



## 6<sup>th</sup> Annual SC Black Pride

### *Partnership Opportunities Packet*

#### **MISSION STATEMENT**

The mission of the South Carolina Black Pride (SCBP), Inc. is to unify and celebrate the diversity, creativity, and beauty of the South Carolina Black lesbian, gay, bisexual, transgender, and questioning (LGBTQ) communities and our supporters, in order to empower and promote the human rights of all families and communities.

#### **A SNAPSHOT OF SOUTH CAROLINA'S BLACK LGBT COMMUNITIES**

The 2011 South Carolina Black Pride offers a wonderful opportunity for your organization or business to target and to market to a growing and vibrant LGBT community, who despite its buying-power, influence and impact upon the larger society, its potential has gone untapped.

According to a 2005 National Lesbian and Gay Task Force report, South Carolina is among the top eight Southern states with a metropolitan area where African-American same-sex households rivaled or unequaled the total percentage of same-sex households. The 2010 census reveals exact same trends. African-Americans comprised 54% of same-sex households in Sumter, SC in 2000 --- 47 miles to the east of Columbia, SC. And overall South Carolina is third in the nation of the number of Black same-sex households headed by women. These Black same-sex households are more likely than their White counterparts to be raising children and almost as likely to be raising children as their Black straight couple counterparts. These families have many unmet needs for goods and services.

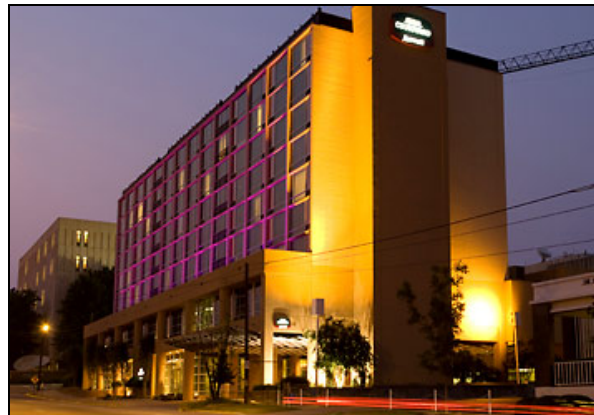
#### **A BRIEF HISTORY & 2011 EXPECTED ATTENDANCE**

We fully expect our 2010 South Carolina Black Pride will have the best attendance of all of our Prides! This is the 6th Annual Celebration. It first began in 2006 as the "Black/Latino Gay Pride" under the leadership of Jermaine Nakia Lee (Charlotte, NC) of the Carolinas Black Pride Movement and Palmetto Umoja (Columbia, SC). Its Community Expo was held at the Columbia Metropolitan Convention Center and roughly 300 persons attended all official Pride events. For the 2008 Pride, a new local organizing committee was formed with Dr. Todd Shaw as its first chair. This committee became the principal organizer of the Pride.

In 2008, Roughly 700 persons attended official Pride events. But the International Federation of Black Prides calculated that some 4,000 persons attended all events (official and independent parties, picnics, clubs events, etc.) during the Pride weekend. In 2010, we had at least 3,000, which had strong business-multiplier-effect in this sagging economy. According to our survey of Pride attendees and their zip codes, at least 15% of last year's Pride attendees lived outside of South Carolina and roughly the same percentages of vendors were outside of the Columbia area; 10% were outside the state.

**2011 SCBP HOST HOTEL**

Courtyard by Marriott Columbia Downtown at USC  
630 Assembly Street, Columbia - (803) 799-7800



**2011 COMMUNITY EXPO LOCATION**

SATURDAY, JUNE 25, 2011, 2:00 – 8:00 P.M.  
1101 Lincoln Street, Columbia



**FOR A COMPLETE LISTING OF ALL EVENTS – [www.southcarolinablackpride.com](http://www.southcarolinablackpride.com)**

## PARTNERSHIP LEVELS & BENEFITS

### **Platinum Level --- \$500 and above**

- Prominent Logo Placement on website for 12 months
- Opportunity to Hang Banner in Community Expo Hall
- Recognition from the Community Expo Stage
- Vendor Table at the Community Expo
- Full-Page Color Ad in Pride Guide

### **Gold Level --- \$200 to \$499**

- Logo Placement on website for 6 months
- Recognition from the Stage
- Vendor Table at the Community Expo
- Full-Page Black & White Ad in Pride Guide

### **Silver Level -- \$100 to \$199**

- Logo Placement on website for 3 months
- Recognition from the Stage
- Half-Page Black & White Ad in Pride Guide

### **Bronze Level -- \$99 or less or in-kind contribution**

- Recognition from the Stage
- Patron Listing in the Pride Guide

## PAST SPONSORS & PROMOTIONAL PARTNERS

### **Platinum Level (\$2,000 and above)**

- International Federation of Black Prides, EIS, U.S.
- Department of Health & Human Services

### **Gold Level (\$500 to \$1,999)**

- South Carolina HIV/AIDS Council

- Palmetto AIDS Life Support Services
- Sexy Redd Entertainment

### **Silver Level (\$200 - \$499)**

- South Carolina Gay & Lesbian Pride Movement
- South Carolina Equality Coalition
- Human Rights Campaign Fund

### **Bronze Level (\$50 - \$199 and/or in-kind)**

- Carolinas Black Pride Movement
- Alliance for Full Acceptance (AFFA)
- Walmart Corporation
- Bi-Lo Corporation

**2011 PARTNERSHIP FORM**

**The Federal Tax I.D. of the SC Black Pride, Inc. is 26-4597295**

Please submit this form with an enclosed payment:

Contact Name & Title: \_\_\_\_\_

Name of Company: \_\_\_\_\_

Address : \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_ Fax: \_\_\_\_\_

**Sponsorship Request**

(Check all that apply)

Level	Cost
___ Platinum Level	_____
___ Gold Level	_____
___ Silver Level	_____
___ Bronze Level	_____
___ Other Items (Estimated Value)	_____

Total Cost: \$ \_\_\_\_\_

I have enclosed \$ \_\_\_\_\_

Make Checks Payable to:

**South Carolina Black Pride, Inc**

**or for a 501 C<sub>3</sub> Tax Exemption**

**International Federation of Black Prides**

**mail either to P.O. Box 8191 Columbia, S.C. 29202**

**Wavier of Liability:**

I, \_\_\_\_\_, as an Officer or Agent of suits based upon contents or subject matter of all advertisements.

Signature : \_\_\_\_\_ Date: \_\_\_\_\_

**Deadline: June 17, 2011**