

October 21st, 2023

Fairmont Hotel (101 Red River St.)

Show starts: 6:30pm

Afterparty @ Highland: 11pm

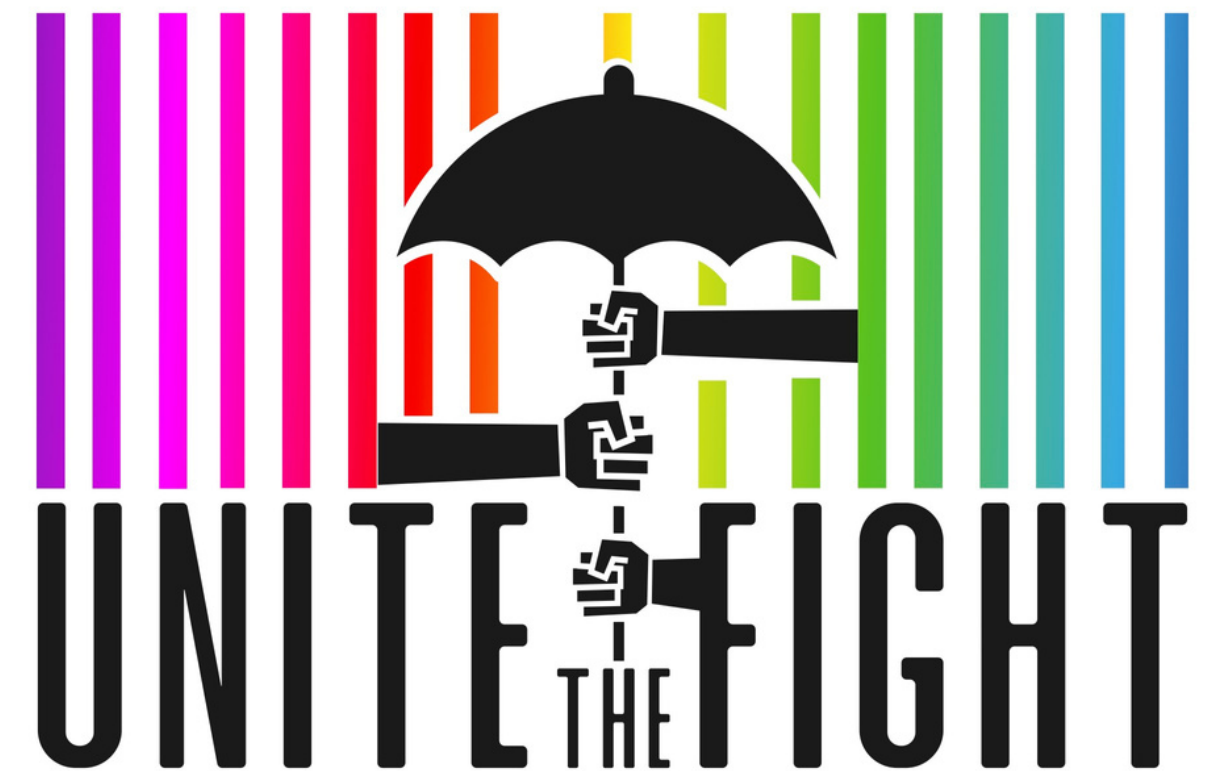


2023 Sponsorship
Packet



Table Of Contents

- The Equality Alliance's (TEA's) purpose and mission
- What is Unite the Fight?
- Impact and growth
- Sponsorship levels
- Meet the TEA staff and board
- Contact
- Sponsorship appendix



What is The Equality Alliance (TEA)?

The Equality Alliance is a registered 501c3 that has generated over \$350,000 for local LGBTQIA+ charities since our first Unite the Fight gala in 2017. Today, the Unite the Fight gala is the largest LGBTQIA+ gala in Central Texas, and one of the largest in the country.

Our Mission

The mission of the Equality Alliance (TEA) is to merge queer culture and philanthropy through our parties with a purpose, generating financial support and visibility for local, grassroots LGBTQIA+ charities fighting for equality in Central Texas.





What is Unite the Fight?

