



In The Life Atlanta, Inc.

13th Annual Black Gay Pride

BRIDGING GAPS UNITING COMMUNITIES

2009 Partnership Guide

In The Life Atlanta Inc

346 Auburn Ave, NE Suite 126 ▼ Atlanta, GA 30312 ▼ 678 799 8526 ▼ 404 506 9730 FAX

Official Organizer of Atlanta Black Gay Pride

www.inthelifeatl.com

In the Life Atlanta – Our Mission

To promote unity, pride, self-empowerment and positive visibility within Atlanta’s lesbian, gay, bisexual, transgender (LGBT) community of African descent through education, advocacy, and coalition building programs.

In the Life Atlanta – Our Vision

To celebrate, affirm, and discover the endless possibilities of Pride within lesbian, gay, bisexual, and transgender communities of African descent.

In the Life Atlanta – Our History

In 1996, a small group of African American lesbian and gay friends held a picnic over Labor Day weekend to celebrate their unique experience in Atlanta’s LGBT community. Each year, the group grew with others from the community and neighboring cities. As the celebration grew, ITLA and Atlanta Black Pride were born.

ITLA is a non-profit, volunteer-led 501(c) 3 organization, and official organizer of Atlanta Black Gay Pride that is often considered a trailblazer for Black Prides across the United States. Each year, ITLA makes history by doing more programs and events during Labor Day weekend and throughout the year in response to the needs of our targeted community.

The annual Atlanta Black Pride celebration now attracts gay people of color from every part of the nation, as well as from countries abroad. Atlanta has one of the largest Black populations in the country and has become a welcoming, melting pot of diverse communities. ITLA has been rolling out the red carpet for our LGBT community and its visitors in celebration of our values, contributions, and PRIDE. As we have continued to evolve, ITLA has also been able to provide year-round programs and events that promote community leadership, education, healthy living, self-empowerment, economic growth, and political involvement.



In the Life Atlanta – Our Focus

- Promoting Black lesbian, gay, bisexual, and transgender people of African descent and their families .
- Providing safe, open, and cultural events for Atlanta’s LGBT community
- Building relationships with the diverse LGBT organizations that can support the Black LGBT community.
- Increasing the visibility of issues that affect LGBT communities of African descent
- Mobilizing African American LGBT communities for positive programs in education health , and advocacy.

In the Life Atlanta – Board Members

The Board of ITLA is made up of dedicated volunteers who have a passion and drive for its vision and mission. Each board member brings special skills, experience, and energy to the organization and helps recruit other volunteers to help plan for Black Gay Pride and other events.

Raymond Duke – President
 Ebonee Bradford – Vice President
 Steven Greene – Secretary
 Michael Caywood - Treasurer
 Charles Shackelford
 Rickie Smith
 Donnell Allen
 Michael Holmes
 Susan Howard

Mailing Address

In the Life Atlanta
 346 Auburn Avenue, Suite 126
 Atlanta, GA 30312
 Visit <http://www.inthelifeatl.com> for more information



Who participates in our events?

Source: National Gay and Lesbian Task Force (2000). "Say it Loud, I'm Black and I'm Proud Black Pride Survey."

Men and women who attend Atlanta's Black Gay Pride Celebration and events throughout the year have some of the highest levels of disposable income. According to a recent survey, the average attendee of a Black Pride celebration is a college-educated, middle-class, 34-year-old Black gay man, with a range of 14 to 81 years of age. Black Pride attendees are more likely to work in the professional sector as doctors and lawyers and less likely to work in the service sector than the overall Black population. Specific details follow below:

Income

The median household income of a Black Pride attendee is between \$40,000-\$49,195.

Education

When compared to the general Black population, Black Pride attendees tend to be highly educated. In fact, over half of Black Pride attendees have obtained a bachelors degree or more in educational training.

Work/Occupation

Black Pride attendees are more likely to work in the professional sector as doctors and lawyers and less likely to work in the service sector than the overall Black population. In fact, nearly 40% report being a doctor, lawyer, or other professional.

Household and Family Structure

Nearly a third of Black Pride attendees own their own home and a quarter have at least one child.



