

Charleston Gay Bingo

2022 SPONSORSHIP OPPORTUNITIES



Palmetto
Community
Care

Gay 69 Bingo

The logo for 'Gay 69 Bingo' features the word 'Gay' in a stylized font with a red-to-purple gradient, '69' inside a white circle with a black border, and 'Bingo' in a similar gradient font. A globe with a bingo card pattern is positioned between '69' and 'Bingo'. A red lipstick smudge is visible behind the 'Bingo' text. Small red stars are scattered around the logo.

April 8, 2022

About Gay Bingo



Get ready for Gay Bingo, where a winner is never a straight line and everyone has a ball!

Gay Bingo - a marquee fundraising event for Palmetto Community Care - is Friday, April 8 at the Charleston Convention Center in North Charleston. This evening of fun and frivolity will pair with an important message to our community - the HIV/ AIDS epidemic is still affecting many in our community, LGBTQ and straight alike. This event will not only be a successful fundraising event, but an exercise in awareness, tolerance and advocacy for our entire Lowcountry community..

Friday, April 8, 2022

Doors Open at 5pm

Games and Program run from 6pm until 11PM

www.charlestongaybingo.org

SUPPORT A GREAT CAUSE

All proceeds from Charleston Gay Bingo will go directly to Palmetto Community Care. As a 501(c)3 nonprofit organization, your sponsorship and contributions to this fundraising festival are tax deductible. You can rest assured your sponsorship dollars will remain in the Lowcountry and help PCC fulfill its mission dedicated to enhancing the quality of life for persons living with HIV and AIDS and to providing HIV prevention resources and programs for schools, churches, community organizations and workplaces in Charleston, Berkeley and Dorchester counties. Thank you for your consideration in becoming a partner in this amazing event and in our fight to help those living with and affected by HIV/AIDS!



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OUR PARTNERSHIP PHILOSOPHY

While we may call supporters of Gay Bingo our “Sponsors” we truly consider them to be our partners.

Through investment in our mission, you help make an amazing festival possible. Plus, your generosity allows us to do more in helping our clients and community live healthier, more sustainable lives. It has been our fundraising motto for more than 30 years to “support those who support us” and we believe in providing the highest level of visibility and benefits to our partners. This philosophy continues on into the 5th year of the Charleston Gay Bingo.

We will consider your support a contribution that is wisely placed, with expectations that we will provide you with the highest level of return. We understand ROI and we have created our Sponsorship Levels to help you achieve your own goals. Please know the following levels are guideposts. We are happy to make adjustments and tailor packages to your unique needs and wishes. We want to partner with you because we know that together we can achieve more.



PRESENTING SPONSOR \$15,000

Presenting Sponsorship rights include top billing for the 2022 Charleston Gay Bingo. The event will be billed as: Charleston Gay Bingo Presented by (YOUR NAME HERE) in all usage and across all platforms. We will ensure our Presenting Sponsor will have the highest level of visibility through pre-event promotions, at event promotion and post-event wrap ups. Charleston Gay Bingo and the Presenting Sponsorship will provide you with months of positive media and audience connection that culminate in a successful event with thousands of locals and visitors. **ADDITIONAL BENEFITS & CONSIDERATIONS**

- Official Presenting Sponsor for 2022 Gay Bingo
- Maximum of 1 Presenting Sponsor
- Name/Logo inclusion as Presenting Sponsor for all press, web, and print media
- Website – Logo inclusion with clickable sponsor banner on the Bingo homepage, special feature with logo and corporate bit
- Event E-Newsletter – Sponsor feature (1X), sponsor logo section (all), post-event thank you (logo inclusion with mention)
- Opportunity for 2 min advert to play during event
- Social Media – Minimum 4 posts
- Presenting Sponsor Logo included in Charleston Magazine Ad & Charleston City Paper
- 2 Satin Level Tables with seating for 10 at each
- PCC CEO and Director of Programs will each host one of your tables
- Sponsor Display Area – 10x10 footprint, (1) table, (2) chairs, and up to (2) banners in prominent spot at the event
- Minimum 2 live mentions from the state and 1 featured mentions from our Hostess, Miss Patti O'Furniture
- Event Photos – use of event photos for promotional use
- Full page ad in program

OVERVIEW OF SPONSORSHIP LEVELS

Our sponsorship levels have been created to cultivate the highest level of exposure and communication to over 1,500 guests at Charleston Gay Bingo. Remember we are happy to adjust benefits and considerations to customize a package that helps your business achieve your goals.

