

# BUNNIES

## SPONSORSHIP DECK



### **Bunnies on the Bayou Inc.**

is a 501(c)(3) nonprofit organization,  
EIN: 76-0486477  
bunniesonthebayou.org

Platinum  
Transparency  
2024

**Candid.**

PO Box 66832  
Houston, TX 77266

## Dear Community,

I am thrilled to share the incredible journey Bunnies on the Bayou has embarked upon this year and invite you to be part of the exciting new chapter we're writing. For over 45 years, we've been more than just an event in Houston; we are a beacon of hope, unity, and resilience for the LGBTQIA+ community. With over \$2 million donated since 2000 and a record-breaking \$200,000 granted in 2023 alone, we've been able to make a real difference thanks to the support of partners like you.



**JACQUES BOURGEOIS**

President

979.583.6598

But this year, in addition to our April 20, 2025 Easter Event, we're doing even more. Bunnies on the Bayou has expanded its focus to forge meaningful, service-based partnerships that amplify our mission to improve community health and well-being. We're thrilled to be working on a revolutionary and transformative collaboration to disrupt HIV in Houston and provide innovative health and wellness services through our growing community partnerships. This partnership is transforming lives, and we're just getting started.

Adding to this momentum, we're launching our inaugural **Sapphire Ball** on May 17th — a gala and Senior Prom dedicated to celebrating and uplifting our LGBTQ+ seniors. Imagine a night of glamour and purpose, where we honor the elders who have paved the way for our community with grace and resilience. This event is more than a celebration; it's our commitment to ensuring they receive the care and recognition they deserve.

Your support as a sponsor will be the driving force behind these groundbreaking initiatives. By partnering with Bunnies on the Bayou, you are not just contributing to an event; you're investing in a movement that's shaping the future of Houston's LGBTQIA+ community. You're helping us create a legacy of progress, inclusion, and celebration.

Together, let's make history. Let's create moments that inspire, empower, and transform lives. Your involvement could be the spark that ignites even greater change. Thank you for considering this opportunity to be part of something truly extraordinary. We can't wait to partner with you and make magic happen!

With excitement and gratitude,

A handwritten signature in blue ink, appearing to read "Jacques Bourgeois". The signature is fluid and cursive, written over a light blue horizontal line.

**Jacques Bourgeois**

*President*

Bunnies on the Bayou, Inc.

979.583.6598

[jacques.bourgeois@bunniesonthebayou.com](mailto:jacques.bourgeois@bunniesonthebayou.com)

# Our Leadership

## The Executive Board

The Bunnies on the Bayou Executive Board embodies leadership with a combined 50 years of service among its 9 dedicated members. From Brandon Rhodes (Vice President who oversees all operations) to Ana Sanchez (President Pro Tempore and Beneficiaries Chair), and leaders like Brittney Jenkins (Treasurer) and Arron Harris (Sponsorship Chair), each member plays a crucial role in advancing our mission.

Their deep experience and commitment are what drive our success, organizing impactful events and ensuring financial stewardship, community engagement, and effective sponsorships. These leaders have been longstanding pillars in the LGBTQIA+ community, using their expertise to create inclusive spaces, foster unity, and uplift those who need it most.

Supporting Bunnies on the Bayou means partnering with a team of proven, passionate leaders who make a tangible difference year after year. Your corporate sponsorship will empower this board to continue building a stronger, more inclusive community, helping to expand our reach and deepen our impact.



**Brandon Rhodes**  
Vice President  
(Year 7)



**Ana Sanchez**  
President pro tempore  
Beneficiaries Chair  
(Year 9)



**Brittney Jenkins**  
Treasurer  
(Year 5)



**Brandon Mack**  
Secretary  
(Year 4)



**Arron Harris**  
Sponsorship Chair  
(Year 7)



**Ambalika Williams**  
Engagement Chair  
(Year 3)



**Angel Galvan**  
Special Events Chair  
(Year 3)



**Tyler Smith**  
Grants Chair  
(Year 2)

# Empowering Change, Embracing Diversity

## What does a Corporate Sponsorship with Bunnies on the Bayou mean?

Becoming a Corporate Sponsor of Bunnies on the Bayou is not just an act of charity — it's a profound statement of your company's commitment to social impact, diversity, equity, and inclusion. As one of the largest LGBTQIA+ fundraising events in the South, Bunnies on the Bayou has been a driving force in uplifting Houston's LGBTQIA+ community for over 45 years, with a focus on creating sustainable, long-term change.

