

SEPTEMBER 17-19TH 2021

STONEWALL SPORTS

7th Annual
***NATIONAL
TOURNAMENT
AND SUMMIT***

***SPONSORSHIP
DECK***



WHO WE ARE

Stonewall Sports is an LGBTQIA+ and ally community-based, 501(c)(3) sports organization that strives to support other local non-profit organizations through organized sports, fundraising, and volunteerism. We work to develop a well-connected, diverse community through a variety of sporting events as well as creating social and philanthropic opportunities for our players. We are committed to fostering an environment of diversity, equity, and inclusion; essential components to the framework of our organization. We value each player for who they are and what they bring to our community.

Our vision is that every person should have the ability to feel comfortable playing organized sports, and that we have the responsibility to give back to our community.

Our mission is to provide an inclusive, low cost, and high FUN sports league that is managed as a nonprofit with a philanthropic heart.

Stonewall Sports' name is to pay tribute and remember those that fought for the civil rights of the LGBTQ+ community **50 years ago** during the **Stonewall Riots**. Though occurring in New York City, it is an important event that led the gay liberation movement and the modern fight for LGBTQ+ rights nationally. The name is to be worn proudly enhancing the safe and fun environment we play in today, while giving back to the community.

Find out more about Stonewall Sports at stonewallsports.org



STONEWALL SPORTS NATIONAL TOURNAMENT AND SUMMIT

7th ANNUAL STONEWALL SPORTS TOURNAMENT AND SUMMIT

This year will mark Stonewall's 7th Annual Tournament and Summit. We select a different chapter city each year, and this year we selected **Richmond, Virginia**.

In 2019, the Stonewall Sports National Tournament and Summit attracted over 1,100 participants, hailing from over 19 cities, across 7 different sports. Athletes participate in kickball, dodgeball, volleyball, bocce, billiards, bowling, and tennis.

Over the course of three days Stonewall hosts a variety of events to bring the participants together allowing them to connect outside of the competition. This offers sponsors an opportunity to get in front of an engaged LGBTQIA+ audience with creative, interactive attractions.



COVID-19: GUIDELINES & RESPONSE

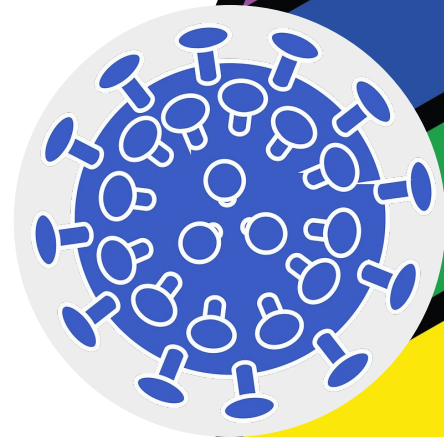
In response to the events of the COVID-19 pandemic, we have decided to move our tournament to September, rather than hold it during the summer like we traditionally do. This move will allow us to conduct the tournament with the health and safety of all participants, volunteers, beneficiaries, and sponsors in mind as the nation's vaccine distribution continues over the spring and summer months.

Based on President's Biden's latest commitment for everyone to have access to a COVID vaccine by the first week of July, we are comfortable moving forward with a traditional tournament and summit format for the fall.

Stonewall Sports will continue to follow all CDC and Commonwealth of Virginia guidelines and precautions to make sure that our participants, volunteers, and staff are as safe and comfortable as possible.

Any significant deviations from the forecasted plan (such as a postponement) will be communicated out to all sponsors with the option to renegotiate terms, or transfer sponsorship to the following tournament, in the event that we were unable to host this year.

If you have any additional questions or concerns, our Leadership Team is happy to chat with you personally.



EVENT OVERVIEW

STONEWALL SUMMIT

Blurb about Summit, focus on diversity, education etc

REGISTRATION PARTY

The Registration Party will take place at the host hotel in Downtown Richmond. Each sport has a registration table for captains and players to visit and vendors have the opportunity for tables, product displays, sample give away, and other activations

OPENING NIGHT & Mx. PAGEANT

Later that evening our opening celebrations continue at Tang & Biscuit in Scott's Addition. The night begins with a Mx. Stonewall Drag Show that will benefit the Nationz Foundation. Over the course of the evening participants will compete and connect with drinks and dancing.

GAME DAYS

Games will take place on both Saturday and Sunday, beginning each morning and running through the afternoon at several locations in and around Richmond, based on the sport.



HAPPY HOURS

A crucial part of the tournament is networking between participants from various cities. Each tournament day we will highlight community businesses for folks to gather post-games and networks.

