



**DREAMS**  
OF **HOPE**  
QUEER YOUTH ARTS

2017 FUNDRAISER  
SPONSORSHIP  
INFORMATION

## ABOUT DREAMS OF HOPE

**DREAMS OF HOPE SEES A FUTURE WHERE LGBTQA+ AND ALL YOUTH ARE NURTURED, HAVE FREEDOM OF EXPRESSION, AND LIVE IN COMMUNITIES THAT EMBRACE THEM.**

Dreams of Hope, founded by Susan Haugh in 2003, is Pittsburgh's only arts-focused organization for LGBTQA+ and allied youth. Dreams of Hope provides these young people a welcoming environment to grow in confidence, express themselves, develop as leaders, and learn to create positive change in their communities.

For more information visit [DreamsOfHope.org](http://DreamsOfHope.org).



## STAFF

Judith Avers *Program Manager*

Adil Mansoor *Program Director*

Seth Rosenberg *Executive Director*

David Warga *Office Manager*

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# SPONSOR THE BIG WIG BALL 2017 FUNDRAISER!

## EVENT INFORMATION

**MAY 20, 2017**  
**PITTSBURGH OPERA**

The Big Wig Ball will be an extraordinary evening filled with extravagant hair and fashion, visual and performing artists, audience participation, and a raging dance party! We will be promoting the event throughout the region via multiple collaborations, including media sponsorship by WYEP and WESA.



## AUDIENCE

Through our programs *theatriQ*, *sQool*, and *Qamp*, Dreams of Hope has developed dozens of LGBTQA+ youth leaders and, including broadcast performances, has reached more than 200,000 people throughout the years. Our *theatriQ* Youth Ensemble has performed for audiences in New York City, Miami, Denver, and Washington, DC. Our constituency is comprised of the young people we serve as well as the allies who will impact the lives of LGBTQA+ youth. 45% of our constituency identify as people of color; 59% identify as women; and 35% as LGBTQA+.

## REACH

Facebook: **1,269**

E-newsletter: **2,479**

Monthly Website Views: **1,000**

Expected Ball Attendance: **300**

## SPONSORSHIP OPTIONS

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### BIG WIG: \$10,000+

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- Event Title Sponsor
- Primary event underwriting recognition on event signage
- Primary recognition and logo on event promotional poster, program booklet (cover), and marketing materials
- Recognition and link to sponsor's website on Dreams of Hope website for one year
- 10 *VIP Reception* tickets to the Big Wig Ball
- Center-fold advertisement in event program booklet
- Recognition in event press release
- Primary recognition on event t-shirts and tote bags
- Recognition in all social media promotion of the Big Wig Ball

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### BLOW-OUT: \$5,000

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- Event underwriting recognition on event signage
- Recognition and logo on event promotional poster, program booklet (cover), and marketing materials
- Recognition and link to sponsor's website on Dreams of Hope website for one year
- 4 *VIP Reception* tickets to the Big Wig Ball
- Full-page advertisement in event program booklet
- Recognition in event press release
- Recognition on event t-shirts and tote bags
- Weekly social media recognition during April and May

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### BIG FRIZZ: \$2,500

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- Underwriting recognition on event signage
- Recognition and logo on event promotional poster, program booklet, and marketing materials
- Recognition and link to sponsor's website on Dreams of Hope website for one year
- 2 *VIP Reception* tickets and 2 *Dance Party* tickets to the Big Wig Ball
- Half-page advertisement in event program booklet
- Monthly social media recognition during April and May

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### FLOWING LOCKS: \$1,000

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- Underwriting recognition on event signage, program booklet, & website for one year
- 4 *Dance Party* tickets to the Big Wig Ball
- Quarter-page advertisement in event program booklet
- Social media recognition in May

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### A CUT ABOVE: \$500

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- Underwriting recognition on event signage, program booklet, & website for one year
- 2 *Dance Party* tickets to the Big Wig Ball

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### PROGRAM BOOKLET ADS:

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- Full-page – \$250
- Half-page – \$150
- Quarter-page – \$100

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**CONTACT**

Please return this form  
to the attention of  
**Seth Rosenberg**

via email to:  
seth@dreamsofhope.org  
via fax to: (603) 215-2065

or via mail to:  
Dreams of Hope  
P.O. Box 4912  
Pittsburgh, PA 15206

[dreamsofhope.org/bigwigball](http://dreamsofhope.org/bigwigball)

**BIG WIG BALL AUCTION + FUNDRAISER  
TO BENEFIT DREAMS OF HOPE  
MAY 20, 2017  
SPONSORSHIP/ADVERTISING FORM**

PLEASE PRINT OR TYPE

Business/Organization name (as you would like it to appear)

Contact person

Street address

City, state, zip

Daytime phone

Email

**SPONSORSHIP LEVEL**

- THE BIG WIG \$10,000
- Blow-out \$5,000
- Big Frizz \$2,500
- Flowing Locks \$1,000
- A Cut Above \$500

**PROGRAM BOOKLET  
ADVERTISEMENT**

- Full-page \$250
- Half-page \$150
- Quarter-page \$100

**AUTHORIZATION**

Signature

Name and title

Date