



NATIONAL LGBTQ TASK FORCE

GALA·MIAMI

Invitation To Sponsor





“Money raised from the Gala supports the important work of the National LGBTQ Task Force while contributing to over 70 local organizations that provide much needed services to the South Florida LGBTQ community”.

Josue Santiago

2017 Task Force Gala – Miami Chair



Honoring Heroes, Advancing Equality

The Task Force Gala – Miami is the premier annual celebration of South Florida’s lesbian, gay, bisexual, transgender and queer (LGBTQ) community. It provides the greatest opportunity to make a powerful impression on hundreds of the community’s opinion leaders and decision-makers.

Launched in 1997, the Task Force Gala – Miami quickly cemented its place as the event for uniting the community and honoring its heroes. Honorees have included local luminaries such as Cindy Brown, James G. Pepper, Elizabeth F. Schwartz, Jerry Chasen, Joseph L. Falk, Katy Sorenson, Neisen Kasdin, Richard C. Milstein and Steve Adkins, as well as national and international leaders such as Senator Hillary Rodham Clinton, Julian Bond, Cristina Saralegui, Terrence McNally, Sir Ian McKellen, Alan Cumming, George Takei and President José Luis Rodríguez Zapatero of Spain.

Last year’s event honored Steve Rothaus, the Miami Herald staff writer who has been covering LGBT issues for decades, and Seth Rudetsky and James Wesley, the Broadway producers who assembled 50 Broadway stars to record “What the World Needs Now is Love” in response to the Pulse Nightclub shooting in June 2016.

Reach a Loyal and Affluent Market

The United States lesbian, gay, bisexual, transgender and queer community – estimated at more than 15 million people – accounted for more than \$884 million in consumer spending power in 2014.¹

75%

75% of LGBTQ adults have switched products or services in the last year because a competing brand was supportive of the LGBTQ community.²

64%

64% of gay men and lesbians agree that when they find a brand they like, they are likely to make a point of telling their friends about it, well above the average of all U.S. consumers.³

71%

Even if a brand is costlier or less convenient, 71% of LGBTQ consumers would remain loyal to that brand should they be supportive of, and friendly to, LGBTQ issues.²

25%

Among same-sex partnered households, average annual spending on consumer packaged goods (CPG) is 25% higher than that of average U.S. households.³

87%

Awareness is key for brands, as 87% of LGBTQ adults will consider purchasing a brand that has equal benefits for LGBTQ employees.²

90%

90% of gay men and lesbians reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations.⁴



¹ Witeck Communications

² National Gay & Lesbian Chamber of Commerce

³ Nielsen

⁴ Community Marketing Inc.'s Gay and Lesbian Consumer Index



Our Audience

An estimated 200,000 LGBTQ people, representing more than \$8 billion in purchasing power, reside in Miami-Dade County. The Task Force Gala – Miami is expected to draw more than 750 of the most affluent and influential members of the South Florida community, including many straight allies. Being a must-attend event in South Florida, 44% of our audience has attended 5 years consecutively.

GENDER IDENTITY

Female	26%
Male	73%
Transgender	1%

SEXUAL ORIENTATION

Bisexual	3%
Gay	65%
Heterosexual	13%
Lesbian	16%
Queer	1%
Other	2%

RELATIONSHIP STATUS

Single	37%
Partnered	39%
Married	18%
Divorced	2%
Widowed	2%
Other	2%

AGE

21 to 24	3%
25 to 34	18%
35 to 44	20%
45 to 54	46%
55 to 64	11%
65+	2%

RACE/ETHNICITY

American Indian/Native American	1%
Asian/Pacific Islander	1%
Black/African American	5%
Hispanic/Latino	16%
White/Caucasian	73%
Other	4%

ANNUAL HOUSEHOLD INCOME

Less than \$49,999	6%
\$50,000 to \$99,999	21%
\$100,000 to \$149,999	22%
\$150,000 to \$199,999	19%
More than \$200,000	32%



Get Millions of Impressions

Depending on your level of sponsorship, your brand can be integrated with the Task Force Gala – Miami’s extensive marketing campaign targeting South Florida’s LGBTQ community and their allies through a variety of media. Below is a summary of our 2016 media reach.

OWNED MEDIA



More than 325,000 impressions were made on Facebook during the 180 days leading up to the 2016 Gala, with over 140,000 post engagements. Task Force Gala – Miami was also tagged or mentioned over 3,000 times during and immediately following the event.



