

SPONSORSHIP PACKET



**NOVEMBER
13TH**

gaybingoctl.org

CHARLOTTE CONVENTION CENTER
RICHARDSON BALLROOM

All sponsorships can be tailored to meet specific needs and interests.



Gay Bingo Charlotte is one of the most unconventional fundraising events in Charlotte – **this ain't your grandma's bingo!**

Join us for a wild, fun, outrageous and unpredictable evening of laughs, crazy costumes, dance routines, wacky entertainment, great music and a little bingo! Each bingo year has its own theme and set of special games – this is not a game of chance and no money or prizes can be won from getting an official bingo.

Since the first event - "Big Hair Bingo" in February 2000 - Bingo attendance has grown from 100 people at the Great Aunt Stella Center to sellout crowds of 1,400+ people at the Charlotte Convention Center.

Gay Bingo Charlotte has raised over \$1 million since 2000 to support the HIV services and programs [RAIN](#) provides to the Charlotte metro area.

GAY BINGO'S MOTTO:

*"A straight line never wins at Gay Bingo,
but our straight friends are always welcome!"*

SATURDAY, NOVEMBER 13

CHARLOTTE CONVENTION CENTER

This is not a game of chance and no money or prizes can be won.



MISSION: RAIN empowers persons living with HIV and those at risk to be healthy and stigma free.

VISION: RAIN envisions ending HIV in our community.

RAIN is one of the largest HIV nonprofits in the Carolinas providing direct client services. The organization is widely recognized for its unique model and expertise in working with persons living with HIV. RAIN educates and advocates for all people with HIV and works for a greater understanding of the virus and its impact. RAIN enables all to live fully with or without HIV.

Live Fully. With or without HIV.

Medical Case Management*: Assisting adults living with HIV (ages 25 and older) in obtaining community resources necessary for maintaining good health and eliminating barriers to effective treatment.

EPY (Empowering Positive Youth)*: Providing compassionate care to youth living with HIV (ages 13 to 24) with peer counseling, referrals to support services, medical case management, education on HIV/STI prevention and support in learning to live with HIV.

Health Insurance Assistance*: Assisting eligible individuals in successfully navigating the health insurance options to meet their unique medical needs. Also providing financial assistance for premiums and other out of pocket costs for those living with HIV.

Counseling Services: Providing virtual and on-site mental health support to clients as they work through issues related to a HIV diagnosis, anxiety, depression, trauma and substance abuse.

PrEP Program (Pre-Exposure Prophylaxis)*: Connecting HIV negative people to a prescribing physician to obtain medication and implementing risk reduction techniques to reduce the risk of exposure to HIV.

Early Intervention Services (EIS)*: Linking individuals who have fallen out of care or newly diagnosed and face the most barriers to effective treatment, adherence and viral suppression.

HIV/STI Testing*: Offering free and confidential testing through community events, by appointment and Wednesday evenings in our Uptown office (5 to 7 PM) in partnership with the Health Department.

CREW (Community Resources for Empowerment & Wellness): Helping individuals decide if they are ready for treatment through a holistic wellness program that focuses on harm reduction based one-on-one counselling, group support and substance use treatment.

Research Studies: Studying HIV ART (Anti-Retroviral Therapy) usage and adherence, viral load maintenance, mental health and wellness, substance use, sexual health, stigma, disclosure, HIV wellness and the use of PrEP.

Awareness & Prevention Outreach*: Providing free programs to educate the community on HIV/STI prevention and promote the end of HIV stigma including in person or virtually community presentations and classes, street outreach and information booths.

Support Groups: Offering support groups for adults (open group) and youth (closed group) living with HIV.

