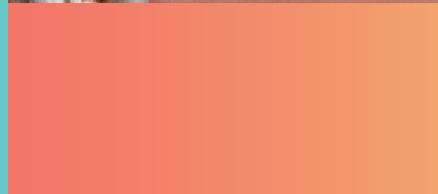


Celebrate 25 Years in Partnership with Ruth Ellis Center

2024 Philanthropic
Partnership Opportunities





More than 10,000 young people have accessed Ruth Ellis Center services since its founding a quarter century ago. Your sponsorship dollars keep these critical services funded and available.



“Our supporters and corporate partners inspire us to grow, strengthen, and diversify Ruth Ellis Center’s services for our young people. I am privileged to have witnessed the Center’s extraordinary journey as it launched the Ruth Ellis Health and Wellness Center and most recently, our new permanent supportive housing facility at Clairmount.

As I lead Ruth Ellis Center into the next 25 years, I am grateful for your support; it has made possible affirming care and programs this community so deserves. This incredible place exists because you made it so.

Mark Erwin
Executive Director



Here's to 25 years of resilience, love, and community – and to many more to come!

For a quarter century, the life-enhancing resources at Ruth Ellis Center have helped LGBTQ+ young people build their vision for a positive future. Help us celebrate the Center's transformative work, and honor the legacy of Ruth Ellis, whose spirit of generosity and advocacy continues to inspire its mission. Together, let's forge a path toward an even more inclusive and supportive future for the young people we serve.

Our vision: A world where LGBTQ+ young people are safe and supported no matter where they go.

ABOUT RUTH ELLIS CENTER

Our namesake, Ruth Ellis, was respected and loved for her longevity and endurance as one of Detroit's oldest and proudest African-American lesbians.

Born in 1899. Self-identified as lesbian in 1915. In the 1940s, she provided shelter, physical support, and spiritual affirmation to those whose race, sexual orientation or both set them apart from the dominant culture.

She saw the Ruth Ellis Center become reality prior to her passing at 101.

This resilient icon is renowned for her many years of service to all people in need. The work we continue to do is built upon her model of responsibility to oneself and one's community. Over the past two decades, Ruth Ellis Center has established a national reputation for its trauma-informed services for LGBTQ+ young people experiencing homelessness or in the child welfare system. Based in Highland Park, Michigan, the Center's mission is "creating opportunities with LGBTQ+ young people to build their vision for a positive future." Among its lengthy roster of critical services are permanent supportive housing and safety-net programs, fully integrated primary and behavioral healthcare and case management, skill-building workshops, HIV prevention programs, and family support programs.

Learn more at www.ruthelliscenter.org



Unprecedented Opportunity

THREE UNIQUE EVENTS — PROVIDING UP TO A YEAR OF BRAND EXPOSURE

2024-2025 marks an incredible milestone for Ruth Ellis Center: Twenty-five years in operation. A quarter century of providing the life-enhancing services that help LGBTQ+ young people build their vision for a positive future.

As we launch our year of celebration, we are thrilled to present an unparalleled opportunity for philanthropic partnerships: **three major events, each uniquely designed to support innovation, fund our programs, further our mission, broaden our impact, and promote your brand.**

Proceeds from all events support Ruth Ellis Center operations and core programs including Ruth Ellis Clairmount Center, Community Based Family Support Services, the Ruth Ellis Health & Wellness Center, and more.

Stride for Pride: Pride is 24/7/365 so we're taking Stride to the streets for the entire year! This event reflects the diverse fabric of our community, and is a jubilant expression of culture and identity. We'll feature a variety of special events and activities throughout the year from kayaking, hiking, biking, 1k runs, and more. **Stride for Pride event opportunities are endless and can be customized to fit your organization's goals.**

Catfight for the Crown: 2024 will be this marquee event's fifth year in Detroit! The hottest ticket in town is for Catfight for the Crown. In this campy drag show beauty pageant, amateur queens, judged by a celebrity panel, compete in evening wear, swimsuits, talent and interview segments, for the coveted title of "Miss Kitty!" We celebrate all gender identities and expressions, while guests get spoiled by "The Goldies," our goodwill ambassadors take tickets, usher you to your seat, serve cocktails, and sweep up all the "kitty cash" that hits the stage. **It's a fundraiser of epic proportions that plays to a packed house every year.**

Voices, the 25th Anniversary Gala: A night of elegance and advocacy, this gala brings together the most influential voices in our community, providing a platform for powerful storytelling and fostering connections. It's a celebration and clarion call to action for the Center, and the well-being of the LGBTQ+ young people we serve.

