

2024 SPONSORSHIP  
& VENDORS PACKET

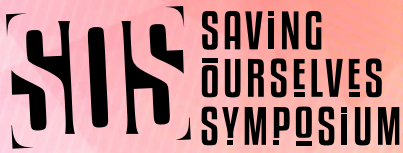


# VIBRANCE THE KALEIDOSCOPE EFFECT



AUG 15-18  
2024 | ATL





# DEAR SOS SPONSOR 2024:

## ABOUT SOS 2024

Since its founding in 2013, Saving Ourselves Symposium (SOS) has become a highly anticipated annual conference that educates and empowers the Black LGBTQIA+ community in the South. The annual Conference, SOS 2024, will continue that legacy with a theme that speaks to the value of life, the energy and enthusiasm necessary for action and the importance of reinforcing the sound, strength, beauty and vibrance of the Black Queer Community. The theme for this year's conference: **Vibrance: The Kaleidoscope Effect** speaks to the different experiences, approaches, voices, and diverse beauty of our communities to create the freedom and liberation we seek. The conference will celebrate the vibrancy of individual and collective strength, and how that manifest through advocacy, artistic expression, and more. SOS 2024 will amplify the resonance of sound the community creates when we come together in unity and strength.

Sessions during SOS 2024 will provide cutting-edge research, share promising health practices and strategies, mobilize attendees around critical policy issues, and celebrates the culture and creativity of the Black LGBTQIA+ community. Attended by the Black LGBTQIA+ community, and those who provide services and support, it is a unique and intentional space for the community to share with, learn from, and celebrate one another.



## WHY SPONSOR SOS 2024?

SOS 2023 is an opportunity to meaningfully engage with the Black LGBTQIA+ community, along with health and social service providers, regional and national leaders, and a diverse community of fierce allies. SOS 2023 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 2024 YOUR FINANCIAL SUPPORT MAKES A REAL DIFFERENCE

A key component of SOS 2024 is the awareness that some members of the Black LGBTQIA+ community may not have the resources to attend this very important convening. This also considers grassroots organizations created and led by the Black Queer community, who may not have the budget as a new or budding organization to attend. Support from sponsors translates to resources for scholarships, travel, meals, lodging, programs and networking that empowers and creates life changing connections for all attendees. This is especially meaningful for attendees who reside in communities where they often feel ostracized and isolated. SOS 2024 will be a much-needed homecoming for the community and your support makes that possible.



See you in Atlanta!



**Dafina Ward, J.D.**  
Executive Director

**Mardrequis Harris, MAEd**  
Deputy Director

## FOR THE CULTURE: PRESENTING SPONSOR - \$100,000 (NON-EXCLUSIVE)

- ▶ 20 standard conference registrations
- ▶ Table(s) for 20 guests with prime placement at gala
- ▶ Exclusive sponsorship of a breakfast or lunch plenary
- ▶ Logo placement on all conference print and digital materials distributed to attendees
- ▶ Logo on videos and promos?
- ▶ Logo on all on-site signage
- ▶ Premiere placement and full-page ad in conference program book
- ▶ Opportunity to exclusively host a pre-conference event (all related costs are the responsibility of the sponsor)
- ▶ Banner ad in mobile conference app (with the ability to send push notifications)
- ▶ Inclusion in conference promotions and social media platforms
- ▶ Prime advertisement placement on site at conference
- ▶ Sponsor materials/information distributed to conference attendees via conference bag (if provided by sponsor at least 10 days prior to conference start date)
- ▶ Complimentary Exhibit table with prime placement
- ▶ Welcome remarks at sponsored event (s)
- ▶ Signage at your sponsored event
- ▶ Recognition at each conference event as presenting sponsor



## BLACK IS BEAUTIFUL SPONSOR - \$50,000

- ▶ 10 standard conference registrations
- ▶ Table for 10 guests with prime placement at Gala
- ▶ Exclusive sponsorship of a breakfast or lunch plenary
- ▶ Opportunity to exclusively host a pre-conference event (all related costs are the responsibility of the sponsor)
- ▶ Banner ad in mobile conference app (with the ability to send push notifications)
- ▶ Inclusion in conference promotions and social media platforms
- ▶ Prime advertisement placement on site at conference
- ▶ Sponsor materials/information distributed to conference attendees via conference bag (if provided by sponsor at least 10 days prior to conference start date)
- ▶ Complimentary Exhibit table with prime placement
- ▶ Welcome remarks at sponsored event(s)
- ▶ Signage at your sponsored event
- ▶ Recognition at each conference event as sponsor

## PRIDE & POWER SPONSOR - \$25,000

- ▶ 5 standard conference registrations and 5 Gala tickets
- ▶ Complimentary exhibit table with prime placement
- ▶ Listed as Primary Sponsor for one conference activity (e.g. snack break)
- ▶ Recognition through logo placement on conference website
- ▶ Sponsor materials/information distributed to conference attendees via conference bag (if provided by sponsor at least 10 days prior to conference start date)
- ▶ Logo Placement on some conference materials
- ▶ Inclusion in all announcements and promotions on SOS 2024 social media platforms (including Twitter, Facebook, and Instagram)
- ▶ Recognition throughout conference as sponsor



