



WIGOUT

A HAIR-RAISING NIGHT *of* CHARITY

Saturday, March 21, 2020
Midtown Ballroom | Charlotte

SPONSORSHIP

Information



ABOUT WIGOUT

It's time to let your hair down. WigOUT is an outrageous, new and creative fundraiser to support LGBTQ youth. The charity event is exclusively organized and planned by friends of Campus Pride.

Campus Pride is the leading national nonprofit 501(c)3 organization for LGBTQ youth and campus groups at colleges and universities. The organization's Student Leader Network is the largest in the country for college students. Annually the organization serves over 1,400 colleges and universities. Campus Pride was founded in the South and calls Charlotte, NC its home.

WigOUT is a time to celebrate with friends the freedom to express oneself, the diversity of humanity and the outlandish fun of wearing a wacky and wild wig. Do not be confined by boxes and a lack of pizzazz. WigOUT brings together the talents of local hair salons, stylists, and artists to create a world of OVER THE TOP and OUTRAGEOUS wigs. Individuals who attend the party have the opportunity to bid on these custom, one of a kind wigs with all proceeds benefiting LGBTQ youth with Campus Pride.

WILL YOU CONSIDER HELPING US WITH OUR UPCOMING WIGOUT CHARITY FUNDRAISER?

Saturday, March 21, 2020

Midtown Ballroom

1133 Metropolitan Ave | Charlotte, NC 28204

WigOUT has a variety of sponsorship opportunities for socially responsible organizations, like yours, that help serve the LGBTQ+ communities where we work, live and play.

WAYS TO GET INVOLVED

Sponsor WigOUT

Donate to our WigOUT auction

Host a table at the WigOUT event

Give a donation

Share our event

Additional information and resources can be found www.campuspride.org/WigOUT. Your help, partnership, and contribution can help change lives of LGBTQ youth and make a positive difference in the LGBTQ community.



ABOUT CAMPUS PRIDE

Since 2001, Campus Pride has grown in national prominence and remains the only national nonprofit 501(c)(3) organization dedicated to LGBTQ and Ally student leaders and campus groups at colleges and universities. The volunteer-led organization “for” and “by” student leaders is often considered a trailblazer for its online resources, grassroots mobilizing efforts and programs for LGBTQ and Ally student leaders/campus groups.

For businesses and organizations, Campus Pride offers a unique opportunity to come out nationally on college campuses as a champion for fairness, equality and inclusion of workplace diversity. This guide highlights the WigOUT event and sponsorship benefits that will support Campus Pride through its programs/services, as follows:

SUMMER LEADERSHIP CAMP:

Campus Pride organizes the first-ever summer leadership camp for LGBTQ and Ally undergraduate student leaders from campuses across the country. The five day annual camp focuses on leadership skills, coalition building and networking with other student leaders.

CAMPUS PRIDE INDEX:

is the most comprehensive national benchmarking tool for colleges and universities to become more LGBTQ-friendly. Designed by

Campus Pride, the self-assessment tool measures campuses along eight different LGBTQ-friendly factors for inclusive policies, programs and practices. The revolutionary tool works to change the way campuses view LGBTQ issues.

CAMPUS PRIDE

ONLINE: Our award-winning website (campuspride.org) and blog are the only one of its kind for LGBTQ and Ally college student leaders. The site highlights progressive efforts of campuses along with commentary from

national LGBT experts. It is hailed as an essential networking tool for campus organizing and for providing valuable leadership resources.

CAMPUS Q TOOLS:

Campus Pride distributes Campus Q tools and resources to student leaders and campuses across the country. In addition, Campus Pride creates national campus organizing materials designed for helping student leaders and campus groups build effective coalitions and become stronger advocates for change.

Campus Pride over the years has truly made a positive difference for LGBTQ and Ally student leaders and for making colleges more LGBTQ-friendly. One student leader comments:

“I never thought that change was possible on my conservative campus. Campus Pride empowered me to become more involved and also provided the necessary tools and resources to lead the way...”

Now you have the opportunity to help us go farther. Campus Pride relies heavily on the generous support and financial assistance from individual donors, sponsors and partners like you. The 16-24 year-old college market -- specifically the college market of LGBTQ and straight allies -- are extremely interested in finding which businesses support who they are. And, in return, they will support you -- as customers and potentially as future employees.