As we embark on this landmark year, we invite you to join us in these celebrations and initiatives. Your partnership will commemorate our past achievements and paves the way for a future where every young person can thrive and grow.

Together, let's create moments of joy, avenues for growth, and a legacy of change.

SPONSOR BENEFITS

Sponsors are promoted in dynamic content across multiple print and social media platforms, all to increase visibility for your company and your brand.

Partnering with The Ruth Ellis Center promotes a positive brand: we target multiple demographics to bring awareness and education to ensure young people are safe and supported no matter where they go.

DIGITAL REACH

Instagram	6,191 followers
Facebook	7,000 likes, 7,500+ followers
LinkedIn	945 followers
Email + newsletter	6,500+ unique email addresses

Consider this:

41%



of LGBTQ young people seriously considered attempting suicide in the past year—and young people who are transgender, nonbinary, and/or people of color reported higher rates than their peers.

(The Trevor Project 2023 U.S. National Survey on the Mental Health of LGBTQ Young People)

STRIDE for PRIDE

January through December, anywhere & everywhere!

WHY STRIDE FOR PRIDE?

We're celebrating PRIDE all day, every day this year, and every year! STRIDE has always been a way for us to show support for the community and get active while doing it. STRIDE FOR PRIDE is our opportunity to show LGBTQ+ young people nationwide they are not alone, and there are people in their communities that stand ready to support them, help them, and celebrate them.

STRIDE because change requires action.

STRIDE because LGBTQ+ young people deserve to be seen and heard.

STRIDE because LGBTQ+ youth need to see there are people in their community who support them.

STRIDE for someone you love.

STRIDE for a more equitable world.

STRIDE because you can make a difference.

STRIDE because complacency isn't an option.

STRIDE because even though we are apart, we stand together.

Together we will raise awareness and the critical funding necessary to sustain the programs and services of Ruth Ellis Center.

WHAT'S NEW THIS YEAR

We want to create more opportunities to STRIDE for PRIDE alongside YOU. Ruth Ellis Center will be hosting special events where you can STRIDE with us:

- **Kayaking**
- **Hiking**
- **Biking**
- **Walking**
- **1K/3K runs, and more**

Join us throughout the year as we show our PRIDE and support of LGBTQ+ young people experiencing homelessness, family rejection, and other barriers to care by walking proudly in our communities. It's easy to participate in Stride for Pride, and there's no registration fee. Because there is no registration fee, we encourage all participants to accept pledges to support Ruth Ellis Center's mission. Individuals, colleagues, friends, and families can share their support of LGBTQ+ young people by participating. Where you ask? Anywhere. Everywhere.

To sponsor these events, or customize your company's own STRIDE for PRIDE experience, contact I'Sha Schultz-Spradlin, our senior development associate:

isha.schultzspradlin@ruthelliscenter.org

STRIDE for PRIDE Sponsorship Opportunities

Promote your organization throughout the year

PRESENTING SPONSOR \$30,000 [ONE OPPORTUNITY]

- Name or logo included in all event branded materials and collateral
- Name or logo included on event website
- Name or logo included in electronic newsletter
- Exclusive social media mention [IG/FB/LinkedIn]
- Exclusive feature episode on Voices of REC podcast + bonus episode of VOICES of REC Podcast with choice of theme or topic of episode
- [1] Ruth Ellis Institute virtual training for up to 25 people
- Logo must be provided for inclusion in digital + event materials

LEGACY \$10,000 [10 OPPORTUNITIES]

- Name or logo included on event website
- Name or logo included in electronic newsletter
- Exclusive social media mention [IG/FB/LinkedIn] + thank you to our supporters shout-out on two episodes of the podcast
- [1] Exclusive segment on Voices of REC podcast

ALLY \$5,000 [10 OPPORTUNITIES]

- Name or logo included on event website
- Name or logo included in electronic newsletter
- Exclusive social media mention [IG/FB/LinkedIn] + thank you to our supporters on one episode of the podcast

COMMUNITY PARTNER \$2,500 [UNLIMITED OPPORTUNITIES]

- Name or logo included on event website
- Name or logo included in electronic newsletter + thank you to our supporters on one episode of the podcast



Catfight for the Crown

June 14, The Filmore/Detroit

THE HOTTEST TICKET IN TOWN!

