™ which was the catalyst for the Black Pride movement, has provided a welcoming and safe space to tens of thousands since 1991. Millions more have attended the fifty plus Black Prides around the world.

To this day DC Black Pride™ continues to inspire a movement and to be a beacon of hope for millions of Black LGBTQ+ who are face with homophobia and transphobia in their daily lives.

Support DC Black Pride, keep the movement alive!

# Mission

Increase awareness of and pride in the diversity of the lesbian, gay, bisexual and transgender in the African American community as well as support organizations that focus on health disparities, education, youth and families.

# Dates

Memorial Day Weekend  
2020

Friday, May 24 through  
Monday, May 27

# Primary Audience

Black Lesbian, Gay, Bisexual, Transgender and Queer individuals from across the United States, Canada, the Caribbean, United Kingdom, Germany and the Netherlands.

# Attendees

60,000+  
Ages: 16-70  
Male (65%)  
Female (35%)



## Support Us

Sponsors to make DC Black Pride™ (DCBP) possible. We invite all business, community organizations, members of the community, and friends to become sponsors. Sponsorships are a great way to strengthen your brand and support DCBP.

We offer several sponsorship levels, as outlined in the enclosed materials. Each level can be customized to your meet your needs; contact us at [dcbp@centerforblackequity.org](mailto:dcbp@centerforblackequity.org) or 202.641.8527 for more information.

## Other Opportunities

In addition to sponsorships, there are several other ways to support DCBP:

### Vending

Showcase your business or organization.  
[dcbblackpride.org/vending](http://dcbblackpride.org/vending)

### Pride Guide Ad

Place a print ad in the official DCBP Pride Guide.  
[dcbblackpride.org/prideguide](http://dcbblackpride.org/prideguide)

### Party/Event Promotion Partnership

Add your party/event to the official DCBP event schedule.  
[dcbblackpride.org/eventpromotion](http://dcbblackpride.org/eventpromotion)



National Museum of African American History and Culture

# DC Black Pride History

The African American Lesbian, Gay, Bisexual and Transgender community of Washington, D.C. has always been full of life, and its history rich.

From 1975 until 1990, the Club House was a premiere community gathering space most notable for its annual Memorial Day weekend celebration, called the Children's Hour. It was, of course, more than an hour—in fact, it usually went all night long. The Children's Hour quickly became a social event that could not be missed and was known for some of the best house music in the United States. Soon the word about the Children's Hour spread near and far by word of mouth in the days before social media. Men and women would travel from all over the country to D.C. during the Memorial Day weekend to socialize at the Club House. What began as a local event soon became a national social gathering for Black LGBTQ+ people.

When the Club House closed its doors in 1990, many feared that the Memorial Day tradition would be lost as well. Three men—Welmore Cook, Theodore Kirkland and Ernest Hopkins—found themselves concerned with not just the lack of a place for the community to gather during the holiday weekend, but also with the growing epidemic of HIV/AIDS and its impact on their community. They envisioned creating an event that would continue the tradition of the Children's Hour as well as raise much-needed funds for the HIV/AIDS organizations that served the African-American community in Washington and the surrounding area.

From that idea came the first Black Gay and Lesbian Pride, which was a collaboration among those three organizers, the DC Coalition of Black Lesbians and Gay Men, the Inner City AIDS Network and other community activists. On May 25, 1991, the first DC Black Pride drew 800 Black LGBTQ+ and allies to Banneker Field for a day themed “Let's All Come Together” and celebrated the beauty of a shared community, socializing, promoting HIV/AIDS awareness and thus creating a safe space for all in the spirit of Black Pride.

The following year, Black Pride increased its offerings as it took steps to truly become a weekend-long festival, with an event line-up, including a midnight cruise on the Potomac River, a Sunday prayer breakfast and the first Washington film screening of Marlon Riggs' ground-breaking film “Tongues Untied.”

As DC Black Pride continued to grow in popularity and in programmatic offerings during the mid-nineties, organizers decided to make the event official by creating a board of directors, filing for incorporation and becoming a 501(c)3 nonprofit organization—Black Lesbian & Gay Pride Day, Inc. (BLGPD) was born. The all-volunteer governing body of this nonprofit would oversee the planning, execution and growth of DC Black Pride.

DC Black Pride was the catalyst for what is now referred to as the Black Pride Movement. Since the birth of DC Black Pride, over fifty other Black Pride celebrations now take place throughout the world, many using DC Black Pride as a model. During the 1998 DC Black Pride Festival, Earl Fowlkes, the President of BLGPD at the time, met with the organizers of Black Prides from New York City, Detroit, Atlanta and five other cities to form the International Federation of Black Prides (IFBP). In 2013, the IFBP became the Center for Black Equity (CBE). Today, CBE now has affiliate members in over forty US cities and seven cities around the globe and serves as the principal body through which organizers find support, raise funds and share best practices.