The Task Force Gala – Miami’s 2016 hashtag reached 521,200 individuals, with 2.2 million impressions via Twitter!



Over 16,000 visits in the 180 days leading up to the 2016 Gala.



Over 7,400 subscribers (more than 25 blasts annually)

EARNED MEDIA

2.5 million impressions from articles and features across print, digital & television

PAID MEDIA

3.8 million impressions from print, digital and billboard placement

**TOTAL 2016 MEDIA IMPRESSIONS:
8,987,600**



Sponsorship Opportunities

PRESENTING SPONSOR (\$50,000)

- Exclusive Presenting Sponsor above-the-line billing
- Twenty Gala tickets with premier seating
- One full-page, full-color ad on the back cover of the Task Force Gala – Miami Journal
- Recognition as Presenting Sponsor on all marketing materials promoting the Gala, including logo on digital event invitation
- Recognition as Presenting Sponsor on the Gala website and on video screens throughout the Gala
- On-stage recognition during the ceremony by Task Force representative or emcee
- A two-minute welcome on stage by a company representative or a two-minute video highlighting your company's philanthropic activities shown during the program
- Opportunity to provide one branded premium item to be given as a gift to our guests (approximately 750)
- One dedicated e-blast to the Task Force Gala – Miami distribution list
- One-year membership in the Executives Circle of the Task Force's Leadership Council, which includes benefits such as:
 - A private dinner with Task Force executive director
 - Six complimentary registrations to Creating Change
 - Two complimentary VIP Passes to Winter Party Festival
 - Four tickets to the Winter Party Festival VIP Cocktail Reception

DIAMOND SPONSOR (\$25,000)

- Fifteen Gala tickets with preferred seating
- One full-page, full-color ad with priority placement in the Task Force Gala – Miami Journal
- Recognition on all marketing materials promoting the Gala, including logo on digital event invitation
- Recognition as a Diamond Sponsor on the Gala website and on video screens throughout the Gala
- On-stage recognition during the ceremony by Task Force representative or emcee
- Opportunity to provide one branded premium item to be given as a gift to our guests (approximately 750)
- One dedicated e-blast to the Task Force Gala – Miami distribution list
- One-year membership in the Executives Circle of the Task Force's Leadership Council, which includes benefits such as:
 - A private dinner with Task Force executive director
 - Six complimentary registrations to Creating Change
 - Two complimentary VIP Passes to Winter Party Festival
 - Four tickets to the Winter Party Festival VIP Cocktail Reception



Sponsorship Opportunities



PLATINUM SPONSOR (\$12,000)

- Ten Gala tickets with priority seating
- One full-page, full-color ad with priority placement in the Task Force Gala – Miami Journal
- Recognition on all marketing materials promoting the Gala, including event invitation
- Recognition as a Platinum Sponsor on the Gala website and on video screens throughout the Gala
- On-stage recognition during the ceremony by Task Force representative or emcee
- One-year membership in the Ambassadors Circle of the Task Force's Leadership Council, which includes benefits such as:
 - Personal tour of the Task Force office followed by lunch or dinner with a senior staff member
 - Six complimentary registrations to Creating Change
 - Two complimentary Weekend Passes to Winter Party Festival
 - Two tickets to the Winter Party Festival VIP Cocktail Reception

GOLD SPONSOR (\$7,500)

- Ten Gala tickets with priority seating
- One full-page, full-color ad in the Task Force Gala – Miami Journal
- Recognition on all marketing materials promoting the Gala, including event invitation
- Recognition as a Gold Sponsor on the Gala website and on video screens throughout the Gala
- One-year membership in the Directors Circle of the Task Force's Leadership Council, which includes benefits such as:
 - Four complimentary registrations to Creating Change
 - Two VIP tickets to the Winter Party Festival Beach Party or two tickets to the Winter Party Festival VIP Cocktail Reception



Underwriting Opportunities

The Task Force Gala - Miami team is happy to work with your company to create customized underwriting packages to meet your marketing objectives. Below are examples of the opportunities we've tailored to particular needs in the past.

STAGE (\$20,000)

In addition to all of the benefits of Platinum sponsorship, your company will be recognized as the official Stage Sponsor. You will have the opportunity to provide a 15- to 30-second video clip to be shown during the ceremony, expressing your company's pride in underwriting the cost of the production and support of the LGBTQ community. We can also discuss other ways to enhance your company's visibility from the stage.