Now in its fifth year, CATFIGHT FOR THE CROWN is the marquee event that electrifies PRIDE month.

This elaborately staged drag show “beauty” pageant features amateur performers competing for the coveted title of Miss Kitty. It’s a unique, over-the-top, unapologetic, and interactive way of raising critical funding to support an incredible cause, all while contestants battle it out for the crown!

In true Ruth Ellis Center form, this event is also designed to celebrate all forms of identity and expression. The pageant is judged by celebrity guests. Our volunteer Goldies are the event’s “goodwill ambassadors” who do everything from taking tickets and ushering guests to sweeping money across the stage and serving cocktails. Goldies all don the same goldie apparel and swarm the venue. Service never looked so good!

Catfight for the Crown is a spin off from LA’s Battle for the Tiara. In Los Angeles, the original event raised over \$1,000,000 to support Aid for Aids during its incredible reign. Both successful and undeniably popular, it was the talk of the town, and an event in which everyone wanted to take part.

Since its inception in 2018, Catfight for the Crown has raised more than \$350,000 to support the programs and services at the Ruth Ellis Center.



Catfight for the Crown Sponsorship Opportunities

PRESENT(ING) AND ACCOUNTED FOR \$30,000+ [ONE OPPORTUNITY]

Brand Awareness

- Ad/supportive message and logo/name on the first page and back cover of Catfight for the Crown Program Booklet and invitation
- Signature branding at event

Media Exposure

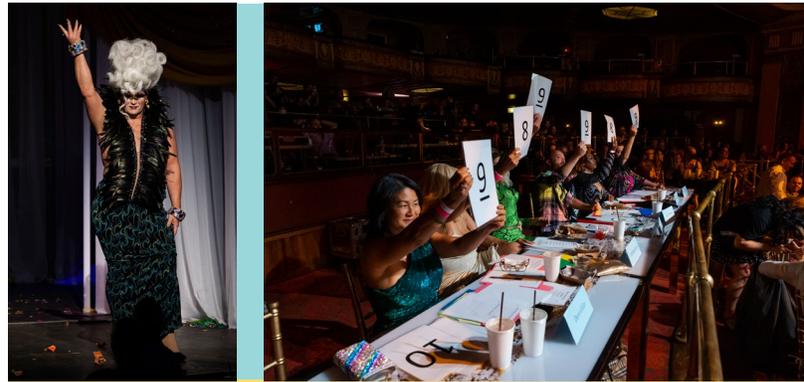
- Prominent Social Media Recognition
- Posts up to two mentions on each social media (Facebook, Instagram and LinkedIn)
- Recognition in any print, radio and social media advertisements and event collateral
- Dedicated segment Voices of Ruth Ellis Center podcast

Visibility

- Name/corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event
- A 30 second promo video or on-stage promo
- Bonus episode of VOCIES of REC Podcast with choice of theme or topic of episode

Hospitality

- *Fit for a Queen* seating at event
- VIP Seating for 20 guests (complementary bar service and delectables *Fit for a Queen*)
- LGBTQ+ Cultural Competency Training for your organization/desired group in partnership with the Ruth Ellis Institute for up to 50 individuals



More Catfight for the Crown Sponsorship Opportunities

FIRST RUNNER UP \$10,000+ [10 OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Ad/supportive message and logo/name on the first page and back cover of 2023 Catfight for the Crown Program Booklet and invitation
- Signature branding at event

Visibility

- Name/Corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event

Media Exposure

- Posts up to 2 mentions on each social media medium listed
- (Presence on Facebook, Twitter, Instagram and LinkedIn)
- Segment sponsor on 2 episodes of the podcast

Hospitality

- *Fit for a Queen* seating at event
- VIP Seating for 10 guests (complementary bar service and delectables *Fit for a Queen*)
- LGBTQ+ Cultural Competency Training for your organization/desired group in partnership with the Ruth Ellis Institute for up to 25 individuals

MISS CONGENIALITY \$5,000 [FIVE OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognition on Ruth Ellis Center website
- Recognized in event program

Visibility

- Name/Corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event

Media Exposure

- Social Media Publicity (Presence on Facebook, Instagram, LinkedIn)
- Thank you to our supporters on two (2) episodes of the podcast

Hospitality

- *Fit for a Queen* seating at event
- VIP Seating for 5 guests (complementary bar service and delectables *Fit for a Queen*)