DC Black Pride is now a program of the CBE and drew more than 60,000 participants in 2019 to a weeklong series of Black LGBTQ+ workshops, receptions, social and empowerment events all over the District of Columbia. Welmore Cook, Theodore Kirkland, Ernest Hopkins and other community activists could not have known thirty years ago that they would be the catalyst for a movement not only to rally the community around the HIV/AIDS awareness and education in Washington, DC but an Black LGBTQ+ empowerment movement that would impact millions of people around the world.

DC Black Pride and the Black Pride movement continues to shine as a beacon of hope for the many LGBTQ+ people of African descent around the world who continue suffer from HIV/AIDS, homophobia, transphobia, bigotry and discrimination only because of the color of their skin and who they choose to love.

# Sponsorship Opportunities

## Equality Level

\$10,000

- Recognized as a co-presenting sponsor in all media announcements
- Premium display of signage at all events
- Premium logo placement in all promotional and printed material
- Signage in Pride Hospitality Area at the host hotel
- Three (3) promotional items distributed in the DC Black Pride event bag
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- One (1) full page-color advertisement\* in the DC Black Pride Guide

## Unity Level

\$5,000

- Recognized as participating sponsor in all media announcements
- Prominent display of signage at all events
- Prominent logo placement in all promotional and printed material
- Signage in Pride Hospitality Area at the host hotel
- Two (2) promotional items distributed in the DC Black Pride event bags
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- One (1) half-page color advertisement\* in the DC Black Pride Guide

## Strength Level

\$2,500

- Recognized as participating sponsor in all media announcements
- Display of signage at all events
- Logo included in all promotional and printed material
- One (1) promotional item distributed in the DC Black Pride event bags
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- One (1) half-page color advertisement\* in the DC Black Pride Guide

## Community Level

\$1,500

- Recognized as participating sponsor in all media announcements
- Logo included in all promotional and printed material
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org))
- Logo as sponsor in the DC Black Pride Guide

## Friends & Family Level

\$100

- Name listed as sponsor on DC Black Pride website ([dcblackpride.org](http://dcblackpride.org)) and in the DC Black Pride Guide

# Exclusive Sponsorship Opportunities

## Opening Reception

\$35,000

Renaissance Washington DC Downtown Hotel Ballroom • Friday, May 22, 2020

- Name/logo prominently featured as the exclusive sponsor of the Opening Reception in select advertisements and DC Black Pride Guide
- Prominent banner placement in Pride Hospitality Area
- Three (3) email messages with customized promotional messaging
- Speaking opportunity during event program
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Special listing as Opening Reception sponsor in DC Black Pride Guide
- Five-minute speaking opportunity during event program
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Twelve (12) VIP sponsor passes to all DC Black Pride and partner events

## Awards Reception

\$25,000

National Museum of African American History and Culture • Tuesday, May 19, 2020

- Name/logo prominently featured as the exclusive sponsor of the Awards Reception in advertisements and official DC Black Pride Guide
- Prominent banner placement in Pride Hospitality Area
- Two (2) email messages with customized promotional messaging
- Speaking opportunity during event program
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Eight (8) VIP sponsor passes to all DC Black Pride and partner events

## Cultural Arts & Wellness Festival

\$15,000

Renaissance Washington DC Downtown Hotel • Saturday, May 23, 2020

- Name/logo prominently featured as the exclusive sponsor of the Cultural Arts & Wellness Festival in advertisements and official DC Black Pride Guide
- Speaking opportunity during event program
- One (1) email message with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Six (6) VIP sponsor passes to all DC Black Pride and partner events

## Enrichment Workshop Series (15 workshops) \$15,000

Renaissance Washington DC Downtown Hotel • Saturday, May 23, 2020

- Name/logo prominently featured as the exclusive sponsor of the Workshops Series in advertisements and official DC Black Pride Guide
- One (1) email message with customized promotional messaging
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Six (6) VIP sponsor passes to all DC Black Pride and partner events

## Pride Hospitality Area \$5,000

Renaissance Washington DC Downtown Hotel • May 22 and 23, 2020

- Prominent banner placement in Pride Hospitality Area
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Three (3) VIP sponsor passes to all DC Black Pride and partner events

