

“Speak Equal”
Sponsorship Information Packet
2010-2011



Brooke N. Murphy
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Dear Friends,

Wow! What a great year we were able to share with our community in 2009!

And we were only around for about 25% of it!

With the help of several volunteers and community organizers, Speak Equal was able to kick off its inaugural program, The Great Nationwide Kiss-In: Grand Rapids in August of 2009. That month was also the same month we launched our website and e-newsletter. Since then, we've not looked back, and we've not slowed down.

In October 2009, we organized an information campaign in support of LGBT History Month, as well as Rock Out 2 Come Out, an outdoor concert celebrating National Coming Out Day. In addition, we provided support for Transgender Awareness Day in November and World AIDS Day in December!

With our first full year ahead of us, we have much in store for our community, and we are excited to work with you to make our efforts a success.

Remember, that it takes only one voice to spark the flames of change, however it takes several voices to keep that flame burning bright.

Yours Truly,

**Brooke N. Murphy
Founder, Board Chair
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<http://speakequal.com>
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(630) 724-7166**

"I would like to express my sincere and deepest gratitude for what you are doing for all of us! You inspire me to make a statement in our community, better yet the world ..."

- James Heiser, Volunteer

Who We Are:

The Speak Equal Foundation, casually referred to as Speak Equal, is a West Michigan-based human rights organization committed to uniting, motivating, and educating our community.

We focus on promoting equality for all regardless of ability, age, gender, race, religion, sex, or sexual orientation.



Although we are a new group, we've managed to establish our presence in a big way. We've successfully connected and drawn involvement from all levels of the community through effective usage of various communication channels including local and statewide media outlets, local area churches and schools, and by building partnerships with currently established organizations.

In 2010, we hope to grow and expand our community outreach efforts by offering even more programs that build bridges with our allies, as well as continuing to organize rallies, workshops, and educational opportunities.

Let's take a look at our annual calendar ...

Community Calendar:

JANUARY:

Speak Equal Benefit Concert Series

featuring Whitney Dawn and Nervous But Excited

WHEN: January 16, 2010 @ 6:30 – 9:00 p.m.

WHERE: Rumors Nightclub

COST: \$10 (min. donation)

FEBRUARY:

Valentine's Day Skate Jam

hosted by Kentwood FunSpot

WHEN: February 7, 2010 @ 6 – 9 p.m.

WHERE: Kentwood FunSpot

COST: \$6 (skate rental included)



MARCH: WOMEN'S HISTORY MONTH

Women's History Month

***Stop by our web-site for information on supported community programs**

***We will also be running an information campaign from our web-site highlighting achievements made by women in the arts, sciences, politics, and more!**

APRIL:

National Day of Silence/Night of Noise

WHAT: A youth-centered peaceful protest of hate speech, bullying, and discrimination against LGBT students in our schools.

WHEN: April 16, 2010

WHERE: Every high school/college in Grand Rapids

MAY/JUNE: PRIDE MONTH

We will be supporting, organizing, and promoting several community-based programs in support of Pride Month.

"I've Got Pride"

Feature a series of monologues, poetry pieces, community art pieces, and more! Stay tuned to our web-site for more details, including exact date and location information.

Community Calendar (cont):

JULY/AUGUST

The Great Nationwide Kiss-In

WHAT: A peaceful rally demonstrating the beauty of love; direct response to the harassment of same-sex couples and partners in public places for doing something as simple as holding hands and kissing in public

WHEN: This year will be the 2nd Annual, and the date has not yet been released

WHERE: Public plaza in Grand Rapids, MI

SEPTEMBER

Speak Equal Benefit Concert Series

WHAT: Second benefit concert; proceeds go to support National Coming Out Day program in Grand Rapids, MI

WHEN: TBD

WHERE: TBD (Most likely Rumors Nightclub)

OCTOBER

2nd Annual Rock Out 2 Come Out Concert

WHAT: Free concert offered in celebration of National Coming Out Day

WHEN: October 11, 2010

WHERE: TBD

NOVEMBER

Transgender Awareness Month Programming

WHAT: Transgender Day of Remembrance

WHEN: November 20, 2010

WHERE: TBD

DECEMBER

World AIDS Day/Human Rights Month

WHAT: World AIDS day honors those whom have fallen due to AIDS, and those whom are still among us today with a positive HIV diagnosis.

WHEN: December 1, 2010

WHERE: TBD

Audience & Exposure:

	Total	Last month Dec, 2009
Visitors	8086	3268
Pageviews	46758	21578
Spiders	49365	17820
Feeds	6239	1656

The above image displays total site activity since August 15, 2009 when the site was initiated, as well as total activity for the month of December 2009.