AUCTION PLATFORM (\$12,000)

Our silent auction is one of the largest – and our items among the highest quality – of any auction in South Florida. As the Auction Platform Underwriter, your logo can appear at the top of every guest's cell phone screen as he or she bids on auction items throughout the event. You'll also receive the benefits of a Gold sponsorship.

JOURNAL (\$6,000)

Every guest who attends the Task Force Gala – Miami will receive a souvenir journal. Our Journal underwriter receives inside front cover placement in the 1,000 copies that are printed, recognition as the “Official Journal Sponsor”, and four tickets to the event.

VOLUNTEER HOSPITALITY (\$2,500)

It takes close to 100 volunteers working the day of the event to produce the Task Force Gala – Miami. For underwriting the cost of feeding our volunteers and producing an appreciation reception in the weeks following the event, your brand will receive signage in the Volunteer Hospitality Lounge and at the Volunteer Appreciation Reception. Additionally, you will receive two tickets to the event.





Our Beneficiaries

The National LGBTQ Task Force has produced the Task Force Gala – Miami since 2004. Founded in 1973, the Task Force builds the power of the lesbian, gay, bisexual, transgender and queer community from the ground up.

The Task Force donates a significant amount of proceeds from the Task Force Gala – Miami and its sister event, Winter Party Festival, to local organizations serving the LGBTQ community through grants administered by The Miami Foundation. Highlights of the Task Force's contributions to local organizations include:

- The Task Force has donated over \$2.4 million to The Miami Foundation since taking over The Task Force Gala – Miami (and Winter Party Festival) in 2004.
- More than 70 different organizations serving the Miami-Dade LGBTQ community have received grants from the money raised by the Task Force Gala – Miami and Winter Party Festival.
- Nearly \$810,000 has been awarded to organizations providing services for LGBTQ youth.
- Over \$395,000 has been distributed to the three organizations that were instrumental in achieving marriage equality in Florida including ACLU, Equality Florida and SAVE.
- More than \$250,000 has been given to agencies providing mental health services to LGBTQ adults, including those specializing in suicide prevention, HIV counseling and support for survivors of domestic violence.



The following organizations have benefited from the Task Force's donations to the GLBT Community Project Fund at The Miami Foundation.

ADULT MENTAL HEALTH

Center for Positive Connections
Miami-Dade Police Department/Special Victims Bureau
North Miami Foundation for Senior Citizens' Services
South Beach AIDS Project
Survivors Pathway Organization
Switchboard of Miami
Switchboard of Miami + Family Counseling Services
Thelma Gibson Health Initiative

ARTS

Arts at St. Johns
Adrienne Arshat Center for the Performing Arts
Blue Stripe Films
Camposition
Center for the Advancement of Jewish Education
City Theatre
Creative Arts Enterprises
FUNDarte
Gay8 Festival
Miami Beach Film Society
MiFo LGBT Film Festival
Miami-Dade College Foundation/Miami International Film Festival
Museum of Contemporary Art
Next @ 19th Street
O Cinema
Pioneer Winter Collective
Reading Queer

COMMUNITY

Aqua Foundation for Women
Classical South Florida
FIU Foundation – Center for the Study of Spirituality
Florida Grand Opera
Lotus House Women's Shelter
Miami Design Preservation League
Miami-Dade Community Based Care Alliance
Miami Beach Gay Pride
Miami Gay Men's Chorus
Miami-Dade Gay & Lesbian Chamber of Commerce Foundation
OUT Miami Foundation
Shining Families
Stonewall Library and Archives
Temple Israel of Greater Miami
United People Counseling Ministry Services
Unity Coalition | Coalicion Unida

EQUALITY

American Civil Liberties Union Foundation of Florida
Barry University
Center for Communications on HIV/AIDS (CECOSIDA)
Equality Florida
Florida Together Federation
Gulf Coast Jewish Family and Community Services
Housing Opportunities Project for Excellence - HOPE
Legal Services of Greater Miami
SAVE Foundation

HEALTH

Empower U
FIU Foundation – Wertheim College of Medicine
Miami Lighthouse for the Blind and Visually Impaired
University of Miami - Miller School of Medicine
VIDA Legal Assistance