Gender

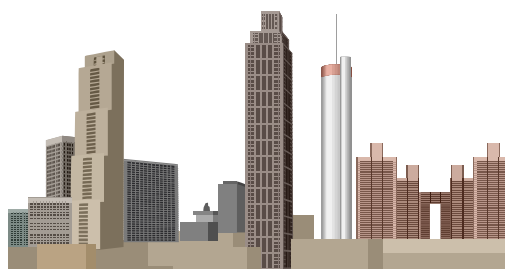
While men constitute a majority at about 58%; women make up 40% of attendees; and 2% identify as transgender.

Age

More than three-quarters of Black Pride attendees are between 25 and 44 years of age.
Atlanta Black Pride Celebration

ITLA's largest fundraiser

Over 75,000 attend Atlanta's Black Gay Pride during Labor Day Weekend, and this number has been growing every year, making Atlanta the largest Black Gay Pride in the world. With an array of activities, seminars, social events, entertainment, and our Pride March, ITLA provides something for everyone. By providing a friendly, open atmosphere for our guests and visitors to enjoy the unique benefits Atlanta has to offer.



Each year, ITLA's Annual Black Gay Pride celebration is held during Labor Day weekend, with over 5 days of empowering and educational festivities. Listed below are just a few of our highlighted events.

VIP Reception

As a way to recognize sponsors, VIP Pass Holders, and local partners, ITLA holds an exclusive reception to honor supporting companies, organizations, and individuals.

Opening Reception

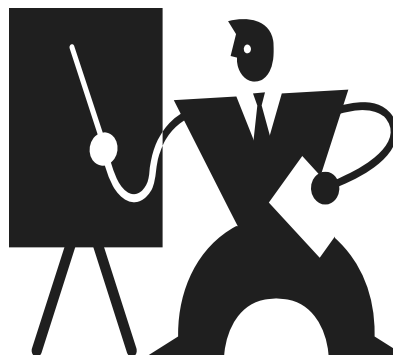
Every year, an award-winning opening of ceremonies show is presented at the host hotel. Mayor Shirley Franklin has traditionally provided the welcome to our guests, in addition to other local and national celebrities.



Seminars and Workshops

Throughout the weekend, ITLA hosts dozens of workshops held at the host hotel. Presenters are selected throughout the year to speak on popularly requested topics and new informative issues. Workshop and seminar topics include:

- Health and wellness
- Relationships and Intimacy
- Faith and Spirituality
- Civil Rights and Politics
- Parenting and Adoption
- Combating discrimination
- Entrepreneurship and Fundraising
- Leadership and diversity training



Awards Banquet and Dinner

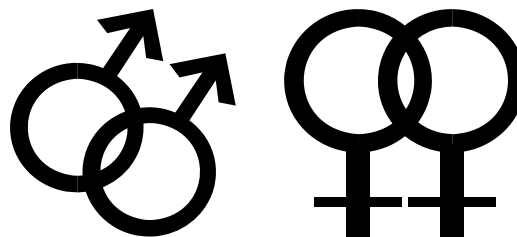
ITLA recognizes community leaders, volunteers, and sponsors during this dinner. Special honors are presented to outstanding supporters.

Community Luncheon

During the Luncheon, guests hear from local and national key speakers on important issues that affect the Black LGBT community.

Black Pride Guide

This booklet is given to every registered participants of Black Gay Pride and distributed throughout the city. ITLA begins distribution of the guidebook a week prior to Labor Day weekend.



Partnership Opportunities for In the Life Atlanta

Your small business, agency or corporation may choose to explore a variety of options to target your brand and expose your products and services to a gifted and talented niche market while strengthening brand loyalty amongst a diverse consumer audience who represent the best and brightest in our world.

Partnering with In the Life Atlanta, Inc. provides you with the opportunity to showcase your organization and build a relationship with Atlanta's Black LGBT community, one of the largest in the country.

ITLA has several types and levels of partnerships. We welcome monetary donations, as well as in-kind support.