SATURDAY NIGHT PARTY

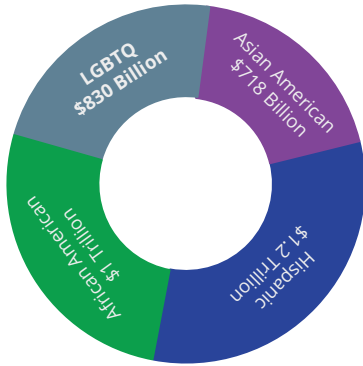
Saturday participants expect a celebration of the joy in our community via arts and music. This will be a great opportunity for fun, networking, and showcasing some of the most fantastic vendors Richmond has to offer. There is an opportunity for themed drinks, step touch backdrops, and raffles.

This event would be a great sponsor hosting opportunity!

THE CLOSING PARTY

We will be closing the weekend at the Hofheimer in Scott's Addition. We will honor our most skilled players, most dedicated volunteers, and various other community leaders. Across multiple floors, and a rooftop with a view of Richmond, this event full of dancing and celebration is the perfect way to end a couple long hard days of play.

LGBTQIA+ COMMUNITY OVERVIEW



BUYING POWER

US Niche Market
(Business Insider, 2013)

LGBTQIA+ TRAVEL OVERVIEW

Gays and Lesbians take approximately 5 leisure trips per year compared to approximately 2 trips for the average U.S. traveler

- LA Tourism & Convention Board 2014

70% of LGBTQ travelers report that they are more likely to visit a destination with dedicated outreach to LGBTQ travellers.

-Community Marketing Insights, LGBT Tourism & Hospitality Survey 2014

CMI has estimated the annual economic impact of LGBTQ travelers at about \$70 billion per year in the US alone, the most of any country worldwide.

-Community Marketing Insights, LGBT Tourism & Hospitality Survey 2014

LGBTQ spending comprised 13% of all global travel spending.

-According to industry analyst Out Now Global

SPENDING

\$830 Billion spending power.

TRENDY

The LGBTQIA+ community is a trendsetting market.

LOYALTY

If you engage with us, we are brand loyal.

LGBTQIA+ COMMUNITY OVERVIEW

EXPERIMENTAL, EXPERIENTIAL, AND BRAND-SAVVY CONSUMERS

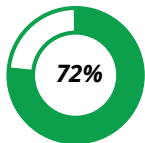
LGBTQ buying power totaled nearly \$1 trillion in 2016--nearly on par with African-American or Hispanic consumers. But LGBT-targeted ad revenue remains a fraction of the totals associated with other minority groups. What's more, Kantar Futures has identified a segment of society that tends to "pass" as straight, but whos attitudes, behaviors, and consumption patterns are more closely aligned with the LGBT community. This discovery suggests the audience for LGBTQ marketing could be much larger than conventional estimates.

EXPERIMENTAL AND EXPERIENTIAL

KEEP IT FRESH, KEEP IT INTERESTING

This group prides itself in boldness, risk taking, and trend savvy. Can your brand keep them engaged, even challenged? Or will they be tempted to find a brand that will?

72% of LGBTQIA+ consumers vs. 62% of Exclusively Straight Consumers

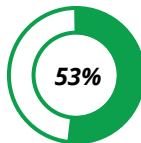


KEEPING SCORE THROUGH BRANDS

INSPIRE CONNECTION

Members of the LGBTQIA+ community support brands because they're an easy way to telegraph success and achievement. But this group believes brands have certain obligations, as well. What can your brand do to fulfill the Segment's need for acceptance and personal connection?

53% of LGBTQIA+ consumers vs. 32% of Exclusively Straight Consumers.

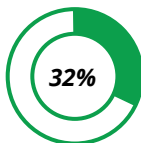


LIVING FOR NOW

HELP THEM FIND BALANCE

The LGBTQIA+ community is happy to live for the moment, and this face influences their consumption patterns and brand engagement. But future planning tends to be an afterthought for the group. Can you empower them to plan for a future that's coming, even if they can't easily foresee it?

32% of LGBTQIA+ consumers vs. 48% of Exclusively Straight Consumers.





STONEWALL SPORTS

SPONSORSHIP OPPORTUNITIES!

Sponsorships can be submitted at any time, although must be confirmed by certain dates for all the presented benefits to still be available. Sponsorships can be monetary, in-kind, discounts, use of space or services, etc. -- or a combination.

All sponsorship levels are flexible, and if there is something in particular that you are looking for in your sponsorship, and not listed below, please work with Fundraising Manager, Tom Magnan (he/him).



FOOD & DRINK SPONSORSHIP OPPORTUNITIES

FRIENDS OF STONEWALL GUIDE TO RVA \$50-100

Perfect Partners:

Any establishments that serve Drinks, Food, and/or Drinks + Food (including coffee, themed bars and clubs, farmers market, shops, etc.)