SUPPORTING SPONSOR \$10,000

- Official Supporting Sponsor for 2022 Gay Bingo
- Maximum of 1 Supporting Sponsor
- Name/Logo Inclusion as Supporting Sponsor for all web and print media
- Full page ad in program
- Event E-newsletter - (1) Sponsor feature, all sponsor logo sections, post event thank you with logo inclusion
- Social Media - minimum 2 posts
- Supporting Sponsor + Logo included in Charleston Magazine Ad (130,00+ monthly readership)
- One Satin Level Table with seating for 10
- 10 additional General Admission Tickets with 1 drink ticket per guest
- Live Mention - minimum 2 live mentions from the stage
- Promotional Item Distribution - sponsor may distribute, at its own cost, promotional items to guests
- Event Photos - use of event photos for promotional use
- Opportunity for a 1-minute commercial advert to play before the game



SPONSORSHIP LEVELS

GAME SPONSORS \$2,500

Let us highlight your company with a fabulous introduction and promotion before one of our games of Bingo when the audience will be most attentive and appreciative that you are making the game of bingo possible!

ADDITIONAL BENEFITS & CONSIDERATIONS

- Official Bingo Game Sponsor for 2022 Gay Bingo
- Maximum of 6 Game Sponsors
- Name/Logo inclusion as Game Sponsor for all web and print media
- Half page ad in program
- Website – Logo inclusion on all pages
- Event E-Newsletter – Sponsor feature, sponsor logo section, post-event thank you (logo with mention)
- Social Media – Minimum 1 post
- Name/Listing included in Charleston Magazine Ad (130,000+ monthly readership)
- One Glossy Level Table (seating for 10 at each) at front of the event
- 20 Drink tickets for guests
- Promotional Item Distribution – Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos – Use of event photos for promotional use
- Opportunity for a 1-minute commercial advert to play before the game

BAR SPONSOR \$2,500

- Official Bar Sponsor for 2022 Gay Bingo
- Maximum of 2 Sponsors
- Name/Logo inclusion as Bar Sponsor for all web and print media
- Website – Logo inclusion on all pages
- Half page ad in program
- Signage & sponsor provided banners at all bars
- Event E-Newsletter – Sponsor feature, sponsor logo section, post-event thank you (logo inclusion)
- Social Media – Minimum 3 post
- Logo Included in Advertising
- One Glossy Level Table with seating for 10
- Promotional Item Distribution – sponsor may distribute, at its own cost, promotional items to guests
- Event Photos – use of event photos for promotional use

SPONSORSHIP LEVELS

PREVENTION HERO SPONSOR \$2,000

Help Palmetto Community Care in our efforts to prevent new HIV infections here in the Lowcountry! We will work with you to craft specialized prevention-focused moments during Gay Bingo to maximize your impact and highlight your generosity and commitment to our work and programs!

ADDITIONAL BENEFITS & CONSIDERATIONS

- Official Prevention Hero Sponsor for 2022 Gay Bingo
- Maximum of 1 Prevention Hero Sponsor
- Name/Logo inclusion as Prevention Hero Sponsor for all web and print media
- Event E-Newsletter - Sponsor feature, sponsor logo section, post-event thank you (logo inclusion)
- Social Media - minimum 2 posts
- Name/Listing inclusion in Charleston Magazine Ad (130,000+ monthly readership)
- One Matte Level Table with seating for 10
- Promotional Item Distribution - Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos - Use of event photos for promotional use

PHOTO BOOTH SPONSOR \$2,000

Your logo and branding will be used on all printed and digital photos taken at the Charleston Gay Bingo Photo Booth. Celebrate with a constant stream of selfie loving attendees who want to capture fun memories and then share across their personal social media platforms.

ADDITIONAL BENEFITS & CONSIDERATIONS

- Official Photo Booth Sponsor for 2022 Gay Bingo
- Maximum of 1 Photo Booth Sponsor
- Logo on all printed and digital photos from Photo Booth (free for attendees)
- Name/Logo inclusion as for all web and print media
- Half page ad in program
- Website - Logo inclusion on Sponsor
- Event E-Newsletter - Sponsor feature, sponsor logo section, post-event thank you (logo with mention)
- Social Media - minimum 2 posts
- One Matte Level Table with seating for 10
- Promotional Item Distribution - Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos - Use of event photos for promotional use

