



**TLDEF**

Transgender Legal Defense & Education Fund

# SPECIAL EVENT SPONSORSHIP OPPORTUNITIES



# PARTNERING FOR A BRIGHT AND LASTING FUTURE

**Each year, corporate partners make significant contributions to support TLDEF's life-changing and life-saving work to advance justice and equality for transgender and non-binary people nationwide.** From our Name Change Project to our Trans Health Project, from impact litigation and public education to policy and advocacy work, TLDEF is transforming the legal and cultural landscape to create a bright and lasting future for trans people in this country.

Over the past two decades, TLDEF has built its reputation as the legal arm of the trans rights movement in the United States, bringing needed attention to the epidemic of violence against transgender women, achieving groundbreaking wins, and making sweeping impact. TLDEF has fought against discriminatory policies around legal identification and around employment. All of this was accomplished by a handful of employees on a shoestring budget – and with the generous pro bono support of corporate partners along the way. Just three years ago, TLDEF was a one-million-dollar organization with one full-time lawyer on staff. This year, TLDEF has a budget of \$3M and will soon be a staff of 20. The impact of the added capacity and financial resources is reflected in the legal and policy advocacy we can undertake, the active litigation we can manage, and the public education opportunities we can respond to – and we are just getting started.

**We hope that we can count on your support to keep the momentum going.**

## PAST SPONSORS



# NATIONAL SPONSORSHIP

## PRIDE AND JOY

*Stories for Trans Youth*

JUNE 2022

## PRO BONO RECOGNITION DINNER

SEPTEMBER 2022

## TLDEF 20<sup>TH</sup> ANNIVERSARY RECEPTION

MARCH 2023

For the lead up to our 20th anniversary next year, TLDEF is unveiling a limited number of national sponsorships that will provide exclusive recognition in multiple markets, including New York, Florida, Georgia, North Carolina, and Texas, as well as recognition at and VIP access to three events throughout the coming year: **Pride & Joy**, **Pro Bono Recognition Dinner**, and **20th Anniversary Reception**.

BENEFITS	Title Sponsor \$75,000 (ONE AVAILABLE)	Presenting Sponsor \$50,000	Platinum Sponsor \$35,000
<b>Exclusive listing as a National Sponsor</b> on all stakeholder communications leading up to and including the 20th Anniversary Reception (event invitations, annual report, donor webinars, etc.)	✓	✓	✓
<b>Social media recognition as a National Sponsor</b> , including dedicated posts leading up to the 20th Anniversary Reception (Facebook, Instagram, Twitter)	One post per month on all social media sites <i>(beginning May 2022)</i>	One post per month on all social media sites <i>(beginning May 2022)</i>	One post on all social media sites during event months <i>(June 2022, September 2022, March 2023)</i>
<b>Homepage recognition as a National Sponsor</b> on TLDEF's website <i>(rebranded website launches in 2022)</i>	✓	✓	✓
<b>Pride &amp; Joy</b> (JUNE 2022)	Attribution as a National Sponsor + Gold Sponsorship benefits <i>(see below)</i>	Attribution as a National Sponsor + Gold Sponsorship benefits <i>(see below)</i>	Attribution as a National Sponsor + Silver Sponsorship benefits <i>(see below)</i>
<b>Pro Bono Recognition Dinner</b> (SEPTEMBER 2022)	Attribution as a National Sponsor + Premier Sponsorship benefits <i>(see below)</i>	Attribution as a National Sponsor + Premier Sponsorship Benefits <i>(see below)</i>	Attribution as a National Sponsor + Partner Sponsorship benefits <i>(see below)</i>
<b>20th Anniversary Reception</b> (MARCH 2023)	Exclusive title recognition ("Brought to You By...") on all event materials + 20 VIP tickets	Presenting recognition on all event materials + presenting rights ("Community Awards Presented By") + 10 VIP tickets	Platinum recognition on all event materials + 5 VIP tickets

# TLDEF'S ONLINE MEDIA AUDIENCE

63K+

SOCIAL MEDIA  
FOLLOWERS

12K+

SUBSCRIBERS

“

TLDEF is an amazing organization. The majority of the time, the actions of those discriminating against transgender people go unchallenged and with little fear of any repercussions. When I was denied medically necessary transgender related healthcare by my employer in Georgia, I was devastated and left with no hope. My requests for healthcare went dismissed and ignored. **TLDEF has returned my hope for becoming the person who I am meant to be and for that I will forever be thankful.**”



**ANNA LANGE**  
(she/her)  
Litigation Program

**T** **LD** **E** **F**

Transgender Legal Defense & Education Fund

# COMMUNITY SPONSORSHIP

## PRIDE AND JOY

*Stories for Trans Youth*

**Thursday, June 16, 2022**  
**@ 7pm ET**

Stories can teach us, inspire us, and transport us to new realms. They allow us to see ourselves reflected in others' experiences and help us understand the world around us and our place within it. This Pride Month, the Transgender Legal Defense and Education Fund is pleased to announce the return of **Pride & Joy**, a virtual storytelling event curated especially with transgender and non-binary young people in mind. Pride & Joy creates a space where trans youth, along with their friends

and families, can see themselves as part of a larger community and can experience the power of storytelling in connecting us with one another. Pride & Joy makes it clear to trans young people and their families, as well as the larger community, that trans lives are worthy of being celebrated.