** indicates service is also provided in Spanish*

carolinarain.org

2020 SOCIAL MEDIA STATISTICS

DAILY TOTAL IMPRESSIONS: 872,318

(average of 2,390 each day)

Number of times any content from RAIN's page or about RAIN's page entered a person's screen (unique users)

DAILY TOTAL REACH: 728,817

(average of 1,997 each day)

Number of people who had any content from RAIN's page or about RAIN's page enter their screen (unique users)

DAILY PAGE ENGAGED USERS: 29,827

(average of 82 each day)

Number of people who engaged with RAIN's page. Engagement includes any click or story created (unique users)

NEW LIKES: 257

Number of new people who have Liked RAIN's page (unique users)



FACEBOOK

facebook.com/RAINCLT



INSTAGRAM

instagram.com/RAINCLT



YOUTUBE

youtube.com/user/RAINCLT



TWITTER

twitter.com/RAINCLT

FACEBOOK LIKES: 4,045

INSTAGRAM FOLLOWERS: 2,087

As of May 23, 2021



2020 Client & Community Services

RAIN served 745 individuals

MEDICAL CASE MANAGEMENT: 183 individuals served

Clients depend on their Medical Case Managers to assist with obtaining community resources necessary for maintaining good health. Medical care providers also depend on Medical Case Managers to assist clients with obtaining positive health outcomes and eliminating barriers to effective treatment.

EMPOWERING POSITIVE YOUTH (EPY): 69 individuals served

The EPY program provides compassionate care to youth living with HIV ages 13 to 24 and is led by peers also living with HIV. EPY Peer Navigators provide clients with peer counseling, referrals to support services, medical case management, guidance through the health care system, education on HIV/STI prevention, practice in disclosure techniques, and support in learning to live with HIV.

PrEP PROGRAM: 117 individuals served

PrEP (Pre-Exposure Prophylaxis) is a biomedical HIV prevention strategy for HIV negative people that reduces the risk of contracting the virus. Our PrEP counselor links clients to a PrEP prescribing physician, assists with overcoming financial barriers to obtaining medication, and implements risk reduction techniques to continually work toward behavior modification.

MENTAL HEALTH: 82 individuals served

RAIN's on-site mental health program supports clients as they work through issues not only related to a HIV diagnosis, but also anxiety, depression, trauma and substance abuse. The program offers individuals, couples, family and group counseling by a licensed mental health clinician.

EARLY INTERVENTION SERVICES (EIS): 60 clients served

Our Peer Retention Specialists link individuals who have fallen out of care or newly diagnosed and face the most barriers to effective treatment, adherence and viral suppression.

HIV/AIDS TESTING: 296 individuals tested

Our Outreach Workers performed 148 HIV tests and everyone tested was referred for follow up interventions depending on their individual needs. Through our partnership with the Mecklenburg County Health Department, we provided office space for them to perform HIV/STI tests for an additional 148 people. This partnership allows easy access for people working in the uptown area as well as the community's homeless population.

HEALTH INSURANCE ENROLLMENT: 345 individuals enrolled

Our Benefits Specialist assists Ryan White eligible individuals in successfully navigating the health insurance Marketplace and private insurance options that will meet their unique medical needs. RAIN also provides financial assistance for premiums and other out-of-pocket costs. These individuals also receive medical case management services.

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PRESENTING SPONSORSHIP

\$5,000

- Industry exclusivity as a Presenting Sponsor for Bippity Boppity Bingo (unless exclusivity is taken from a RAIN corporate sponsor - they have first right of refusal)
- Logo prominently placed on all marketing materials/collateral including programs, posters, flyers, social media graphics, etc.
- A representative from your company will have the opportunity to welcome and talk about your business from the stage or have a short one to two minute video played to the 1,500 expected attendees and volunteers
- VIP reserved table (10 tickets/seats) to Bippity Boppity Bingo
- Ten (10) drink tickets for the table
- Two free parking passes
- Full page color ad (8.5" W x 11" L) in the Bippity Boppity Bingo program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Opportunity to have one piece of collateral placed on all the tables (1,400 total seats) supplied by your business
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions, custom messaging and boosts on RAIN's Facebook, Twitter and Instagram accounts
- One hashtag (example: #lovetitos) that will be included on all social media posts related to Bippity Boppity Bingo
- Additional benefits as requested



RECEPTION SPONSORSHIP

\$3,000

- Maximum of two (2) After Party Sponsors
- Industry exclusivity as the Reception Sponsor of Bippity Boppity Bingo
- Opportunity to have a premier table/booth space (to be staffed by your company) during the pre-bingo reception
- Signage and sponsor banners throughout the reception area - up to four (4) banners
- Special mention in the Bippity Boppity Bingo program as a Reception Sponsor
- Six (6) reserved tickets to Bippity Boppity Bingo
- Full page black and white ad (8.5" W x 11" L) in the Bippity Boppity Bingo program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN's Facebook, Twitter and Instagram
- Use of event photos for your promotional use





