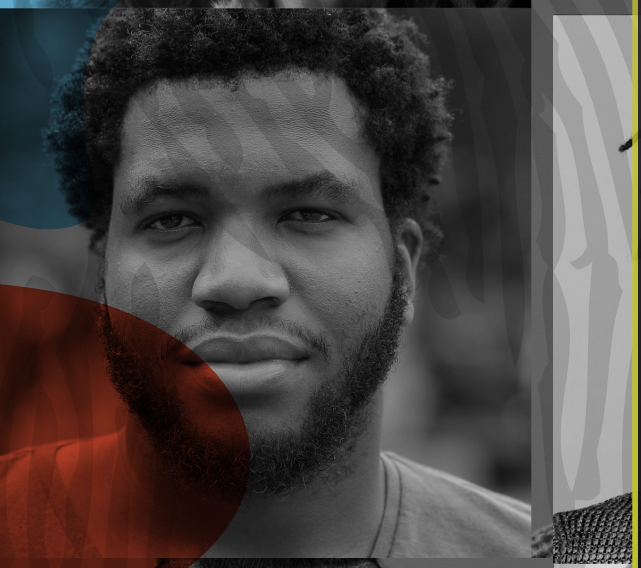

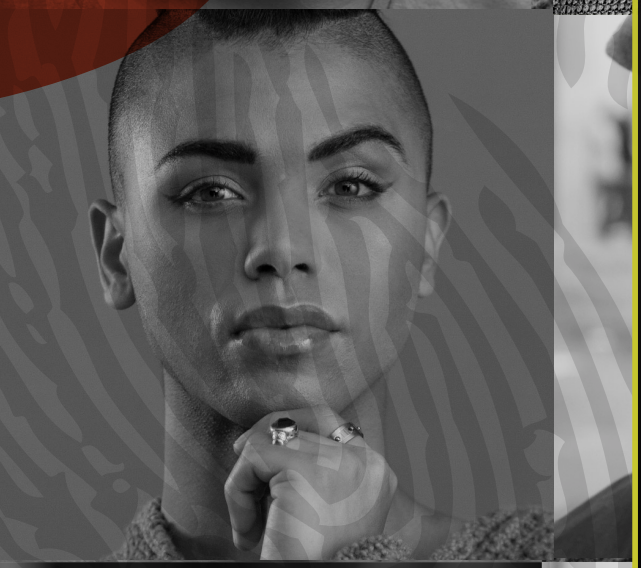

POWERED BY
SAC
SOUTHERN AIDS COALITION

THE BLACK PRINT

SOS 2020 • ATLANTA, GA

8TH ANNUAL

SOS SAVING OURSELVES SYMPOSIUM

JUNE 10-14

ATLANTA, GA

SOSEXPERIENCE.ORG

SPONSORSHIP INFORMATION

DEAR SOS SPONSOR 2020:

ABOUT SOS 2020.

Since its founding in 2013, Saving Ourselves Symposium (SOS) has become a highly anticipated annual conference that educates and empowers the Black LGBTQ+ community in the South. The 8th Annual Conference, SOS 2020, will continue that legacy with a theme that speaks the urgency of our times and the necessity of action.

WHY SPONSOR SOS 2020?

SOS 2020 is an opportunity to meaningfully engage with the Black LGBTQ+ community, along with health and social service providers, regional and national leaders, and allies from all walks of life. SOS 2020 attendees are trendsetters, influencers, and change agents. Supporting this conference through a sponsorship will elevate the profile of your business or cause in key demographics.

WITH SOS 2020 YOUR DOLLAR MAKES A REAL DIFFERENCE.

A key component of SOS 2020 is the awareness that many in the Black LGBTQ+ community do not have the financial resources to attend. Support from sponsors translates to resources for scholarships, travel, meals, and lodging support. This is especially meaningful for attendees who reside in communities where they often feel ostracized and isolated. SOS 2020 will be a homecoming for them and your support makes that possible.