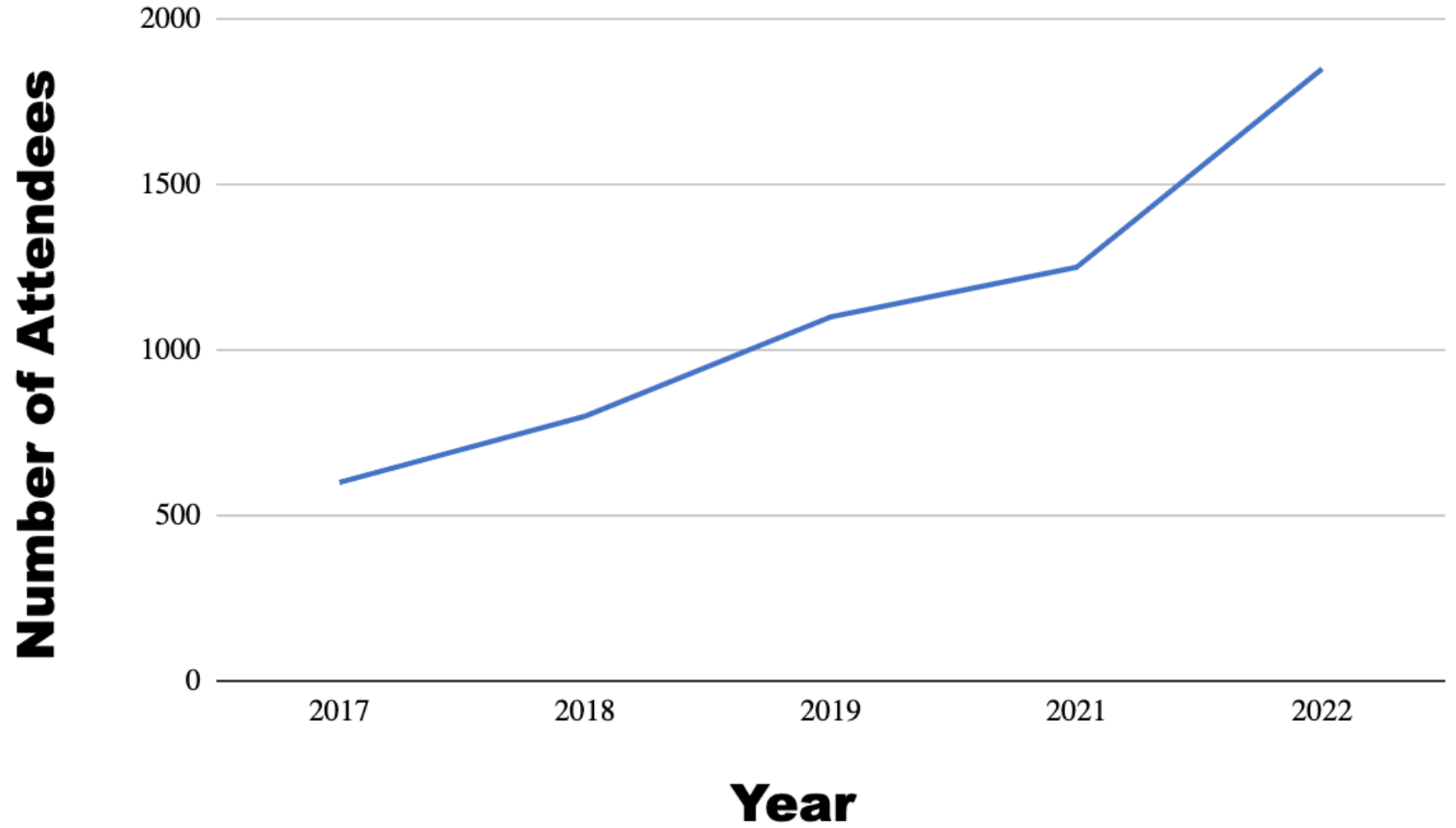
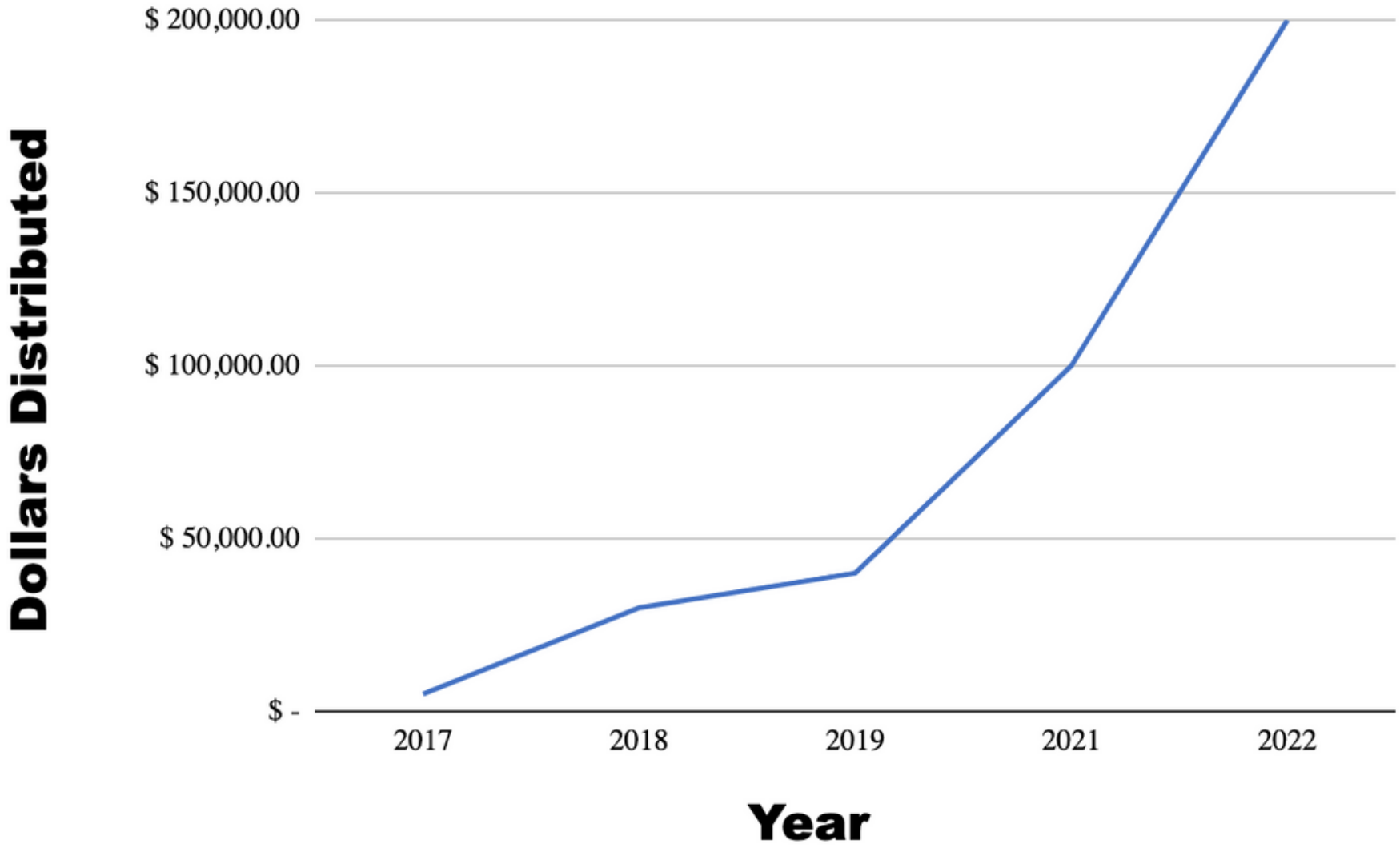
Unite the Fight is TEA's annual gala, where local LGBTQIA+ charities come together for one common goal: EQUALITY.