MISS PHOTOGENIC \$500 - \$1,000 [UNLIMITED OPPORTUNITIES, BENEFITS INCLUDE]:

- **\$500:** Quarter Page Ad in the Program Booklet · 2.75"W by 4.25"T
- **\$750:** Half Page Ad in the Program Booklet · 5.5"W by 4.25"T
- **\$1,000:** Full Page Ad in the Program Booklet · 5.5"W by 8.5"T with bleeds
- **PLUS:** Thank you to our supporters on 2 episodes of the podcast



VOICES 25th Anniversary Gala

September 26th, The Colony Club/Detroit

A night of elegance and advocacy, this gala brings together the most influential voices in our community, providing a platform for powerful storytelling and fostering connections. It's a celebration and clarion call to action for the Center, and the well-being of the LGBTQ+ young people we serve.

As we embark on the Ruth Ellis Center's landmark 25th year, we invite you to join us as a Voices partner and sponsor. Your support commemorates our past achievements and paves the way for a future where every young person can thrive and grow.

Sponsorship opportunities presented for VOICES are available to individuals, small business owners, as well as Fortune 500 Corporations. VOICES is an opportunity to share the critical need for support and serves as a catalyst for empowering communities, connecting families and impacting change. To ensure that VOICES sponsors receive optimal benefits for their investment, packages can be tailored to meet budgetary and branding needs. Sponsor levels are designed to provide elevated networking, high visibility and access to diverse and engaging audiences.

Join the many dedicated individuals, businesses and community leaders who have given their voice to this national crisis.

2024 PHILANTHROPIC PARTNERSHIP OPPORTUNITIES

VOICES celebrity hosts, honorees and Ruth Ellis Legacy Award recipients

- Iconic stand-up comedienne and actress Margaret Cho
- Grammy-winning recording artists Jack Antonoff and Andrew Dost
- Tony-award winning actor Billy Porter
- Activist/music producer/DJ Zeke Thomas
- Emmy award winning actress, and comedienne Wanda Sykes
- Emmy award winning writer and comedian Bruce Vilanch
- Actress, singer and comedienne Sandra Bernhard
- Emmy, Grammy, and Tony award winning actress and comedienne Lily Tomlin
- HBO's Girls Lena Dunham



VOICES 25th Anniversary Gala Sponsorship Opportunities

PRESENTING SPONSOR \$75,000 [ONE OPPORTUNITY, BENEFITS INCLUDE]:

Brand Awareness

- Recognized as Presenting Sponsor in all print, radio and social media advertisements
- Naming rights for specific area or experience
- Signature branding at event
- A sponsor-produced 30-second ad featured at the event
- Full page ad in the VOICES program booklet
- Public recognition and acknowledgment at event

Visibility

- Corporate logo placement on event banners, video screens and signage
- Company link on Ruth Ellis website
- Corporate logo on photo wall

Media Exposure

- Opportunity to participate in radio and television interviews and announcements
- Feature in REC newsletter
- Social media opportunities on Facebook, Instagram, video posts

Hospitality

- 10 VIP Reception and event tickets
- Priority seating at event
- Breakfast and tour of the Ruth Ellis Center with the Executive Director

Additional Perks:

- Bonus episode of VOICES of REC Podcast with your choice of theme or episode topic
- LGBTQ SOGIE 101 and 102 Training for up to 50 people. Cultural competency training content is flexible and can be structured to accommodate diversity goals.



More VOICES 25th Anniversary Gala Sponsorship Opportunities

LEGACY SPONSOR \$25,000 TO \$30,000

[TWO OR MORE OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognized as Legacy Sponsor in all print, radio and social media advertisements
- Naming rights for specific area or experience
- Signature branding at event
- A sponsor-produced 30-second ad featured at the event
- Half-page ad in the VOICES program booklet
- Public recognition and acknowledgment at event

Visibility

- Corporate logo placement on event banners, video screens and signature
- Company link on Ruth Ellis website
- Corporate logo on photo wall

Media Exposure

- Exclusive segment sponsor of one episode of Voices of REC podcast
- Feature in REC newsletter
- Social media mentions on Facebook, Instagram, video posts and Twitter

Hospitality

- 8 VIP Reception and event tickets
- Priority seating at event
- Coffee and bagels and REC Tour with the Executive Director

Additional Perk

- LGBTQ SOGIE 101 Training for up to 50 people. Cultural competency training content is flexible and can be structured to accommodate diversity goals.