Learn more online at www.CampusPride.org



WHY SUPPORT

A SPONSORSHIP WITH CAMPUS PRIDE WILL HELP YOU:

BUILD brand visibility and support with LGBTQ and Ally youth for the future.

DEVELOP a marketing link to a brand-loyal, highly consumer-oriented 17-24 year-old target audience.

SEND a positive message to your LGBTQ employees and customers.

OUTREACH to connect with future LGBTQ workforce.







MAKE a statement on diversity, inclusion and fair-mindedness.

CREATE exposure among a national network of thousands of student leaders at colleges and universities across the country.





WIGOUT SPONSORSHIP LEVELS & BENEFITS

	\$5,000	\$3,000	\$2,000	\$1,000	\$500	\$250
						
BENEFITS	BEEHIVE <i>Host</i>	THE FARRAH FLIP <i>Platinum</i>	THE RACHEL <i>Gold</i>	FINGER WAVE <i>Silver</i>	PAGE BOY <i>Bronze</i>	PIXIE CUT <i>Contributor</i>
Sponsor name will be part of the official event name, Presented by	W					
Opportunity to welcome guests from Stage	W					
Promotional insert and/or company swag in gift bag, provided by the Company	W	W	W	W	W	W
VIP experience for guests and pre-event sponsor reception	W	W	W	W	W	W
Recognition at event from Stage	W	W	W	W		
Speaking opportunity with Campus Pride students (will be contacted at a later date)	W	W	W	W		
Prominent Logo and Company placement on WigOUT website & advertisements	W	W				
Logo placement on WigOUT website & promotional items			W	W	W	W
Full-page recognition page in WigOUT program book with premier placement, provided by the Company	W	W	W			
Premier Half-page recognition page in WigOUT program book, provided by the Company				W		
Half-page recognition page in WigOUT program book, provided by the Company					W	W

BEEHIVE: \$5,000

Host



- Title recognition - Sponsor name will be part of the official event name, Presented by
- Full-page color recognition page in WigOUT program book with premier placement
- Opportunity to welcome guests from Stage
- Prominent Logo and Company placement on WigOUT website and social media outlets
- Promotional insert and/or company swag in gift bag (items provided by Company)
- VIP experience for 12 guests with premier table placement and pre-event sponsor reception change the current line to this one above.
- Logo on signage at event, including special top-tier sponsor recognition signs
- Speaking opportunity with Campus Pride students (will be contacted at a later date)



THE FARRAH FLIP: \$3,000

Platinum



- Listing on pre-event invitations and advertisements
- Full-page recognition page in WigOUT program book with premier placement
- Recognition at event from Stage
- Prominent Logo and Company placement on WigOUT website and social media outlets
- Promotional insert and/or company swag in gift bag (items provided by Company)
- VIP experience for 8 guests with premier table placement and pre-event sponsor reception
- Speaking opportunity with Campus Pride students (will be contacted at a later date)

THE RACHEL: \$2,000

Gold



- Listing on pre-event invitations and advertisements
- Full-page recognition page in WigOUT program book
- Recognition at event from Stage
- Logo and Company placement on WigOUT website and social media outlets
- Promotional insert and/or company swag in gift bag (items provided by Company)
- VIP experience for 4 guests with premier table placement and pre-event sponsor reception
- Speaking opportunity with Campus Pride students (will be contacted at a later date)

FINGER WAVE: \$1,000

Silver



- Half-page recognition page in WigOUT program book with premier placement
- Logo and Company placement on WigOUT website
- Recognition at event from Stage
- Promotional insert and/or company swag in gift bag (items provided by Company)
- VIP experience for 6 guests with high top table premier placement and pre-event sponsor reception
- Speaking opportunity with Campus Pride students (will be contacted at a later date)

PAGE BOY: \$500

Bronze




- Half-page recognition page in WigOUT program book
- Logo and Company placement on WigOUT website
- Promotional insert (provided by Company) in gift bag
- VIP experience for 4 guests with high top table placement and pre-event sponsor reception

PIXIE CUT: \$250

Contributor



- Half-page recognition page in WigOUT program book
- Logo and Company placement on WigOUT website
- Promotional insert (provided by Company) in gift bag
- VIP experience for 2 guests for the pre-event sponsor reception



PO Box 240473
Charlotte, NC 28224

(704) 277-6710
www.CampusPride.org
info@CampusPride.org