With over **\$2 million** raised and **100% volunteer-led**, Bunnies on the Bayou stands as a beacon of transparency, effectiveness, and impact, recognized with the **Platinum Seal of Transparency** from Candid.org (formerly GuideStar) since 2018. Your partnership helps us support crucial local programs in health, education, housing, and community development. In 2023 alone, we granted **\$200,000** to 20 local nonprofits, directly benefiting underserved LGBTQIA+ populations through initiatives like healthcare access, mental health services, educational scholarships, and HIV prevention and care.

### WHY PARTNER WITH US?

- **Direct Impact:** Your sponsorship funds essential programs supporting LGBTQIA+ homeless youth, hospice care for those with HIV/AIDS, and educational scholarships.
- **Community Engagement:** Our leadership, 55% female and 89% racial minorities, reflects the diversity we promote, making your partnership a genuine collaboration.
- **Sustainable Legacy:** Your support extends beyond the event, helping fund long-term initiatives like a community resource center through our "Road to 50" plan..

### MEASURABLE ROI AND CSR BENEFITS:

- **Brand Visibility:** Gain exposure to over **4,000** attendees at one of Houston's largest LGBTQIA+ events, with extensive media coverage.
- **Employee Engagement:** Provide meaningful opportunities for your Employee Resource Group (ERG) to engage with the community.
- **Long-Term Impact:** Every dollar you invest supports programs addressing social inequalities, creating lasting benefits in health, education, and housing.

By sponsoring Bunnies on the Bayou, your company will not only stand alongside one of Houston's most respected LGBTQIA+ organizations, but also align with the values of inclusion, equity, and social responsibility that today's consumers and employees expect.

**Join us in building a brighter, more inclusive future. Together, we can create real change — one community, one event, one life at a time.**





CORPORATE SPONSORSHIP OPPORTUNITIES

Asset	Community \$3,000	Bronze \$5,000	Silver \$8,000	Gold \$12,000	Platinum \$15,000	Sapphire \$20,000 (4)	Presenting \$40,000 (1)
Logo on event tickets							◆
Logo on Garden Badge /Lanyard							◆
Logo on Event wristbands							◆
Logo on 60x30 Large Check					◆	◆	◆
Logo on printed collateral material		◆	◆	◆	◆	◆	◆
Logo on Outsmart Ad <sup>1</sup>			◆	◆	◆	◆	◆
Logo and link displayed on website	◆	◆	◆	◆	◆	◆	◆
Logo online ad (TX/LA/GA/DC markets)			◆	◆	◆	◆	◆
Social media and promo emails	◆	◆	◆	◆	◆	◆	◆
Social media and promo emails spotlight					◆	◆	◆
Signage at all secondary events			◆	◆	◆	◆	◆
One 20'x20' footprint / tent on event day							◆
One 10'x10' footprint / tent on event day			◆	◆	◆	◆	◆
Naming of Garden Area + signage (1)						◆	
Naming of VIP Area + signage (1)					◆	◆	
(Promo Opp) VIP Garden Swag Bags				◆	◆	◆	◆
Bar Sponsor				◆	◆		
DJ Booth Sponsor (1)					◆		
VIP Sponsor Tickets <sup>2</sup>		2	2	4	6	8	10
Garden Sponsor Tickets <sup>2</sup>					3	4	5



1. Complete signed Sponsorship commitment prior to March 24 to make Print Deadline
2. Must choose either VIP or Garden tickets & submit names by March 24 deadline to Sponsor@bunniesonthebayou.com

## GOLDEN BUNNY

### Individual Sponsorship

Embrace the pinnacle of distinction with the Golden Bunny Individual Sponsorship, a tier that not only celebrates your generosity but also offers an unparalleled experience at Bunnies on the Bayou. As a Golden Bunny sponsor, your name will grace our website and the individual sponsorship banner at the main event, marking your significant contribution to our cause.

Indulge in the luxury of customizing your experience with a personal liquor selection at our Garden Bars. Enjoy exclusive access to a tented and catered Garden area, complete with a lounging space and private, air-conditioned bathrooms for your comfort. The newly expanded Fish Plaza Garden Gazebo bar awaits you with similar exclusive amenities.

Your Golden Bunny status is further accentuated with custom lanyards and badges, granting you access to secured areas reserved for our most esteemed guests. You're also cordially invited to the annual VIP Garden Party hosted by Richard Werner and Tony Bravo on March 10, 2024, an event that promises to be as memorable as it is exclusive.

Celebrate our 46th Year with exclusive Bunnies on the Bayou swag and a commemorative Golden Bunny suit pin, a symbol of your invaluable support. Gain early access to our online Basket Bash Silent Auction, and be among the first to own the Bunnies on the Bayou "46 Ears of Bunnies on the Bayou History" Coffee Table Book, a treasure trove of memories and milestones.