More VOICES 25th Anniversary Gala Sponsorship Opportunities

SUPPORTIVE HOUSING SPONSOR \$15,000 [MULTIPLE OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognized in print, radio and social media advertisements and event collaterals
- Quarter-page ad in the VOICES program booklet
- Signature branding at event VISIBILITY
- Name/corporate logo and placement on event banners, video screens and signage

Media Exposure

- Social media mentions on Facebook, Instagram, and Twitter
- One advertisement on Voices of REC podcast

Hospitality

- Four VIP Reception and event tickets
- Priority seating at event
- Coffee and bagels and REC Tour with the Executive Director

Additional Perk

- LGBTQ SOGIE 101 Training for up to 25 people. Cultural competency training
- content is flexible and can be structured to accommodate diversity goals.

HEALTH AND WELLNESS SPONSOR \$10,000 [MULTIPLE OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognized in print, radio and social media advertisements and event collateral
- Signature branding at event VISIBILITY
- Name/corporate logo and placement on event banners, video screens and signage

Media Exposure

- Social media mentions on Facebook, Instagram, and Twitter
- One advertisement on Voices of REC podcast

Hospitality

- Four VIP Reception and event tickets
- Priority seating at event



Even More VOICES 25th Anniversary Gala Sponsorship Opportunities

THRIVING FUTURES SPONSOR \$7,500 [MULTIPLE OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognized on Ruth Ellis Center website
- Recognized in event program

Visibility

- Name/corporate logo and placement on event banners, video screens and signage

Media Exposure

- Social media mentions on Facebook, Instagram, and Twitter Thank you to our supporters shout-out on three episodes of the podcast

Hospitality

- Two VIP Reception and event tickets
- Priority seating at event

HEALTH, EQUITY AND OUTREACH SPONSOR \$5,000 [UNLIMITED OPPORTUNITIES, BENEFITS INCLUDE]:

Brand Awareness

- Recognized on Ruth Ellis Center website
- Recognized in event program

Visibility

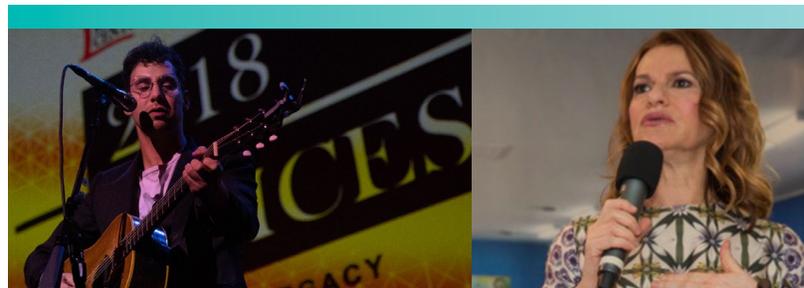
- Name/corporate logo and placement on event banners, video screens and signage

Media Exposure

- Social media mentions on Facebook, Instagram, and Twitter

Hospitality

- Two VIP Reception and event tickets
- Priority seating at event





Ruth Ellis Center Event Sponsorship Agreement

With this form, please submit: High Resolution Logo Guest Names

_____ is pleased to support Stride Catfight Voices

as a _____ level sponsor in the amount of \$ _____

Additional opportunities to customize your sponsorship and increase corporate branding include VIP Lounge, Artist Green Rooms, Photographer, and Celebrity Meet and Greet.

Contact **Nazarina Mwakasege** to tailor your sponsor package and contribution level.
Email: nazarina.mwakasege@ruthelliscenter.org
Phone: 313.252.1950

We are unable to provide sponsorship. Please accept our tax-deductible donation of \$ _____

Billing Information

! Please make checks payable to **Ruth Ellis Center**

Select your billing option:

Charge my credit card below Check enclosed Please send an invoice

Credit Card: Visa MasterCard American Express Discover

Card Number: _____ **Exp.** ____ / ____ **Code:** _____

Name on card: _____

Billing Address: _____

City: _____ **State:** _____ **Zip:** _____

Total amount to be charged: \$ _____

Signature: _____ **Date:** _____

Person to Contact Regarding Sponsorship

Name: _____

Email: _____ **Phone:** _____

Send completed form:

Mail **Ruth Ellis Center**
95 Victor Street
Highland Park, MI 48203

Fax 313.865.3372

Email nazarina.mwakasege@ruthelliscenter.org

