



"There is still much work to be done to ensure that gay, lesbian, bisexual, and transgender (LGBT) people are recognized as full citizens of this country with all the rights and protections that citizenship usually bestows...one can get married on Sunday and be fired from his or her job on Monday morning—for the simple reason of being gay, with no employment protection or recourse in the courts."

Gene Robinson, retired Episcopal bishop

January 15, 2016

Dear Community Ally,

Next year marks the 14th anniversary of the Human Rights Campaign Corporate Equality Index. The Index measures the degree to which corporations across America embrace workplace diversity and demonstrate fair practices for LGBTQ (Lesbian, Gay, Bisexual, Transgender, Queer) employees. Last year Equality Winston-Salem (EWS) hosted the first annual IN GOOD COMPANY event to honor and celebrate LGBT-friendly employers and their employees. EWS recognized the City of Winston-Salem, Pepsico, Wells Fargo PRIDE Team Member Network Chair Jimmy Phillips, Wake Forest University Law student Liz Venum, and Green Street United Methodist Church for their outstanding work on behalf of the LGBTQ community.

On May 11, 2016, Equality Winston-Salem and North Star LGBT Community Center will host the Second Annual IN GOOD COMPANY event at the Grand Pavilion Ballroom in downtown Winston-Salem. Local LGBT-friendly businesses large and small, nonprofits, and open and affirming faith communities are invited to join the celebration. All proceeds from IN GOOD COMPANY will benefit North Star LGBT Community Center in Winston-Salem. The Center opened in September 2013 with a mission to enrich the lives of the LGBT community by providing a safe and accepting place for people of all ages and backgrounds.

This letter is to inform your organization of several ways to participate in the event.

- Event/table sponsorships are available at the \$500, \$1,000, \$2,500 and \$5,000 level (see the attached information sheet for details). **ALL EVENT AND TABLE SPONSORSHIPS WILL BE MATCHED 1:2 THIS YEAR (UP TO \$10,000) by the New York-based Arcus Foundation**—a leading global foundation dedicated to the idea that people can live in harmony with one another and the natural world.
- Companies may purchase full (\$1,000) or half (\$500) tables seating a total of ten employees/guests. Individual seats are \$100/guest.
- Companies may sponsor tables or individuals seats for nonprofit or local community organizations (including local high school Gay Straight Alliance clubs).
- Encourage LGBTQ employees and allies to serve as corporate ambassadors for the event.
- Nominate an LGBTQ employee or ally who has demonstrated a commitment to diversity and inclusion within your organization or in our community to be recognized as an IN GOOD COMPANY award recipient.

We hope you will join us for this important event on May 11 celebrating workplace diversity. A representative of Equality Winston-Salem or North Star will contact you within the next several weeks to answer any questions you may have about the event. If your organization is interested in supporting this event, please fill out the enclosed form and mail/email it to the address indicated.

In Equality,

Two handwritten signatures in black ink. The first signature is "Mary Jamis" and the second is "Latoya D. Cheek".

Mary Jamis and Latoya Cheek
IN GOOD COMPANY Steering Committee Co-Chairs

Equality Winston-Salem is a temporary fund of The Winston-Salem Foundation. North Star LGBT Community Center is an independent 501(c)3 nonprofit organization. All donations are tax deductible.



IN GOOD COMPANY 2016—Sponsorship Form and Details

MAY 11, 2016/ THE GRAND PAVILION BALLROOM / DOWNTOWN WINSTON-SALEM

Please complete this form and return it to:

EQUALITY WINSTON-SALEM

PO BOX 20482

Winston-Salem, NC 27120-0482

Or email to mjamis@mcreative.net

We will sponsor IN GOOD COMPANY 2016 at the following level (see subsequent pages for benefits of each level):

- Rainbow Presenting Sponsor - \$5,000
- Gold Partner Sponsor - \$2,500
- Silver Partner/Table Sponsor - \$1,000
- Bronze Community Partner Sponsor - \$500
- We are unable to provide a sponsorship this year, but would like to make a donation to support this event in the amount of \$_____.

Please note that ALL sponsorships will be matched 1:2 by the ARCUS Foundation.

Company Name: _____

Please print the name of company (or individual) as you would like it to appear in acknowledgements:

Company/Individual: _____

Address: _____

City: _____ ST _____ Zip _____

Contact Name: _____

Contact Phone: _____ E-Mail _____

Payment Method

- Our check, payable to Equality Winston-Salem, is enclosed.
- Please invoice us (all payments must be received by April 30, 2016)
- Charge the following: ___ Visa ___ Mastercard ___ American Express

Card No: _____ Expiration Date: _____

Name on Card _____ Security Code: _____

Signature: _____

Equality Winston-Salem—IN GOOD COMPANY 2016 Sponsorship Levels

Rainbow Presenting Sponsors - \$5,000

- Largest logo recognition on all printed materials. Note: Logo files must be received no later than APRIL 1, 2016 to be included on printed materials.
- Prominent web site listing (with largest logo and link) on Equality Winston-Salem (equalitywinstonsalem.org) and North Star LGBT Community Center (<http://www.northstarlgbtcc.com/>) websites for one year.
- Largest logo and link included in all advertisements, press releases and electronic announcements promoting the event.
- Prominent seating at the event. TWO complimentary tables seating 8-10 guests each.
- Acknowledgement on Facebook (with link or tag).
- Special recognition from the main stage during the event.
- Opportunity for organizational representative to speak for up to three minutes from the main stage. (Script must be presented to and approved by Equality Winston-Salem one week prior to the event.)
- Acknowledgement in follow-up correspondence.

Gold Partner Sponsors - \$2,500

- Logo recognition on all printed materials. Note: Logo files must be received by no later than APRIL 1, 2016 to be included on printed materials.
- Prominent web site listing (with logo and link) on Equality Winston-Salem (equalitywinstonsalem.org) and North Star LGBT Community Center (<http://www.northstarlgbtcc.com/>) websites for one year.
- Logo and link included in all electronic announcements promoting the event.
- Prominent seating at the event. ONE complimentary table seating 8-10 guests.
- Acknowledgement on Facebook (with link or tag).
- Special recognition from the main stage during the event.
- Acknowledgement in follow-up correspondence.

Silver Partner/Table Sponsors - \$1,000

- ONE table seating 8-10 guests
- Recognition on all printed materials (no logo).
- Web site listing (with logo and link) on Equality Winston-Salem (equalitywinstonsalem.org) and North Star LGBT Community Center (<http://www.northstarlgbtcc.com/>) websites for one year.
- Logo and link included in all electronic announcements promoting the event.
- Acknowledgement on Facebook (with link or tag)
- Acknowledgement in follow-up correspondence.
- Seating based on date of table sponsor commitment.

Bronze Event Sponsor - \$500

- FOUR TICKETS to the IN GOOD COMPANY event.
- Website site listing (with logo and link) on Equality Winston-Salem (equalitywinstonsalem.org) and North Star LGBT Community Center (<http://www.northstarlgbtcc.com/>) websites for one year.

Please note that **INDIVIDUAL SEATS** to this event are available at \$100/guest. Scholarship seats are available to a limited number of guests upon request.

* Sponsors may donate their table back to Equality Winston-Salem for use by nonprofit organizations or LGBTQ-friendly organizations whom otherwise would not be able to participate in the event.

Thank you for supporting Equality Winston-Salem, North Star LGBT Community Center, IN GOOD COMPANY and a more inclusive community. Equality Winston-Salem is a temporary fund of The Winston-Salem Foundation. North Star LGBT Community Center is an independent 501(c)3 nonprofit organization. All donations are tax deductible.