



7 Rivers LGBTQ Connection

together.

Dear Community Partner,

Everything we do has one goal – **to save lives.**

Did you know?

- Lesbian, Gay and Bisexual youth are *four* times more likely than their straight peers to attempt suicide
- 82% of LGBT (Lesbian, Gay, Bisexual and Transgender) youth had problems with bullying related to their sexual orientation
- 1.7 m adolescents experience at least one episode of homelessness a year
 - 20-40% are LGBT identified
 - 46% ran away because of family rejection
 - 43% are forced out by family rejection

We work to address these and many other issues over an 11 county area covering western Wisconsin, northern Iowa and southeastern Minnesota through education, advocacy, support and outreach.

We can't do this work without you. Your support makes this important work possible, and over the last year, we have built ways to thank you. We connect and promote our business sponsors with our community and allies to provide your organization additional visibility through our business directory, social media promotion, and event sponsorship options. This type of year-round resource not only helps our local and regional community members spend consciously, it also becomes a valuable resource for tourists and new residents moving here for school or professional opportunities.

We want to thank you for supporting our mission and community. In addition to opportunities to highlight and promote your organization through our PRIDE or Gala events, we will work with you to create organic opportunities to partner over the course of the year.

I would love to discuss this opportunity with you further or answer any questions you may have. You can reach me by phone (608) 784-0452 or email executivedirector@7riverslgbtq.org.

Thank you,

Jackson Jantzen
Executive Director

Advantages of Marketing to the LGBTQ Community

We want to highlight your organization as a supporter of our work. Here are a few statistics research has found about the benefits of marketing to the LGBTQ community.

According to a national survey by Community Marketing Inc, there are many significant benefits to marketing to LGBTQ consumers:

- **\$835 billion** worth of purchased goods in the USA are bought by LGBTQ adults
- **74%** of the polled LGBTQ community indicated their spending decisions are influenced by a company's advertising support of LGBTQ communities
- **37%** of LGBTQ consumers make purchasing decisions at work, and most reference their LGBTQ loyalties in those purchases
- **66%** have a household income over \$50,000
- **88%** own a car
- **66%** are college graduates

We want to help local companies connect to the LGBTQ community in the way some national and international companies have successfully done:



2015 SPONSORSHIP BENEFITS



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Sponsorship Benefit Options	Sponsorship Levels							
	Member	Educator	Advocate	Builder	Supporter	Friend	Leader	Benefactor
	\$75	\$250	\$500	\$1,000	\$2,500	\$5,000	\$10,000	\$25,000
An entry in The Center's LGBTQ welcoming business directory	◆	◆	◆	◆	◆	◆	◆	◆
Receive two-hour on site training (\$300 value)			◆	◆	◆	◆	◆	◆
Your company logo/website highlighted in one of The Center's monthly newsletters					◆	◆	◆	◆
Feature article in one of The Center's monthly newsletters						◆	◆	◆
Feature article about your organization on The Center's website						◆	◆	◆
Website Homepage Recognition						◆	◆	◆
Permanent Recognition in The Center								◆
Event Sponsorship Levels (Pick 1 Event)								
Recognition as a small event sponsor (GFPN or similar)		◆	◆					
PRIDE – Vendor Space at Pride in the Park			◆	◆	◆	◆	◆	◆
PRIDE – Logo on t-shirts					◆	◆	◆	◆
PRIDE – Logo on advertising						◆	◆	◆
PRIDE – Logo on primary stage banner						◆	◆	◆
PRIDE – Main stage verbal recognition during event							◆	◆
PRIDE – Your logo on all event programs					◆	◆	◆	◆
PRIDE – Pride Guide advertisement (See us for details)				◆	◆	◆	◆	◆
Exclusive sponsor of Gala or other large event						◆	◆	◆

2016 Business Membership

- \$75 - Corporate Member
- \$250 - Corporate Educator
- \$500 - Corporate Friend
- \$1,000 - Corporate Supporter
- \$2,500 - Corporate Builder
- \$5,000 - Corporate Advocate
- \$10,000 - Corporate Leader
- \$25,000(+) - Benefactor
- Other Amount:
-

***Become a member or sponsor
online:***

***[http://7riverslgbtq.org/get-involved/
supporting-business-member/](http://7riverslgbtq.org/get-involved/supporting-business-member/)***

Or print this form and mail to:

***P.O. Box 3313
La Crosse, WI 54601-3313***

Directory Member Info

Date

Business Name

Contact Name

(Check to include name in directory)

Address

City, State, Zip Code

Phone

Email

Website

Business Category

LGBTQ Owned & Welcoming

LGBTQ Welcoming

Optional Discount Offer For Individual Center Members (See us for details)

The Center is a 501 (c)(3) nonprofit, and all contributions are tax-deductible to the full extent of the law.