## Mary Bowman Poetry Slam \$5,000

Renaissance Washington DC Downtown Hotel • Saturday, May 23, 2020

- Name/logo prominently featured as the exclusive sponsor of the Mary Bowman Poetry Slam in advertisements and official DC Black Pride Guide
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Special listing as Pride Hospitality Area sponsor in DC Black Pride Guide
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Three (3) VIP sponsor passes to all DC Black Pride and partner events

## Interdenominational Worship Service \$5,000

Renaissance Washington DC Downtown Hotel • Sunday, May 24, 2020

- Name/logo prominently featured as the exclusive sponsor of the Interdenominational Worship Service in advertisements and official DC Black Pride Guide
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at Rainbow Row: Organization + Vendor Expo in host hotel
- Special listing as Pride Hospitality Area sponsor in DC Black Pride Guide
- Logo with link on DC Black Pride website (dcblackpride.org)
- One (1) full-page color advertisement\* in the DC Black Pride Guide
- Three (3) VIP sponsor passes to all DC Black Pride and partner events

## Event Bags \$1,500

- Name/logo printed on event bags
- Name/logo listed in the DC Black Pride Guide
- Inclusion of products/services in event bags (if applicable)
- Complimentary booth at host hotel, Cultural Arts & Wellness Festival and Picnic In The Park
- On-stage recognition during the Cultural Arts & Wellness Festival

## Submission Instructions

- **Go Green! Pay by credit card. Skip this form, submit your form and payment securely at [dcbblackpride.org/sponsorform](https://dcbblackpride.org/sponsorform)**
- Print and complete this form.
- Return this form via email or mail. Instructions below.
- Once forms are received, we will contact you.

Questions? Contact Earl Fowlkes or Kenya Hutton at 202.641.8527.

## CONTACT INFORMATION

Contact Name \_\_\_\_\_  
Title \_\_\_\_\_  
Organization/Company Name \_\_\_\_\_  
Email Address \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone ( \_\_\_\_\_ ) \_\_\_\_\_ Fax ( \_\_\_\_\_ ) \_\_\_\_\_

## SPONSORSHIP INFORMATION - Check all that apply

### Sponsorship Levels

- |   |          |
|---|----------|
| <input type="checkbox"/> Equity           | \$10,000 |
| <input type="checkbox"/> Unity            | \$5,000  |
| <input type="checkbox"/> Strength         | \$2,500  |
| <input type="checkbox"/> Community        | \$1,500  |
| <input type="checkbox"/> Friends & Family | \$100    |

### Exclusive Sponsorship Levels

- |  |          |
|--|----------|
| <input type="checkbox"/> Opening Reception                   | \$35,000 |
| <input type="checkbox"/> Awards Reception                    | \$25,000 |
| <input type="checkbox"/> Cultural Arts & Wellness Festival   | \$15,000 |
| <input type="checkbox"/> Enrichment Workshops Series         | \$15,000 |
| <input type="checkbox"/> Pride Hospitality Area              | \$5,000  |
| <input type="checkbox"/> Mary Bowman Poetry Slam             | \$5,000  |
| <input type="checkbox"/> Interdenominational Worship Service | \$5,000  |
| <input type="checkbox"/> Event Bags                          | \$1,500  |

Sponsorship Total: \$ \_\_\_\_\_

## PAYMENT INFORMATION

- Please invoice me.
- Check/Money Order. I have enclosed a check/money order (made payable to Center for Black Equity)
- Credit Card. My signature authorizes CBE to charge my sponsorship total to the credit card information provided below.
  - Discover  Master Card  Visa

Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ Card Verification Numbers \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

## RETURN THIS FORM

Via email: [dcbp@centerforblackequity.org](mailto:dcbp@centerforblackequity.org)

U.S. Mail: Center for Black Equity, Attn: DCBP Sponsorship, Post Office Box 77313, Washington, DC 20013

DC Black Pride is a program of the Center for Black Equity. CBE-Pride (dba Center for Black Equity) is recognized as a 501(c)(3) non-profit organization by the Internal Revenue Service, and is a non-profit organization incorporated in the District of Columbia.

Sponsorships are tax deductible to the extent allowed by law. Tax ID# 20-5933471.

# DC BLACK PRIDE™

DC Black Pride is a program of the Center for Black Equity (CBE).

The CBE is a coalition of Black Pride organizers formed to promote a multinational network of LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) Prides and community-based organizations.



1666 K Street, NW, Suite 440  
Washington, DC 20006  
202.641.8527  
[centerforblackequity.org](http://centerforblackequity.org)

*DC Black Pride is a registered trademark of CBE.*