

# 2023 Small Business Sponsorship Opportunities



## Why should you sponsor the OutCenter?

When your company sponsors OutCenter Southwest Michigan you are investing in a richer diversity of talent and community that impacts LGBTQ+ employers, employees, and families.

And this means an improvement in the quality of life for everyone including you, your family, and your employees and their families. Research shows that when community areas and employees represent the rich diversity of our human community we see:

- Growth in consumer markets through increased tourism and population growth
- Increased support from state and regional governments
- More inclusive communities through:
- Improved mental and physical health
- Decreased stressors regarding discrimination and safety
- Improved quality of life for employees and their families

This means a better brand and better bottom line.

We remain committed to our work - even in our new landscape - to create an inclusive and rich diversity across our area, where LGBTQ+ are included and contributing members of the economy and so much more:

- ✓ 418 policies and practices promoted, enacted and/or modified
- ✓ 353 families and school staff members received assistance
- ✓ Working with 25+ area school communities and in partnership with Berrien RESA
- ✓ Reaching more than 11,000 elementary, middle, high school, and college students
- ✓ 22 partner organizations organized to provide more robust and appropriate services to LGBTQ+ people and their families

|                               | \$2,000   | \$1,000   | \$500   | \$250   |
|-------------------------------|---|---|---|---|
| <b>Annual Benefits</b>        | Logo on the OutCenter website   | Logo on the OutCenter website   | Logo on the OutCenter website   | Business name on the OutCenter website  |
|                               | Logo on digital signage throughout the OutCenter  | Logo on digital signage throughout the OutCenter  | Logo on digital signage throughout the OutCenter  | Business name on digital signage throughout the OutCenter   |
| <b>Pride Month Benefits</b>   | Logo on PrideFest sponsorship banner  | Logo on PrideFest sponsorship banner  | Logo on PrideFest sponsorship banner  | Business name on PrideFest sponsorship banner   |
|                               | Logo on PrideFest sponsorship promotions  | Logo on PrideFest sponsorship promotions  | Logo on PrideFest sponsorship promotions  | Business name on PrideFest sponsorship promotions   |
|                               | Booth space at PrideFest  | Booth space at PrideFest  | Booth space at PrideFest  | Booth space at PrideFest  |
|                               | PrideFest radio shout-out   |   |   |   |
| <b>Holiday Pride Benefits</b> | 1/4 page ad space in the event program<br><i>*cannot include promotion of specific products or services</i> | 1/8 page ad space in event program<br><i>*cannot include promotion of specific products or services</i> | Discounted ad space in event program<br><i>*cannot include promotion of specific products or services</i> | Discounted ad space in event program<br><i>*cannot include promotion of specific products or services</i> |

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We are proud to have received support for the work we do from these amazing groups across Southwest Michigan:

- Berrien Community Foundation
- Berrien RESA, Van Buren ISD
- Corewell Health South, formerly Spectrum Health Lakeland
- DC Cook Nuclear
- Frederick S. Upton Foundation
- Gast-Idex
- Lake Michigan College
- Meijer
- Mid-West Family Broadcasting
- Moersch Hospitality Group
- United Federal Credit Union
- United Way of Southwest Michigan
- Whirlpool Corporation
- 70+ other institutions, agencies and nonprofits
- 40+ businesses across the area

## Contact information

Company/Individual name (as it should appear on acknowledgment)

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Contact name \_\_\_\_\_  I wish to be an anonymous sponsor

Phone \_\_\_\_\_ Email \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

## Donation Opportunity

\$ \_\_\_\_\_ Donation to the OutCenter (*Donation only- any amount*)  
Amount

## Payment

I would like to pay with a check (*payable to the OutCenter*)

I would like to pay with a credit card

Please send me an invoice

Amount \_\_\_\_\_  Visa  Mastercard  American Express

Credit Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CVC \_\_\_\_\_

Name of Card: \_\_\_\_\_

Signature \_\_\_\_\_

Please return with payment information to OutCenter, 132 Water Street, Benton Harbor, MI 49022

**For guaranteed advertising placement for perks and events, please submit logos by January 31st.**

Please submit high-resolution digital art to [info@outcenter.org](mailto:info@outcenter.org)

For more information or to purchase a sponsorship package online, please visit [outcenter.org](http://outcenter.org) or contact Mary Jo Schnell, Executive Director, [maryjoschnell@outcenter.org](mailto:maryjoschnell@outcenter.org), 269-757-7185