BENEFITS	Gold \$10,000	Silver \$5,000	Bronze \$2,500
<b>Tickets</b>	UNLIMITED	UNLIMITED	UNLIMITED
<b>Fam Bam guest experience kits</b> (to be mailed ahead of program)	5	2	
<b>Branded recognition on guest experience Kit</b>	✓		
<b>Opportunity for 10 second video ad during program</b> (video ad provided by sponsor)	✓		
<b>Social media recognition on event posts</b> (Facebook, Instagram, Twitter)	2 DEDICATED POSTS	1 DEDICATED POST	1 DEDICATED POST
<b>Recognition on event microsite, emails, digital invitations</b>	✓	✓	✓
<b>Digital screen ad during event</b> (digital ad provided by sponsor)	HALF SCREEN	QUARTER SCREEN	
<b>Posts/shoutout on the event social wall display</b>	3 POSTS	2 POSTS	



**ALICE KARP**  
(she/her)  
Name Change Project

**“The fact that TLDEF exists reminds me that there are people out there who see me, my friends, and my chosen family as people worth helping, even when we might not have the money to pay for attorneys ourselves. Supporting TLDEF means supporting others like me, and supporting an organization that provides a lifeline to marginalized communities when almost no others do.”**

**61**

PRO BONO  
FIRMS

**12,234**

PRO BONO  
HOURS

**\$8.5M**

VALUE OF  
PRO BONO  
REPRESENTATION

**694**

ATTORNEYS  
PROVIDING  
PRO BONO  
SUPPORT

**“TLDEF has changed my life by helping me become myself. Changing my name was one of the biggest hurdles I had and they helped me overcome that hurdle. I hope more people support TLDEF so that other people like me can become their authentic selves.”**



**KAMRYN DUNLAP**  
(he/him)  
Name Change Project

**TLDEF**

Transgender Legal Defense & Education Fund

# COMMUNITY SPONSORSHIP

## PRO BONO RECOGNITION DINNER

Tuesday, September 13, 2022  
@ 6pm ET

TLDEF's *pro bono* partners play an indispensable role in the organization's ability to serve members of the trans community, most of whom are low-income people of color. Our signature Name Change Project provides free legal name change services through *pro bono* partnerships with attorneys at some of the nation's premier law firms and in-house counsel at *Fortune 500* companies. Leveraging the relationships we have developed

through the Name Change Project, TLDEF works with *pro bono* partners to represent transgender and non-binary individuals in litigation to ensure full equality in critical areas, including access to health care, public accommodations, safety, education, housing, and employment.

In addition to providing *pro bono* services, TLDEF's partners have supported our core programs through their generous sponsorship contributions. This year, TLDEF is pleased to announce our **first-ever** Pro Bono Recognition Dinner, an opportunity for us to recognize your essential services and raise funds for our long-standing and critical work to end discrimination against transgender and non-binary people through test-case litigation, policy advocacy, legal services, and public education.

BENEFITS	Premier \$25,000	Partner \$20,000	Advocate \$10,000	Associate \$5,000
Dinner seating	1 PREMIUM TABLE OF 10	1 TABLE OF 10	5 TICKETS (½ TABLE)	2 TICKETS
Premium recognition in event program	✓			
Logo on step-and-repeat	✓	✓		
Social media recognition on event posts (Facebook, Twitter, Instagram)	✓ INCLUDING 1 DEDICATED POST	✓	✓	
Listing in collateral materials (invitation, program, event sponsor scroll)	LOGO	LOGO	LOGO	TEXT
On stage recognition during the event program	✓	✓		

# SPONSORSHIP COMMITMENT FORM

We proudly commit to supporting **Transgender Legal Defense and Education Fund** at the following level(s):

## NATIONAL SPONSORSHIP

- Title Sponsor**  
\$75,000
- Presenting Sponsor**  
\$50,000
- Platinum Sponsor**  
\$35,000

## PRIDE & JOY

- Gold Sponsor**  
\$10,000
- Silver Sponsor**  
\$5,000
- Bronze Sponsor**  
\$2,500

## PRO BONO RECOGNITION DINNER

- Premier Sponsor**  
\$25,000
- Partner Sponsor**  
\$20,000
- Advocate Sponsor**  
\$10,000
- Associate Sponsor**  
\$5,000

Company name as you wish it to appear on event materials:

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Person we should contact for your company's logo and advertisement:

NAME

PHONE

EMAIL

## Payment Information:

- PLEASE INVOICE
- CHECK ENCLOSED: PLEASE MAKE CHECKS PAYABLE TO "TLDEF"
- PLEASE CHARGE THE FOLLOWING CREDIT CARD: VISA / MASTERCARD / AMEX

ACCOUNT #

EXPIRATION DATE

NAME ON CARD

SECURITY CODE

STREET ADDRESS

CITY / STATE / ZIP

SIGNATURE

Please return to **Sue Lee Troutman**, Director of Development via email: [stroutman@transgenderlegal.org](mailto:stroutman@transgenderlegal.org), or mail: 520 8th Avenue, Suite 2204, New York, NY 10018.