How It Works:

We will feature you in a digital and hard-copy *Friends of Stonewall - Tournament Guide* distributed to our 1,500+ participants, encouraging them to attend your location, specifically calling out that you are supportive of the LGBTQIA+ community and would love for them to patronize your establishment!

Benefits:

\$50: Name, logo, and description as a preferred spot to visit throughout the tournament in our guide, website and social media as a supporter of Stonewall Sports.
\$100: Additional Quarter page ad (2.5"x4")

TOURNAMENT HAPPY HOUR LOCATION \$250

Perfect Partners:

Establishments with Drinks, Food, and/or Drinks + Food who are supportive of the LGBTQIA+ Community.

How It Works:

A crucial part of the tournament is networking between participants from various cities. Each tournament day we will highlight community businesses for folks to gather post-games and networks. Participate at this level, and this could be you!

Benefits:

Listed as a happy hour location for **one day** of the tournament for rolling crowds come post games. And you will also get your name and logo on our website, *Friends of Stonewall Tournament Guide to RVA*, and social media as a supporter of Stonewall Sports.

Our easiest opportunity for sponsorship!

FOOD & DRINK *SPONSORSHIP OPPORTUNITIES*

TASTE OF RICHMOND: FOOD TRUCK STYLE **10% OF SALES**

Perfect Partners:

Food Trucks and Food Cart Vendors

How It Works:

We will have a bunch of hungry players at a few different locations and we'd love for them to stay, watching other games and making new friends. So let's bring the food to them! Post up for a few hours and have these hungry people head over your way.

Benefits:

In return for 10% of sales during your slot, you will get exclusive access to a field(s) during our tournament and promotion to participants, including logo on our website and social media.

SPIRIT SPONSOR **\$750+**

Perfect Partners:

Liquor Vendors, Wine Vendors, Other Vendors looking to provide samples and products to participants.

How It Works:

Create some buzz around your products at our events by having team members come out with samples, giving participants an opportunity to experience and enjoy your brand.

Benefits:

An exclusive invite to our public events to table and pass out samples/create content, and a small logo on our website and social media callouts.

Donations made to Stonewall Sports Inc are eligible as tax-deductible donations according to the Internal Revenue Code 501(3)(c)

CORPORATE & SMALL BUSINESS

SPONSORSHIP OPPORTUNITIES

PROUD PRESENTING SPONSOR **\$15,000+**

- All **RAINBOW** Platinum sponsor benefits, plus:
- Presenting logo featured on website and Sponsor banner
- Opportunity for business representatives to speak at welcome event sharing your commitment to the LGBTQ+ community

RAINBOW PLATINUM SPONSOR **\$8,000+**

- All **LOVE WINS** Gold sponsor benefits, plus:
- Large Logo featured on event t-shirts, website, and Sponsor Banner
- Become naming sponsor of an individual sports league (Kickball, Bocce, etc)

LOVE WINS GOLD SPONSOR **\$4,000+**

- All **TRUE COLORS** Silver sponsor benefits, plus:
- Host, or name, tournament event
- Additional two social media shoutouts showing as a committed sponsor
- Named sponsor(s) for *Player Support Fund* (help cover lodging/fees)

TRUE COLORS SILVER SPONSOR **\$2,500+**

- All **OUT & PROUD** Bronze sponsor benefits, plus:
- Medium Logo featured on website and Sponsor Banner
- Medium Logo on event t-shirts
- Be the first at this level and also get:
 - Naming and logo on all participant lanyards

OUT & PROUD BRONZE SPONSOR **\$1,250+**

- All **BE TRUE, BE YOU** advocate benefits, plus:
- Small logo on event t-shirts
- Field name, including signage with large logo (*Limited to first 15 sponsors*)
 - A *La-carte Benefit* for **ADVOCATE** for \$250

BE TRUE, BE YOU ADVOCATE **\$750+**

- All **ALLY** partner benefits, plus:
- Business name on event t-shirts
- Small Logo featured on website and Sponsor Banner
- Invite to our public events to table and pass out samples/create content

ALLY PARTNER **\$500+**

- All **STONEWALL** supporter benefits, plus:
- Second social media shout-out prior to event
- Provide promotional or other marketing materials for all player swag bags assembled at the start of the tournament

STONEWALL SUPPORTER **\$250+**

- Business name on banners displayed throughout the tournament
- Hyperlinked business name displayed on our Tournament website
- Included in Sponsor Social Media shout-out prior to event
- Featured in Sponsorship recognition campaign story during the tournament



THANK YOU, WE CANNOT DO THIS WITHOUT YOU!



CONTACT US

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CONNECT WITH US

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