



BECOME A SPONSOR

LA IMPACT 2024

September 28, 2024 | Los angeles, CA

By sponsoring this transformative event, you play a vital role in **shaping new tomorrows for LGBTQ+ families** — and put a spotlight on your brand's impactful work. Email us at devo@familyequality.org to get started!



Every connection made, moment shared, and story told at *LA Impact* fuels our mission to create a world where everyone can experience love, belonging, and family.

Each year at *LA Impact*, we honor trailblazing **stars of the stage and screen** like our 2023 honorees, Niecy Nash-Betts and Bruce Cohen. Our powerful evening filled with **all-star performances** and **inspiring storytelling** also garners national media attention from outlets like *Variety*, *Playbill*, *Harper's Bazaar*, and more.

Sponsor Levels



"Sponsors' commitment to [Family Equality] makes us feel valued, respected, and appreciated. We will make concerted efforts to show sponsors the same support."

	Partner \$250,000	Diamond \$100,000	Platinum \$50,000	Gold \$30,000
Inclusion of brand name in event title (<i>LA Impact</i> , in partnership with...)	✓	Presenting naming rights or Visibility Award naming rights	-	-
On-site sponsor activation such as a sampling opportunity or display space (Production costs paid by sponsor)	✓	✓	-	-
VIP table(s) (10 guests each, premium placement)	4	3	2	2
Full page ad in printed program	1, premium placement	1, premium placement	1, preferred placement	1, preferred placement
Social media mention(s)	3	3	3	2
Red carpet photo op on the press line before the event	✓	✓	✓	✓
Logo inclusion on event signage	✓	✓	✓	✓
Logo inclusion on event Step and Repeat	✓	✓	✓	-
Giveaway opportunity	✓	✓	✓	-
On-stage spotlight	✓	Mention	Mention	-
Sponsorship/visibility at Host Committee event	✓	✓	✓	-
Logo on invite, event webpage, and emails	✓	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	✓	✓

	Silver <i>\$20,000</i>	Bronze <i>\$10,000</i>	Friend <i>\$3,000</i>
Table(s) (10 guests each)	2	1	-
Presence in printed program	1 full page ad	1 full-page ad	Recognition as event sponsor
Social media mention(s)	1	-	-
Logo on invite, event webpage, and emails	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	-

Additional opportunities

	Cocktail <i>\$15,000</i>	Dessert <i>\$15,000</i>	Event Sponsorship <i>\$3,000</i>
On-site sponsor activation such as a sampling opportunity or display space (Production costs paid by sponsor)	✓	✓	-
Exclusive signage/branding during reception	✓	✓	✓
Additional branding opportunities	<i>Napkins, etc.</i>	<i>Napkins, etc.</i>	-
Logo on invite, event webpage, and emails	✓	✓	✓
Logo on A/V sponsor loop	✓	✓	✓
Recognition in program book	✓	✓	✓



“After seeing which companies supported Family Equality, we started making thoughtful decisions about how we **spent our dollars.**”

Printed Program Color Advertisements

- **FULL PAGE** (5.125" x 7.125")
\$2,500
- **HALF PAGE** (5.125" x 3.5")
\$1,500

Color ads should be in CMYK and submitted electronically as a PDF or JPEG in high resolution (300dpi).



READY TO GET STARTED?

So are we! Email our Director of Strategic Events and Engagement, Zac Walker, at zwalker@familyequality.org