OLDER ADULTS

Jewish Community Services of South Florida
Pet Project for Pets

YOUTH

Camillus House
Citrus Health Network
Family Counseling Services of Greater Miami
Family Resource Center of South Florida
FIU Foundation – LGBTQA Initiatives
Florida Foster Care Review
GLSEN South Florida
Jonathan Spikes Foundation
Lawyers for Children America
Miami Bridge Youth and Family Services
Peace Education Foundation
Pridelines
Safe Schools South Florida
The Alliance for GLBTQ Youth
Tigertail Productions
University of Miami - Department of Psychology
YES Institute

National Corporate Partners





Past Gala Supporters

1 Hotel South Beach
Accenture
AIDS Healthcare Foundation
Akerman Senterfitt
Always Flowers
American Airlines
The Art of Shaving
Associated Printing Productions, Inc.
Atlantic Broadband
AT&T
Bacardi
Bank of America
Baptist Health South Florida
Barefoot Wine & Bubbly
BB&T
BBJ Linen
Bercow Radell & Fernandez, P.A.
Berger Singerman LLP
Best Buy
Bilzin Sumberg
BNY Mellon
Bonnely Films
Boucher Brothers
Braman Motors
BRPR
Brinker International
Buchanan Ingersoll PC
Bunnell & Wolfe
Burger King Corporation
C1 Bank
The Calamus Foundation
Cargill
Carnival Foundation
Castelli Real Estate Services
CBS4
Chase
Citi

City of Miami Beach
Clear Title Group
Comcast
Communikatz
Comprehensive Money Management Services
Cordis, a Johnson & Johnson Co.
Dacra
Darden Restaurants
Delano
Deloitte
DIAGEO
Dockers
Doghaus Design
Edlen Electric
Estefan Enterprises
The Event Firm
Florida Blue
Florida Power & Light Company
The Flower Bazaar
Fontainebleau Miami Beach
Genre Latino
Global Spectrum/Centerplate
Greater Miami Convention & Visitors Bureau
Greenberg Traurig
Hahne Real Estate
HaVen Lounge
HBO
Holland America Line
Holland & Knight, LLP
Hot Spots Media Group
Impulse Group South Florida
Investor Solutions
Jacobs Creek
The John S. & James L. Knight Foundation
J.P. Morgan
KPMG LLP
Kraft Foods

Kaufman Rossin & Co., P.A.
Levi Strauss & Co.
Lion Agency
Mack Multimedia
Macy's
Magic City Casino
Mario Magcalas, MD, P.A.
Majestic Properties
Menin Hospitality
Mark's List
Merrill Lynch
Merrill-Stevens
Miami Beach Police Department
Miami Dolphins
The Miami Foundation
Miami Gay Blog
The Miami Herald
Miami Magazine
Miami Marlins
Miami Science Museum
Miami-Dade Gay & Lesbian Chamber of Commerce
Modern Luxury Miami
Moët & Chandon
Mondrian South Beach
Morgan Stanley
Morgans Hotel Group
MOVA
The National Hotel
Neiman Marcus
Northern Trust
Northwestern Mutual Financial Network
Ocean Drive Magazine
Office Depot OfficeMax
OUT Foundation Miami
The Palace
Palette Magazine
Pandora/Ultra Events

Passport Magazine
Perrier Jouët
Pink Palm Company
R House Wynwood
Raymond James & Associates
Rennert Vogel Mandler & Rodriguez
Royal Caribbean Cruises Ltd.
Ryder Foundation
S Guaro
Sara Lee
SAVE
Selzer & Weiss, Attorneys At Law
SHE Magazine
Shelborne Wyndham Grand South Beach
Shore Club
Showtime
Shutts & Bowen, LLP
Siegfried, Rivera, Lerner, De la Torre & Sobel, PA
Source Events
Southern Vines
Southern Glazer's Wine & Spirits
Stonewall Community Foundation, James G Pepper Fund
Sulzberger Capital Advisors
Swiss International Airlines
Temple Israel of Greater Miami
Townhouse Hotel
United Way of Miami-Dade
Veuve Clicquot
The Victory Fund
VITAS Healthcare Corporation
Vivendé
W Fort Lauderdale Hotel & Residences
Wells Fargo
Wire Magazine
World OutGames



LET'S CONNECT

For additional sponsorship information, please contact:



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[THETASKFORCEGala.ORG](https://www.thetaskforcegala.org)



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