The format is nontraditional, or as we like to say, "not your granny's gala." 8 drag amateurs are paired with 8 local drag queens to fundraise and battle for the crown. Past celebrity drag hosts include Shangela (*DWTS*, HBO's *We're Here*) and Alyssa Edwards (*RuPaul's Drag Race*, Netflix's *Dancing Queen*). Our audience members embrace sparkle and brandish clacking fans, sending a bold message to our city and our state: at Unite the Fight, everyone is free to be who they are.

Unite the Fight proceeds are distributed among beneficiary charities including Out Youth, Kind Clinic, TENT, and allgo, and help support the growth of TEA, our mission, and our parties with a purpose™.

WWW.UNITETHEFIGHTGALA.COM

Unite the Fight: Impact and Growth



Sponsorship Levels



Advocates of Equality

Heroes of Equality

One for One

Entertainment

Communications

Red Carpet

Lip Sync

Underwriting

Presenting Sponsor

	Table Sponsors			Production Sponsors		Onsite Events		Premier Sponsors	
	Premier			Premier		Front		Front	
Sponsorship Amount	\$3,000	\$6,000	\$10k	\$12k	\$15k	\$15k	\$15k	\$25k	\$50k
Table Placement in Ballroom									
VIP Seats w/1hr VIP Sponsored Bar	12	12	24	12	12	12	12	24	36
Mercedes Benz Raffle Tickets (\$125 ea)	0	5	10	15	15	15	15	20	30
Logo on program, signage at gala, and website	✓	✓	✓	✓	✓	✓	✓	✓	✓
Concierge Table Service		✓	✓	✓	✓	✓	✓	✓	✓
Industry Exclusivity			✓		✓	✓	✓	✓	✓
Complimentary Wine				4	4	4	4	8	12
Thanked from Podium					✓	✓	✓	-	-
Speaking Time at Podium								✓	✓
All Social Media Leads with Your Name								✓	✓
Donated VIP table to beneficiary charity			✓						

***See appendix for more detail on each sponsorship.**

Meet our Executive Director

Monica Painter is a wife, mother of 7, and a creative spirit who has devoted her life and career to advocating for marginalized people. After staying home with her first 4 children, she began volunteering for a statewide foster care agency. She eventually became their Director of Development, leading initiatives to raise critical funding for the most vulnerable children across Texas. Monica later volunteered for Equality Texas for 3 years before becoming their Director of Development, fully reimagining the Merry Merry Martini Mixer to double it in size and dollars raised. In 2016, Monica had a new vision for the way events were done in Austin - bolder, bigger, and more inclusive - and thus The Equality Alliance (TEA) was born. Today, TEA has surpassed every hope she initially had for it, becoming the largest LGBTQIA+ event in central TX. She is constantly humbled by how so many volunteers, donors, and sponsors have come together to build more than an event, but an institution - and she is committed to expanding TEA reach until every member of our community is treated as equal.



Meet our Director of Development

Janson Woodlee is an artist turned entrepreneur with a passion for philanthropy and mission that run deep. After graduating from Yale University with a degree in music, he was a professional opera singer, making his Lincoln Center debut in 2007. Since that time, Janson has worked across a range of industries including management consulting, educational consulting, and private equity. Since moving to Austin in 2015, Janson has been a staunch supporter of nonprofits across our city, co-chairing HAAM's Battle of the Bands for several years and consulting to Black Fret. In 2017, he attended the inaugural Unite the Fight gala, and was inspired to do more. He later volunteered for the Equality Alliance as it navigated a global pandemic, delaying Unite the Fight an entire year. In 2021, our Austin community bounced back, setting massive records for attendance and dollars raised. Janson is most proud of the work of our community to co-create an organization that reflects our incredible LGBTQIA+ family in Austin. He looks forward to growing a culture and organization that every LGBTQIA+ Austinite can think of as their own.



Meet Our Board



Ryan Rastelli
Board President



Cameron Chen
Board Member



Marina Gonzales
Board Member



Travis Holler
Board Member



Alex Hernandez-Bobrow
Board Member

Sponsorship Contact

Monica Painter



(512) 845-5614



monica.painter@theequalityalliance.com



Volunteer Contact

Travis Holler



(512) 733-9020



travis.holler@theequalityalliance.com





Because
of donors
like you

Sponsorship Appendix



Advocates of Equality Sponsorship (\$3000)

Benefits of this sponsorship package include:

- Premier table placement in the ballroom
- 12 VIP tickets (includes VIP pre or post party)
- Company logo or name on program, gala signage, and website



Heroes of Equality Sponsorship (\$6000)

Benefits of this sponsorship package include:

- Premier table placement in the ballroom
- 12 VIP tickets (includes VIP pre or post party)
- Company logo or name on program, gala signage, and website
- 5 Mercedes Benz raffle tickets
- Concierge table service (your very own cocktail waiter!)