WRISTBAND SPONSORSHIP

\$2,000

- Maximum of one (1) Wristband Sponsor
- Logo on all wristbands worn by 1,500 expected attendees and volunteers (required for every attendee and volunteer at Bippity Boppity Bingo)
- Special mention in the Bippity Boppity Bingo program as Wristband Sponsor
- Four (4) reserved tickets to Bippity Boppity Bingo
- Half page black and white ad (8.5" W x 5.5" L) in the Bippity Boppity Bingo program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN's Facebook, Twitter and Instagram



GAYME SPONSORSHIP

\$1,750

- Maximum of eight (8) Gayme Sponsors
- You or a representative will have a brief opportunity (1-2 minutes) to talk about your business to the 1,500 expected attendees and volunteers on stage with Barbara Burning Bush
- You or a representative will call the numbers during your sponsored game from the stage
- Four (4) reserved tickets to Bippity Boppity Bingo
- Half page black and white ad (8.5" W x 5.5" L) connected to your sponsored game in the Bippity Boppity Bingo program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Opportunity to have one piece of collateral placed on all the tables (1,400 total seats) supplied by your business
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN's Facebook, Twitter and Instagram
- Use of event photos for your promotional use



TICKET SPONSORSHIP

\$1,500

- Maximum of one (1) Ticket Sponsor
- Your logo or ad placed on all electronic tickets (1,400 being sold) to Bippity Boppity Bingo
- Special mention in the Bippity Boppity Bingo program as the Ticket Sponsor
- Four (4) reserved tickets to Bippity Boppity Bingo
- Half page black and white ad (8.5" W x 5.5" L) in the Bippity Boppity Bigno program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN's Facebook, Twitter and Instagram
- Use of event photos for your promotional use



DIVA SPONSORSHIP

\$1,000

- A brief description of your business (2-3 sentences) read from the stage during "Who Wants to be a Diva" to the 1,500 expected attendees and volunteers
- Your company's name connected to one of the volunteers participating in "Who Wants to be a Diva" - example: Miss Resident Culture - and used to encourage attendees to tip them
- Special mention in the Bippity Boppity Bingo program as a Diva Sponsor
- Two (2) reserved tickets to Bippity Boppity Bingo
- Half page black and white ad (8.5" W x 5.5" L) in the Bippity Boppity Bingo program
- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Invitation to attend RAIN's donor thank you celebration event
- RAIN will "Like" and "Follow" your business pages on Facebook, Twitter and Instagram
- Social media mentions on RAIN's Facebook, Twitter and Instagram
- Use of event photos for your promotional use



COMMUNITY SPONSORSHIP

\$300

- Static logo on Gay Bingo Charlotte website with hyperlink to your website
- Special mention in the Bippity Boppity Bingo program as a Community Sponsor
- Two (2) complimentary tickets to Gay Bingo Charlotte
- Half page black and white ad (8.5" L x 5.5" L) in the official program
- Invitation to attend RAIN's donor thank you celebration event



RAFFLE SPONSORSHIP

priceless

Gay Bingo Charlotte invites you and your business to donate fabulous raffle prizes. Items can include gift baskets, gift certificates/cards, free passes, merchandise, tickets or anything you may want to donate to gain exposure to the expected 1,500 attendees and volunteers.

Don't stop at one donation, give several items to be raffled off and each time your item comes up, your business is mentioned.



PROGRAM ADVERTISEMENT

affordable

FULL PAGE AD \$100

- Trim Size: 8.5" W x 11" L

HALF PAGE AD \$50

- Trim Size: Horizontal 8.5" W x 5.5" L

FULL PAGE



HALF PAGE



All advertisements are in black and white and need to be delivered in jpg, gif, tiff, png or pdf formats and be camera-ready and at a 300 dpi.

ADVERTISING SUBMISSIONS: All advertisements need to be submitted via email by Friday, October 15 to n.smith@carolinarain.org.