



the center
Serving the LGBTQ
Community of Nevada

ABOUT THE CENTER

The Gay and Lesbian Community Center of Southern Nevada (The Center), a community-based organization, supports and promotes activities directed at furthering the well-being, positive image, and human rights of the lesbian, gay, bisexual, transgender, and queer community, its allies, and low to moderate income residents in Southern Nevada.

The Center, established in 1993, offers a variety of programs and services in its Robert L. Forbuss Building in downtown Las Vegas, including:

- ACT III (Aging Communities Together) for seniors 50 and up
- Identi-T* programs for transgender and gender non-conforming people
- QVolution Youth Programs for ages 13 to 24
- Vegas Mpowerment Project for gay/bi/trans men 18 to 35
- David Bohnett CyberCenter
- David R. Parks Lending Library
- Free HIV and syphilis testing courtesy of Southern Nevada Health District
- Peer-led support and social groups, including several 12-step programs
- Community referrals
- Cultural and diversity trainings
- Meeting and event spaces for public and private events





ABOUT DIFFA

In 2015, DIFFA celebrates its 31st year as one of the largest funders of HIV/AIDS service and education programs in the United States. Since its founding, DIFFA has emerged from a grassroots organization into a national foundation based in New York City with chapters in Chicago, Dallas, Kansas City, San Francisco, and Seattle and community partners that, working together, have provided over \$41 million to hundreds of HIV/AIDS organizations nationwide.

Mobilizing the vast resources of the design industries, DIFFA has supported a broad spectrum of programs over the years, from HIV/AIDS care and treatment to education and prevention. DIFFA has been at the forefront, funding early initiatives including condom distribution and needle exchange programs, and has taken an active role in supporting programs aimed at protecting the legal rights and security of people living with HIV/AIDS.

Combating misinformation, ignorance, and prejudice is a vital element in the fight against HIV/AIDS and DIFFA is committed to continuing its support for this important work. By combining talent, creative marketing strategies, and a national network, DIFFA has found a way to merge care with commerce to great success. In fact, Funders Concerned About AIDS has named DIFFA one of its top 50 funders of HIV/AIDS in the United States.

DIFFA is a 501(c)(3) charitable organization incorporated by New York State, and contributions are tax deductible to the extent allowed by law.



PICNIC BY DESIGN

Picnic by Design is an exciting outdoor event that highlights design, food and fun for a good cause. In partnership with DIFFA, The Center has captured this event to be hosted at Symphony Park. Picnic by Design redefines the concept of a traditional picnic and engages designers to support our work in a unique way. Designers are provided with general basket requirements, and their over-the-top designs are then sold online in advance. When guests arrive, they are escorted to their one-of-a-kind designer picnic set-up, which they take home with them after the festivities... a truly unique picnic setting, with proceeds benefiting The Center and DIFFA.



Cray Bauxmont-Flynn – Picnic By Design Chair
Walter Reed – The Center Event Chair
Roger Thomas – Honorary Chair



PICNIC BASKET

You are invited to express your design aesthetic and support the work of The Center and DIFFA by creating a one-of-a-kind picnic basket at our 1st Annual Picnic By Design (PBD) on September 12, 2015. Whether whimsical or romantic, urban or country, inspired by the past or representing your vision of tomorrow, you can be among 50 select designers, manufacturers and artists whose work is enjoyed and celebrated by The Center's supporters! Guests will purchase your basket and be seated on the grassy area of Symphony Park to enjoy their unique urban picnic dinner.

THE BASKET

- The basket and all of its contents must be reusable and should not exceed 30 pounds.
- Baskets can be uniquely constructed or a modified store bought container.
- Baskets must be portable as guests will be taking their baskets home in a car.

THE CONTENTS

Must include (but not limited to!):

- 2 plates
- 2 wineglasses
- 2 each: knives, forks, spoons, and napkins
- 1 cheese knife
- 1 cutting board
- 1 corkscrew
- 1 picnic blanket

SET-UP

- The footprint of your picnic basket setting must fit within a 8 ft. x 8 ft. space.
- You may delineate your space through the use of blankets or ground cover.
- All design elements must be contained within your space and no element should be more than 3 ft. in height

RESTRICTIONS

- No use of sound or music as it intrudes upon nearby patrons.
- Electricity will not be provided for the picnic settings – all lighting must be battery operated.
- No candles or open flames.
- No walls, screens, curtains or dividers to delineate space.



BENEFITS

- Two tickets to the cocktail after-party (value \$150)
- The opportunity to mingle with dinner guests and your basket buyer at the pre-picnic cocktail hour.
- Your name listed alongside dozens of other talented designers in Picnic By Design collateral, on The Center and DIFFA websites, social media and at the event.

COST

Your basket and required contents

DAY OF EVENT

All designers are required to have their picnic basket or table staged and set-up one hour before the event begins. If you are unable to set up your basket, you must make arrangements with the Picnic by Design team to do so for you.

Note: Food will not be placed in designer baskets – guests will be provided food and wine upon their entry to the event.

IMPORTANT DEADLINES

Tuesday, July 21 – Registration form to create basket is due.

Tuesday, August 4 – Design concept statement and sketch or rendering of your basket, plus a high-resolution PDF, JPG or EPS of your logo is due.

Please feel free to reach out to The Center for help or questions at any time during the process!

**To register, please return completed form to
Cray Bauxmont-Flynn at crayrflynn@gmail.com
or Walter Reed at wreed@thecenterlv.org.
For questions call 702-802-5403.**

***Cray Bauxmont-Flynn – Picnic By Design Chair
Walter Reed – The Center Event Chair
Roger Thomas – Honorary Chair***



PARTICIPATION FORM

Picnic by Design
September 12, 2015
Symphony Park
6:00 to 10:00 p.m.

Please confirm your participation by completing the form below.
Space is limited. Email your completed form to wreed@thecenterlv.org.

Name/Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

- I will participate with a** Basket
 Table
 In-Kind

How would you like to be listed? _____

Thank you for your generous support of The Center.

Cray Bauxmont-Flynn – Picnic By Design Chair
Walter Reed – The Center Event Chair
Roger Thomas – Honorary Chair



SOCIAL MEDIA

HASHTAG: #PICNICBYDESIGN

Thank you for your continuing support of The Center. We are thrilled to have your participation in our 1st Annual Picnic By Design and look forward to a night of design, food and fun.

Please join us on social media as we redefine the concept of a traditional picnic and highlight the exciting event, bringing awareness to The Center and building excitement for **#picnicbydesign**.

Below are links to The Center on Facebook, Twitter and Instagram. Please be sure to *interact and follow* in whichever outlets you and your company use.



www.facebook.com/thecenterlv



www.twitter.com/thecenterlv



www.instagram.com/thecenterlv

We look to you to help us promote so please be sure to use the hashtag **#picnicbydesign** with all social media posts and link back to **@thecenterlv** on whichever outlet you are using.

Additionally, don't forget to link to **www.thecenterlv.org** for TICKET SALES!

Get creative in your posts! Countdown to September 12. Show a sneak peek of your design. Please LIKE and RETWEET our posts so we can reach your followers as well!

And don't forget when posting on Instagram, the app includes the option to share the photo on Facebook and Twitter from your phone.

We look to engage our followers and hopefully ignite excitement on all the incredible design that will be present on September 12.

Cray Bauxmont-Flynn – Picnic By Design Chair

Walter Reed – The Center Event Chair

Roger Thomas – Honorary Chair

THE CENTER 401 S. Maryland Pkwy. | Las Vegas, NV 89101 | 702-733-9800 | www.thecenterlv.org

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