

13th Annual
Fall Brunch

Sunday, September 26, 2010

Mandarin Oriental, Washington D.C.



Dear Community Supporter:

I am pleased to announce that SMYAL will be presenting the 13th Annual Fall Brunch on Sunday, September 26, 2010, at the Mandarin Oriental, Washington D.C. **I invite you to take advantage of this high-visibility opportunity to promote your business or organization by serving as a Fall Brunch Sponsor.**

The Sexual Minority Youth Assistance League (**SMYAL**) is the premier Washington, DC metro area service organization solely dedicated to **supporting** lesbian, gay, bisexual, transgender, and questioning (**LGBTQ**) **youth**. Our mission is to promote and support self-confident, healthy, and productive lives for LGBTQ youth as they journey from adolescence into adulthood. Founded in 1984, SMYAL has reached over 10,000 youth through programming and provided training to over 5,000 youth workers and community members.

Sadly, LGBTQ youth face discrimination everyday in their homes, schools and communities. These often-overlooked young people are at higher risk for abuse, homelessness, dropping out of school, substance abuse and suicide. Every year, hundreds of youth turn to SMYAL to help them gain the support they need to grow into healthy, active members of our community.

SMYAL's Fall Brunch is a major event in the metro DC area, attracting over 550 affluent members of the local LGBT and allied community. **Sponsorship of this important event showcases your organization's commitment to SMYAL's mission, and increases your visibility in the LGBT community.**

In appreciation of your generosity, SMYAL will promote your business or organization's contribution in Fall Brunch materials, which will reach thousands of affluent and loyal constituents in the community who would be thrilled to see your support of local LGBTQ youth.

If you would like to learn more about this unique opportunity, please contact SMYAL's Director of Development, Jason Maglaughlin, at Jason.Maglaughlin@SMYAL.org or (202) 567-3159.

Thank you for your consideration of this request. We know the more than 550 attendees will be thrilled to see your involvement, and will continue to support your business into the future!

Sincerely,

A handwritten signature in black ink, appearing to read "Jason Maglaughlin", is placed over a white rectangular background.

Jason Maglaughlin
Director of Development

410 7th Street, SE • Washington, DC 20003
Phone 202.546.5940 • Fax 202.330.5839
United Way #8142 / CFC #46119
SMYAL.org

SMYAL'S 13th Annual Fall Brunch



SMYAL
SAFE SPACE TO BE WHO YOU ARE

SPONSORSHIP LEVELS AND BENEFITS

Titanium — \$15,000

- Ten (10) tickets with *premier* seating
- Logo placement and special recognition in all Fall Brunch promotional materials (e.g., invitation, newspaper advertisements, web pages and program book)
- Full-page ad in Fall Brunch program book
- Verbal recognition from the podium during Fall Brunch
- Logo featured on signage at registration and receptions
- Solo logo rotation during seated Brunch program

Platinum — \$10,000

- Ten (10) tickets with *premier* seating
- Logo placement in all Fall Brunch promotional materials (e.g., invitation, newspaper advertisements, web pages and program book)
- Full-page ad in Fall Brunch program book
- Verbal recognition from the podium during Fall Brunch
- Logo featured on signage at registration and receptions
- Solo logo rotation during seated Brunch program

Gold — \$5,000

- Eight (8) tickets with *preferred* seating
- Logo placement in all Fall Brunch promotional materials (e.g., invitation, newspaper advertisements, web pages and program book)
- Half-page ad in Fall Brunch program book
- Verbal recognition from the podium during Fall Brunch
- Logo featured on signage at registration and receptions
- Solo logo rotation during seated Brunch program

Silver — \$2,500

- Six (6) tickets with *preferred* seating
- Name listing in all Fall Brunch promotional materials (e.g., invitation, newspaper advertisements, web pages and program book)
- Logo featured on signage at registration and receptions
- Shared logo rotation during seated Brunch program

Bronze — \$1,000

- Four (4) tickets
- Name listing in all Fall Brunch promotional materials (e.g., invitation, newspaper advertisements, web pages and program book)
- Logo featured on signage at registration and receptions
- Shared logo rotation during seated Brunch program

Pewter — \$500

- Two (2) tickets
- Name listing in Fall Brunch program book and web pages
- Logo featured on signage at registration and receptions

SMYAL'S



13th Annual
Fall Brunch



SMYAL
SAFE SPACE TO BE WHO YOU ARE

Sunday, September 26, 2010

Reception and Silent Auction ~ 11:00 AM
Brunch Program ~ 12:30 PM

Mandarin Oriental, Washington D.C.
1330 Maryland Avenue SW
M  Smithsonian or  L'Enfant Plaza

O Yes! I/We will sponsor SMYAL's 13th Annual Fall Brunch!

(Please see enclosure for sponsorship levels and benefits)

Please indicate sponsorship level:

- | | | | |
|--------------------------------|--------------------------|--------------------------------|--------------------------|
| <input type="radio"/> \$15,000 | Titanium Sponsor* | <input type="radio"/> \$10,000 | Platinum Sponsor* |
| <input type="radio"/> \$5,000 | Gold Sponsor* | <input type="radio"/> \$2,500 | Silver Sponsor* |
| <input type="radio"/> \$1,000 | Bronze Sponsor* | <input type="radio"/> \$500 | Pewter Sponsor* |

* For guaranteed inclusion in early promotional materials, please respond by May 14, 2010.

Name(s) **: _____

Phone: _____

Company/Affiliation **: _____

Email: _____

Address: _____

City: _____ State: _____ Zip: _____

** Please write all names as they should appear in sponsor listings for event.

Please return completed form with payment to the address below.

For more information, please contact
Jason Maglaughlin, Director of Development at 202.567.3159 or Jason.Maglaughlin@smyal.org

Thank you for supporting **SMYAL**, a 501(c)(3) organization.
Contributions are tax deductible to the fullest extent allowed by law.