WRIST BAND SPONSOR \$1,500

- Official Wristband Sponsor for 2022 Gay Bingo
- Maximum of 1 Wristband Sponsor
- Logo on all wristbands, required for all individuals 21+ to drink
- Half page ad in program
- Name/Logo inclusion as for all web and print media
- Website – Logo inclusion on Sponsor
- Event E-Newsletter – Sponsor feature, sponsor logo section, post-event thank you (logo with mention)
- Social Media – Minimum 2 posts
- Logo included in Charleston Magazine Ad (130,000+ monthly readership)
- 5 General Admission tickets
- Promotional Item Distribution – Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos – Use of event photos for promotional use



TICKET SPONSOR \$2,000

- Official Ticket Sponsor for 2022 Gay Bingo
- Maximum of 1 Ticket Sponsor
- Logo on all tickets, required for entry
- Half page ad in program
- Name/Logo inclusion as for all web and print media
- Website – Logo inclusion on Sponsor
- Event E-Newsletter – Sponsor feature, sponsor logo section, post-event thank you (logo with mention)
- Social Media – Minimum 2 posts
- Logo included in Charleston Magazine Ad (130,000+ monthly readership)
- 5 General Admission tickets
- Promotional Item Distribution – Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos – Use of event photos for promotional use



HOST COMMITTEE \$1,000

- Official Host Committee Supporter for 2022 Gay Bingo
- Name/Logo Inclusion as Host Committee Member for all web and print media
- Name listed on the event website, in PCC Annual Report, and on event print materials
- Event E-Newsletter –feature (1X), Host Committee section (all), post-event thank you (name inclusion)
- Name/Listing included in Charleston Magazine Ad (130,000+ monthly readership)
- One Matte Level Table (seating for 10 at each) at front of the event.
- Promotional Item Distribution – Sponsor may distribute, at its own cost, promotional items to guests
- Event Photos – Use of event photos for promotional use



TABLE SPONSORSHIP OPPORTUNITIES

Satin Reserved Table for 10 | \$2,000

Your Contribution at the Satin Reserved Table Sponsor Level includes special recognition in advertising and at the event, a Reserved Table at Gay Bingo with a dedicated table for 10, Pre & At-Event promotion, front row seating, complimentary cocktails and server for your table, catered savory and sweet plates at your table, and a night of fabulous fun and entertainment.

Glossy Reserved Table for 10 | \$1,000

Your Contribution at the Glossy Reserved Table level includes special recognition in advertising and at the event, a Reserved Table at Gay Bingo with a dedicated table for 10, choice of local craft beer or wine for the table, snacks, and sweets for the table, super-premium seating, and a night of fabulous fun and entertainment.

Matte Reserved Table for 10 | \$600

Your Reserved Table at Gay Bingo includes special recognition at the event, a dedicated table for 10, one free drink for each table member, premium seating, and a night of fabulous fun and entertainment together with your group. You may also purchase a Reserved Table by calling (843) 747-2273.

For information on tables and tickets, visit: charlestongaybingo.org or email rreams@palmettocare.org to reserve yours today.

CHARLESTON GAY BINGO SPONSORSHIP REPLY FORM

We are excited to have you join us and participate as a sponsor for the 2022 Charleston Gay Bingo. This festive event is a great opportunity to reach an engaged audience and support the important work at Palmetto Community Care.

Sponsorship Level:

- Presenting Sponsor (\$10,000)
- Supporting Sponsor (\$5,000)
- Game Sponsor (\$2,500)
- Bar Sponsor (\$2,500)
- Photo Booth Sponsor (\$2,000)
- Prevention Hero Sponsor (\$2,000)
- Wristband Sponsor (\$1,500)
- Ticket Sponsor (\$1,500)
- Host Committee (\$1,000)
- Reserved Table Purchase:
 - Satin Level (\$2,000)
 - Glossy Level (\$1,000)
 - Matte Level (\$600)

Contact Information:

FIRST NAME _____ LAST NAME _____

EMAIL _____ PHONE _____

ADDRESS _____

CITY _____ STATE _____ ZIP _____

HOW SHOULD WE LIST YOU FOR MARKETING PURPOSES?

I AM PAYING WITH: CHECK ONLINE CREDIT CARD (INFO BELOW)

CREDIT CARD NUMBER _____

EXPIRATION DATE _____ CVV# _____

SIGNATURE NAME ON CARD _____

Please return this form to:

Richard Reams
Palmetto Community Care
3547 Meeting Street Road
843-747-2273 / 864-985-2440
reams@palmettocare.org

