



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



SPONSORSHIP PACKAGES

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

PRESENTING SPONSOR PACKAGE AT \$10,000

- Company name listed with event title in all promotional material, including press releases
- Logo inclusion on all email invites, promotions, website and event signage
- One VIP table for eight (8) at the picnic dinner
- Twenty (20) tickets for cocktail after-party
- A designated space or table for on-site promotion or activation
- Inclusion of a promotional item in the dinner picnic baskets
- Opportunity to provide promotional products for guests
- Potential additional branding opportunities (TBA)

GOLD SPONSOR PACKAGE AT \$5,000

- Logo inclusion on all email invites, promotions, website and event signage
- Acknowledgment in all press releases
- A picnic basket for two (2) at the picnic dinner
- Ten (10) tickets for cocktail after-party
- A designated table for product promotion
- Opportunity to provide promotional products for guests
- Potential additional branding opportunities (TBA)

SILVER SPONSOR PACKAGE AT \$2,500

- Listing on all email invites, promotions, website and event signage
- Acknowledgment in all press releases
- A picnic basket for two (2) at the picnic dinner
- Four (4) tickets for cocktail after-party
- A designated table for product promotion
- Opportunity to provide promotional products for guests
- Potential additional branding opportunities (TBA)

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



SPONSORSHIP FORM

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

Please confirm your sponsorship by completing the form below.
Email your completed form to wreed@thecenterlv.org.

Name/Company _____

Contact _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

I would like to sponsor Picnic By Design as a...

- Presenting Sponsor at \$10,000 Gold Sponsor at \$5,000 Silver Sponsor at \$2,500

Payment Information

Enclosed is my check payable to The Center in the amount of _____

OR please charge my Visa MasterCard American Express Discover Amount _____

Card Number _____ Exp. Date _____ Security Code _____

Name on Card _____ Signature _____

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

DIFFA Design Industries Foundation Fighting AIDS | 16 W. 32nd St., Ste. 402 | New York, NY 10001 | 212-727-3100 | www.diffa.org