## MOVEMENT BUILDER - \$20,000

- ▶ 4 standard conference registrations and 2 Gala tickets
- ▶ Complimentary Exhibit table with prime placement
- ▶ Acknowledgment throughout the conference
- ▶ Materials displayed in the common areas of the conference
- ▶ Sponsor materials/information distributed to conference attendees (if provided by sponsor)
- ▶ Logo Placement on conference materials
- ▶ Named as sponsor of one conference break Sponsor of one social event (e.g., Meet and Greet or Networking Break)
- ▶ Inclusion in all announcements and promotions on SOS 2024 social media platforms (including Twitter, Facebook, and Instagram)
- ▶ Recognition throughout conference as sponsor

## SAY IT LOUD - \$15,000

- ▶ 4 standard registrations and 2 Gala tickets
- ▶ Acknowledgment throughout the conference
- ▶ Materials displayed in the common areas of the conference
- ▶ Sponsor materials/information distributed to conference attendees (if provided by sponsor)
- ▶ Logo Placement on conference materials
- ▶ Complimentary Exhibit table

## CHAMPION (COMMUNITY-BASED/NON-PROFIT SPONSORS ONLY) - \$5,000

- ▶ 2 standard conference registration and 2 Gala tickets
- ▶ Acknowledgement throughout the conference
- ▶ Materials displayed in the common areas of the conference
- ▶ Complimentary exhibit table

## SCHOLARSHIP SPONSOR - \$2,500

- ▶ Listed as sponsoring scholarships for community members to attend SOS 2024

## THE BLACKPRINT - \$10,000

- ▶ 2 standard conference registration and 2 Gala tickets
- ▶ Acknowledgment throughout the conference
- ▶ Materials displayed in the common areas of the conference
- ▶ Sponsor materials/information distributed to conference attendees (if provided by sponsor)
- ▶ Logo Placement on all conference materials
- ▶ Complimentary exhibit table

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

- ▶ **Rest is Resistance Sponsor (\$25,000):** sponsor the conference's self-care service activities. This will include an on-site respite available to conference attendees throughout the conference, as well as activities like yoga, massage, and more that will be available during the conference
- ▶ **Technology Sponsor (\$40,000):** be recognized as the SOS Tech Sponsor, supporting the conference's branded app, conference Wi-Fi, audio-visual services, and interactive on-site activities for attendees

## WHY EXHIBIT?

- ▶ Increase awareness, visibility, and familiarity of your products and/or services among conference attendees.
- ▶ Develop a deeper understanding of the priority market, in an effort to grow and strengthen your brand.
- ▶ To meet the community you serve, face to face and gain useful feedback about their needs for services and/or products.
- ▶ Build brand trust by engaging with attendees while expanding reach
- ▶ The ability to share the passion and personal touch of your services and/or products

## 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 FEE:

- ▶ Corporate/For-Profit Exhibitor: \$1500
- ▶ Federal, State, Local Government Agency Exhibitor \$1,000
- ▶ Small Business/Entrepreneur Exhibitor: \$250.00 (independently owned and operated enterprises selling goods or services)
- ▶ Non-profit 501(c)3 Exhibitor: \$400 (with a budget of \$1,000,000 or more and requires proof of non-profit status upon registering)
- ▶ Non-profit 501(c)3 Exhibitor: \$200 (with a budget of \$1,000,000 or less and requires proof of non-profit status upon registering)

## WHAT IS INCLUDED IN THE EXHIBITOR FEE?

- ▶ One (1) 6ft skirted table and two (2) chairs
  - ▶ Two (2) conference registrations at discounted exhibitor rate (\$150.00 each) and name badges for exhibitor staff.
  - ▶ Reservation Deadline: June 30, 2024
- \*\*Late Exhibit Reservation after July 1, 2024 (through August 1, 2023) will incur an additional \$100 late fee on top of stated rates.



**Cancellation: Written cancellations postmarked by June 15, 2024, will be honored with a full refund less a \$50.00 processing fee. No refunds will be issued after June 30, 2024.**

# SOS 2024 REGISTRATION COSTS

*\*Conference Registration cost includes conference attendance, admission to the Gala and admission to the Soulful Queer Brunch*

## EARLY BIRD CONFERENCE REGISTRATION

*(May 1 - June 15, 2024)*

\$250.00

## REGULAR CONFERENCE REGISTRATION

*(June 16 – August 10, 2024)*

\$325.00

## LATE/ON-SITE CONFERENCE REGISTRATION

*(August 11-August 18, 2024)*

\$400.00

## SPECIAL EVENT TICKETS CAN BE PURCHASED SEPARATELY:

### SOS 2024 GALA TICKET

*(Saturday, August 17)*

\$75.00

### SOS 2024 SOULFUL QUEER BRUNCH

*(Sunday, August 18)*

\$50.00

FOR MORE INFORMATION CONTACT  
[SOS@SOUTHERNAIDSCOALITION.ORG](mailto:SOS@SOUTHERNAIDSCOALITION.ORG)