OUR WEBSITE

Speak Equal works hard to grow and strengthen its presence within the community on a continuous basis.

Our web-site is updated daily and features local, national, and international news updates and current events. Although, the majority of the articles are focused on the current struggle for LGBT

equality, the site also provides space for arts & entertainment features, online games, music reviews, sports highlights, as well as video shorts.

Over the last four months since the site has been created, page views and site visitors have continued to double monthly. This makes our site an ideal spot to highlight community events, equality-friendly businesses and individuals, as well as local initiatives.

OUR E-NEWSLETTER

Shortly after launching our web-site, we launched our e-newsletter.

Currently, our e-newsletter mailing list is comprised of 240 members, with approximately 20 - 30% growth per month since its creation. The newsletter highlights upcoming events and initiatives, as well as community activities.



SOCIAL NETWORKING

Speak Equal has active profiles on all major social networking sites including Facebook, MySpace, Twitter, Eventful, YouTube, and GoogleGroups. In addition, our Board Members are comprised of a variety of other active community-based organizations including the Grand Rapids Community Media Center, the Fair Housing Association, and the Division Avenue Arts Collective.

Sponsorship

\$1,000 and above – FREEDOM FIGHTER (3 Available)

- Recognition at our end-of-the year Donor and Community Service Appreciation Dinner
 - o Admission to the dinner is free for all Freedom Fighter level sponsors
- Free admission to all Speak Equal programs where a donation may be requested.
- Placement of your business logo with a link to your business web-site on our organization's web-site for the entire 2010 year.
- Placement of your business logo with a link to your business web-site in the footer of our organization's monthly e-newsletter.
- One free page of advertising space in our brochure for the "I've Got Pride" program.

\$500 – ADVOCATE (3 Available)

- Placement of your business logo on all print materials for the year of 2010.
 - o This includes our full-page ad placed in the October edition of On-The-Town Magazine for The OutLOUD Project.
 - o This also includes our letterhead, posters, flyers, and MORE!
- Placement of your business logo with a link to your business web-site on our organization's web-site for the entire 2010 year.
- Placement of your business logo with a link to your business web-site in the footer of our organization's monthly e-newsletter.
- One free ½ page advertising space in our brochure for the "I've Got Pride" program.

\$250 – ALLY (6 Available)

- Placement of business logo on our full-page ad placed in the October edition of On-The-Town Magazine for The OutLOUD Project.
- Placement of your business logo with a link to your business web-site on our organization's web-site for the entire 2010 year.
- Placement of your business logo with a link to your business web-site in the footer of our organization's monthly e-newsletter.
- One free ¼ page advertising space in our brochure for the "I've Got Pride" program.

Up to \$100 – FRIEND (Unlimited Availability)

- Listing of your business or organization on our full-page ad placed in the October edition of On-The-Town Magazine for The OutLOUD Project.
- Placement of your business logo with a link to your business web-site on our organization's web-site for the entire 2010 year.
- Listing of your business or organization in our brochure for the "I've Got Pride" program.

Our Goals

This year, we hope to raise at least \$7,500 in community donations to help support our programs and initiatives.

In addition to sponsorships, we are also throwing two fundraisers in January and February to support our efforts. Our goal is to organize and/or support at least twelve community friendly programs throughout the year.

Here is an estimated breakdown of how donated funds will be used:

Gross Funds Raised (Estimated)	\$7,500
Expenses (Estimated)	
Promotions and Advertising	1200
The OutLOUD Project	1700
Event Catering	1200
Venues	1000
501 (c)(3) Application	845
Entertainment and Talent Fees	750
Youth Outreach	500
Educational Materials	300
Total Expenses (Estimated)	\$7495

Speak Equal Foundation

2010 Annual Sponsorship Packages

Name:
Contact Name:
Address:
Phone:
E-mail:

Please indicate your level of interest:

- Freedom Fighter - \$1,000 and above**
- Advocate - \$500**
- Ally - \$250**
- Friend - Up to \$100**
- Other _____ (amount)**

Please submit this form along with a check or money order made payable to Speak Equal by March 31, 2010 to the following address:

**Speak Equal
c/o Brooke N. Murphy
P.O. Box 888421
Grand Rapids, MI 49588**

For questions or more information, please contact Brooke N. Murphy, Founder and Board Chair at brooke.murphy@speakequal.com or Heather Wright, Board Vice-Chair at heath-9@hotmail.com

Thank you for your support of the Speak Equal Foundation. Your kind donation will go a long way toward helping us provide fun, educational, and developmental programming throughout 2010.