PLATINUM LEVEL

CORPORATE ($25,000)
COMMUNITY/NONPROFIT ($8,000)

- Recognition as a co-presenting sponsor of SOS 2020
- 5 standard conference registrations and 3 gala tickets
- 1 exhibit table
- Listed as primary sponsor for one of the following events:
  - Pre-Conference
  - Opening Session
  - A Breakfast Plenary
  - A Lunch Plenary
  - Day of Service
- Welcome remarks at sponsored event
- Signage at your sponsored event
- Recognition through logo placement on conference website
- Organizational information distributed to conference attendees
- Acknowledgement in press releases and throughout the conference
- Logo placement on all printed and published materials (bags, programs, and other materials)
- 1 full-page advertisement in our program guide
- Inclusion in all announcements and promotions on SOS 2020 social media platforms (including Twitter, Facebook, and Instagram)

GOLD LEVEL

CORPORATE ($20,000)
COMMUNITY/NONPROFIT ($6,000)

- Listed as a sponsor of SOS 2020
- Presenting sponsor of social events, including meet and greet and 2 networking breaks
- 4 standard conference registrations and 2 gala tickets
- 1 exhibit table
- Recognition through logo placement on conference website
- Organizational information distributed to conference attendees
- Acknowledgement in press releases and throughout the conference
- Logo placement on all printed and published materials (bags, programs, and other materials)
- 1 full-page advertisement in our program guide
- Inclusion in all announcements and promotions on SOS 2020 social media platforms (including Twitter, Facebook, and Instagram)

SILVER LEVEL

CORPORATE ($15,000)
COMMUNITY/NONPROFIT ($4,000)

- Company listed as sponsor of scholarships
- 3 standard registrations and 1 gala ticket
- 1 exhibit table
- 1/2-page ad placement in our program guide
- Organizational information distributed to conference attendees
- Acknowledgement in press releases and throughout the conference
- Materials displayed at all events and throughout conference on our community table
- Logo placement on all printed and published materials (bags, programs, and other materials)

BRONZE LEVEL

CORPORATE ($10,000)
COMMUNITY/NONPROFIT ($2,000)

- Host sponsor of social events, including meet and greet and 2 networking breaks
- 2 standard conference registrations
- Acknowledgement in press releases and throughout the conference
- Materials displayed at all events and throughout conference on our community table
- Logo placement on all printed and published materials (bags, programs, etc.)

PARTNERSHIP LEVEL

CORPORATE ($5,000)
COMMUNITY/NONPROFIT ($1,000)

- 1 standard conference registration
- Acknowledgement in press releases and throughout the conference
- Materials displayed in the common areas of the conference

SCHOLARSHIP LEVEL

($1,000)

- Listed as sponsoring scholarships for SOS 2020

2020 EXHIBITORS

WHY EXHIBIT?

- Increase awareness, visibility, and familiarity of your products or services among conference attendees.
- To showcase your products, services, and publications to conference attendees, including health care professionals, advocates, and other providers.
- Develop a deeper understanding of priority market, in an effort to grow and strengthen your brand.
- To meet your customers face to face and gain useful feedback about their needs for products and services.

WHO SHOULD EXHIBIT?

- LGBTQ+ organizations
- Community-Based Organizations
- Health Care, Social Work, and Professional Associations
- HIV/AIDS & LGBTQ+ Capacity Building Providers
- Advocacy Organizations and Government Agencies
- Small Business Owners/Entrepreneurs
- Churches and other places of worship and faith
- HIV/AIDS Service Organizations
- Any entity that wants to get the word out about themselves, services, or business

EXHIBIT SPACE FEES:

- Corporate/For-Profit Exhibitor: $1,000
- Federal, State, Local Government Agency Exhibitor: $350
- Small Business/Entrepreneur Exhibitor: $250 (independently owned and operated enterprises selling goods or services)
- Nonprofit 501(c)3 Exhibitor $150 (requires proof of nonprofit status)

WHAT IS INCLUDED IN THE EXHIBITOR FEE?

- One (1) 6ft skirted table and two 2 chairs
- Two (2) conference registrations at discounted exhibitor rate ($50 each) and name badges for exhibitor staff

SOS 2020 REGISTRATION COSTS

Early Bird Conference Registration
(December 1, 2019-February 14, 2020)
$150

Regular Conference Registration
(February 15-May 15, 2020)
$200

Late/On-site Conference Registration
(May 16-June 10, 2020)
$250

SOS 2020 Gala Ticket
$50

Reservation Deadline: May 1, 2020

**Late Exhibit Reservation after May 1, 2020 (through June 1, 2020) will incur an additional $100 late fee on top of stated rates.

Cancellation: Written cancellations postmarked by May 15, 2020 will be honored with a full refund less a $50 processing fee. No refunds will be issued after May 15, 2020.

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SAVING OURSELVES SYMPOSIUM

Email: sos@southernaidscoalition.org
www.sosexperience.org