One for One Sponsorship (\$10,000)

Benefits of this sponsorship package include:

- Premier table placement in the ballroom
- 24 VIP tickets (includes VIP pre or post party) - this includes an additional 12-person VIP table gifted to the beneficiary charity of your choice, expanding access to Unite the Fight
- Company logo or name on program, gala signage, and website
- 5 Mercedes Benz raffle tickets
- Concierge table service (your very own cocktail waiter!)



Entertainment Sponsorship (\$12,000)

Benefits of this sponsorship package include:

- Premier table placement in the ballroom
- 12 VIP seats (includes VIP pre or post party)
- 15 Mercedes Benz raffle tickets
- Social media and onstage shout-outs from our host
- Company logo or name on program, gala signage, and website
- Concierge table service (your very own cocktail waiter!)



Communications Sponsorship (\$15,000)


Benefits of this sponsorship package include:

- Premier table placement in the ballroom
- 12 VIP seats (includes VIP pre or post party)
- 15 Mercedes Benz raffle tickets
- Company logo or name on program, gala signage, and website
- Concierge table service (your very own cocktail waiter!)
- 4 bottles of complimentary wine at your table
- Company name listed on all video content, gala ticket purchases, and CRM communications




Red Carpet Sponsorship (\$15,000)

Benefits of this sponsorship package include:

- Front table placement in the ballroom
 - 12 VIP seats (includes VIP pre or post party)
 - 15 Mercedes Benz raffle tickets
 - Company logo or name on program, gala signage, and website.
 - Concierge table service (your very own cocktail waiter!)
 - 4 bottles of complimentary wine
 - All mentions of red carpet include 'presented by'
 - Logo on all photos from red carpet
 - Thanked from the podium
- 

Lip Sync Sponsorship (\$15,000)

Benefits of this sponsorship package include:

- Front table placement in the ballroom
 - 12 VIP seats (includes VIP pre or post party)
 - 15 Mercedes Benz raffle tickets
 - Company logo or name on program, gala signage, website, and on all clacking fans (1 per gala guest)
 - Concierge table service (your very own cocktail waiter!)
 - Industry exclusivity
 - 4 bottles of complimentary wine
 - Thanked from podium
- 

Underwriting Sponsorship (\$25,000)


Benefits of this sponsorship package include:

- Front two rows table placement in the ballroom
- 24 VIP seats (includes VIP pre or post party)
- 20 Mercedes Benz raffle tickets
- Company logo or name on program, gala signage, and website
- Concierge table service (your very own cocktail waiter!)
- Industry exclusivity
- 8 bottles of complimentary wine
- Thanked from podium and speaking time at podium
- Featured on all social media posts leading up to event



Presenting Sponsorship (\$50,000)

Benefits of this sponsorship package include:

- Front row table placement in the ballroom
 - 36 VIP seats (includes VIP pre or post party)
 - 30 Mercedes Benz raffle tickets
 - Company logo or name on program, gala signage, and website
 - Concierge table service (your very own cocktail waiter!)
 - Industry exclusivity
 - Complimentary suite at Fairmont (includes valet)
 - 12 bottles of complimentary wine
 - Thanked from podium and speaking time at podium
 - Featured on all social media posts leading up to event
- 

Fairmont Table Map

Key	Color
VIP Presenting Sponsor w/ VIP Pre-Party	Pink
VIP Underwriting Sponsor w/ VIP Pre-Party	Orange
VIP Event Sponsors w/ VIP Pre-Party	Yellow
VIP One for One Sponsorship w/ VIP	Blue
VIP Heroes of Equality w/ VIP Pre-Party	Purple
VIP Advocates of Equality w/ Vip Post-Party	Teal
VIP Individual (Self Seated) w/ VIP Post-Party	Light Teal
GA Whole Table	Green
GA Individual Tickets (Self Seated)	Light Green
Reserved - Talent, charities, contestant fam	Red
Reserved - Volunteers	Grey

*Event sponsors include Entertainment, Communications, Red Carpet and Lip Sync.