The Golden Bunny Individual Sponsorship is more than a level of support; it's a testament to your commitment to making a difference, wrapped in an experience of unparalleled luxury and exclusivity.

### Golden Bunny (Deluxe)

**\$1,000**

- 4 Invitations to the annual VIP Party and BOTB Garden Party
- 4 Garden tickets for 4 Attendees
- 2 Liquor requests for Garden Bar(s)

### Golden Bunny<sup>3</sup>

**\$500**

- 2 Invitations to the annual VIP Party and BOTB Garden Party
- 2 Garden tickets for 2 Attendees
- 1 Liquor requests for Garden Bar(s)

**Please submit full names of all attendees and liquor requests by 04.01.25 to meet printing deadlines [Sponsor@bunniesonthebayou.com](mailto:Sponsor@bunniesonthebayou.com)**



3. Formerly called Cotton Tails

# Uniting Hearts, Uplifting Lives

## Our Impact

Over the span of 46 years, Bunnies on the Bayou has developed into a fixture of charity and advocacy in the Greater Houston area for LGBTQIA+ focused programs and organizations. With the help of its sponsors, it has been able to assist multiple groups every year: in the last 10 years, Bunnies has raised more than \$1,500,000 to assist local non-profits support and strengthen important cultural and outreach programs, provide critical health care services and encourage life changing educational opportunities.

### Beyond the Event – Strategic Branding Impact:

While main event welcomes over 6,000 attendees annually, this number is strategically managed to keep overhead costs down and mitigate safety concerns, ensuring an enjoyable and secure experience for all participants.

Bunnies on the Bayou, Inc. is proud to be the most philanthropic LGBTQ+ organization in the South, providing over \$200,000 annually to 12 beneficiaries. These contributions directly support community healthcare, education, and development efforts, significantly improving the quality of life for individuals and organizations in Houston and beyond.

### Key elements of our strategic impact:

**Digital and Social Media Campaigns:** Our platforms generate over 2 million impressions annually, providing a robust digital presence where sponsors will be prominently featured in ads, posts, and promotional content.

**Local and National Media Coverage:** As Houston's top Pride event, we enjoy significant exposure in publications like OutSmart Magazine and LGBTQ+ national media. Sponsors will be spotlighted, reinforcing alignment with diversity, equity, and inclusion initiatives.

**Event Day Visibility:** Sponsors will enjoy prime placement to engage directly with attendees, fostering meaningful conversations about their brand, services, and mission.

**Post-Event Opportunities:** Sponsorship includes access to year-round engagement opportunities such as digital content collaborations, networking events, and extended promotional efforts that maintain your brand's visibility and impact.

### Collaborative Impact:

Sponsoring Bunnies on the Bayou allows your organization to be part of Houston's most vibrant and inclusive event while contributing to meaningful, life-saving conversations. Together, we can inspire safer practices, elevate community awareness, and create a memorable experience.

Additional Visibility through Our Beneficiaries Currently in Action: Recent Bunnies on the Bayou, Inc. first-time beneficiary, The Normal Anomaly Inc., utilized funds from BOTB to unveil a billboard along the 610 Highway and Cullen Boulevard, which prominently advertises Bunnies on the Bayou, Inc.

According to the Texas Department of Transportation (TxDOT), this segment of the I-610 South Loop near Cullen Boulevard experiences an average daily traffic volume of approximately 200,000 vehicles. Over a 60-day period, this equates to 12,000,000 impressions (vehicle exposures).





Form **W-9**  
(Rev. March 2024)  
Department of the Treasury  
Internal Revenue Service

### Request for Taxpayer Identification Number and Certification

Go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9) for instructions and the latest information.

Give form to the requester. Do not send to the IRS.

Before you begin. For guidance related to the purpose of Form W-9, see Purpose of Form, below.