Past supporters have included:

Absolut	here! TV
AID Atlanta	The Names Project
AIDS Survival Project	National Black Gay Men's Advocacy Coalition
Air Tran	P.A.U.S.E.
Baymont Suites	Playground South
Bulldogs	Pulse Magazine
Circles 2 Atlanta	Radio One
City of Atlanta	San Juan Brothas
Clik Magazine	Sheraton
David Magazine	Southern Voice
First MCC	The Ritz Carlton
Girls In The Night	Traxx Girls
GLAAD	WassupNAtl



Diamond Partner – \$50,000

As a Diamond Partner, you will receive the following:

- Listing as an official partner of Atlanta Black Gay Pride 2009
- Website listing and link to company/organization website
- Website banner placement
- Advertising in the official Black Gay Pride 2009 guidebook (1 cover & 4 full pages)
- Acknowledgement during radio advertising
- Opportunity for a personalized video message (up to 30 seconds) to be advertised throughout the weekend, on the ITLA website's main page, and at ITLA partner events where appropriate
- Logo on souvenir t-shirts
- 8 email blasts with customized promotional messaging
- 20 VIP passes to all ITLA events
- Complimentary guest suite in host hotel for three nights
- Booth or table at ITLA and partner events where appropriate
- Premium product placement at all events where appropriate
- Inclusion of promotional materials in Black Gay Pride 2009 welcome bags distributed to all registered attendees
- Invitation to VIP reception
- Welcome remarks during Black Gay Pride opening ceremony
- Additional negotiated opportunities to meet your marketing/advertising needs



Platinum Partner – \$30,000

As a Platinum Partner, you will receive the following:

- Listing as an official sponsor of Atlanta Black Gay Pride 2009
- Website listing and link to company/organization website
- Advertising in the official Black Gay Pride 2009 guidebook (1 Cover & 1 Full Page)
- Opportunity for personalized video message (up to 15 seconds) to be advertised throughout the weekend, on the ITLA website's main page, and at ITLA partner events where appropriate
- Premium product placement at all events where appropriate
- Website banner placement
- Complimentary guest room at host hotel for three nights
- Booth or table at ITLA and partner events where appropriate
- 3 email blasts with customized promotional messaging
- 15 VIP Passes to all ITLA events
- Inclusion of promotional materials in Black Gay Pride 2009 welcome bags distributed to all registered attendees
- Invitation to VIP reception

Gold Partner – \$20,000

As a Gold Partner, you are entitled to the following benefits :

- Advertising in the official Black Gay Pride 2009 guidebook (1 Full Page)
- Listing as an "Official Sponsor of Atlanta Black Gay Pride 2009"
- Website listing and link to company/organization website
- Website banner placement
- Inclusion of promotional materials in Black Gay Pride 2009 welcome bags distributed to all registered attendees
- 10 VIP Passes to all ITLA events
- Complimentary vending booth
- Invitation to VIP reception



Silver Partner – \$10,000

As a Silver Partner, you are entitled to the following benefits

- Listing as an "Official Sponsor of Atlanta Black Gay Pride 2009"
- Advertising in the official Black Gay Pride 2009 guidebook (1/2 Page)
- Website listing and link to company/organization website
- Website banner placement
- 8 VIP Passes to all ITLA events
- Invitation to VIP reception
- Complimentary vending booth
- Inclusion of promotional materials in Black Gay Pride 2009 welcome bags distributed to all registered attendees

Bronze Partner – \$5,000

As a Bronze Partner, you will receive the following benefits:

- Advertising in the official Black Gay Pride 2009 guidebook (1/4 Page)
- Listing as an "Official Sponsor of Atlanta Black Gay Pride 2009"
- Website listing and link to company/organization website
- Website banner placement
- 6 VIP Passes to all ITLA and partner events
- Invitation to VIP reception
- Complimentary vending booth

Government/Agency Partner – \$2,500

Introduce your agency's services to a vast audience for marketing interests.

Reserved for government agencies only.

As a Government/Agency Partner, you will receive the following benefits:

- ½ page ad in Black Pride Guide & listing as a Black Pride Partner
- ITLA website logo link to agency website



Customize Your Partnership

In the Life Atlanta looks forward to partnering with you for our 2009 festival and other Black Pride events. We are happy to offer customized a package that may better suit your desired needs. For more information please contact:

Sponsorship In The Life Atlanta
346 Auburn Ave. Suite 126
Atlanta GA, 30312

Email: sponsorship@inthelifeatl.com



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