Print or type. See Specific Instructions on page 3.	<b>1</b> Name of entity/individual. An entry is required. (For a sole proprietor or disregarded entity, enter the owner's name on line 1, and enter the business/disregarded entity's name on line 2.)	
	Bunnies on the Bayou, Inc.	
	<b>2</b> Business name/disregarded entity name, if different from above.	
	<b>3a</b> Check the appropriate box for federal tax classification of the entity/individual whose name is entered on line 1. Check only one of the following seven boxes.	<b>4</b> Exemptions (codes apply only to certain entities, not individuals; see instructions on page 3):
	<input type="checkbox"/> Individual/sole proprietor <input type="checkbox"/> C corporation <input type="checkbox"/> S corporation <input type="checkbox"/> Partnership <input type="checkbox"/> Trust/estate <input type="checkbox"/> LLC. Enter the tax classification (C = C corporation, S = S corporation, P = Partnership) _____ Note: Check the "LLC" box above and, in the entry space, enter the appropriate code (C, S, or P) for the tax classification of the LLC, unless it is a disregarded entity. A disregarded entity should instead check the appropriate box for the tax classification of its owner. <input checked="" type="checkbox"/> Other (see instructions) <b>501(c)3: 76-0486477</b>	Exempt payee code (if any) _____  Exemption from Foreign Account Tax Compliance Act (FATCA) reporting code (if any) _____  (Applies to accounts maintained outside the United States.)
	<b>3b</b> If on line 3a you checked "Partnership" or "Trust/estate," or checked "LLC" and entered "P" as its tax classification, and you are providing this form to a partnership, trust, or estate in which you have an ownership interest, check this box if you have any foreign partners, owners, or beneficiaries. See instructions _____ <input type="checkbox"/>	
	<b>5</b> Address (number, street, and apt. or suite no.). See instructions.	Requester's name and address (optional)
<b>P.O. Box 66832</b>		
<b>6</b> City, state, and ZIP code		
<b>Houston, TX 77266</b>		
<b>7</b> List account number(s) here (optional)		

#### Part I Taxpayer Identification Number (TIN)

Enter your TIN in the appropriate box. The TIN provided must match the name given on line 1 to avoid backup withholding. For individuals, this is generally your social security number (SSN). However, for a resident alien, sole proprietor, or disregarded entity, see the instructions for Part I, later. For other entities, it is your employer identification number (EIN). If you do not have a number, see *How to get a TIN*, later.

**Note:** If the account is in more than one name, see the instructions for line 1. See also *What Name and Number To Give the Requester* for guidelines on whose number to enter.

<b>Social security number</b>	
<b>or</b>	
<b>Employer identification number</b>	
7 6 - 0 4 8 6 4 7 7	

#### Part II Certification

Under penalties of perjury, I certify that:

- The number shown on this form is my correct taxpayer identification number (or I am waiting for a number to be issued to me); and
- I am not subject to backup withholding because (a) I am exempt from backup withholding, or (b) I have not been notified by the Internal Revenue Service (IRS) that I am subject to backup withholding as a result of a failure to report all interest or dividends, or (c) the IRS has notified me that I am no longer subject to backup withholding; and
- I am a U.S. citizen or other U.S. person (defined below); and
- The FATCA code(s) entered on this form (if any) indicating that I am exempt from FATCA reporting is correct.

**Certification instructions.** You must cross out item 2 above if you have been notified by the IRS that you are currently subject to backup withholding because you have failed to report all interest and dividends on your tax return. For real estate transactions, item 2 does not apply. For mortgage interest paid, acquisition or abandonment of secured property, cancellation of debt, contributions to an individual retirement arrangement (IRA), and, generally, payments other than interest and dividends, you are not required to sign the certification, but you must provide your correct TIN. See the instructions for Part II, later.

<b>Sign Here</b>	Signature of U.S. person <i>Jacques Bourgeois</i>	Date 01.02.2025
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#### General Instructions

Section references are to the Internal Revenue Code unless otherwise noted.

**Future developments.** For the latest information about developments related to Form W-9 and its instructions, such as legislation enacted after they were published, go to [www.irs.gov/FormW9](http://www.irs.gov/FormW9).

#### What's New

Line 3a has been modified to clarify how a disregarded entity completes this line. An LLC that is a disregarded entity should check the appropriate box for the tax classification of its owner. Otherwise, it should check the "LLC" box and enter its appropriate tax classification.

New line 3b has been added to this form. A flow-through entity is required to complete this line to indicate that it has direct or indirect foreign partners, owners, or beneficiaries when it provides the Form W-9 to another flow-through entity in which it has an ownership interest. This change is intended to provide a flow-through entity with information regarding the status of its indirect foreign partners, owners, or beneficiaries, so that it can satisfy any applicable reporting requirements. For example, a partnership that has any indirect foreign partners may be required to complete Schedules K-2 and K-3. See the Partnership Instructions for Schedules K-2 and K-3 (Form 1065).

#### Purpose of Form

An individual or entity (Form W-9 requester) who is required to file an information return with the IRS is giving you this form because they





**Bunnies**  
ON  
THE **Bayou** <sup>TM</sup>

[bunniesonthebayou.org](http://bunniesonthebayou.org)

## Contact Us

**Jacques Bourgeois**, President | 979.583.6598

**Arron Harris**, Sponsorship Chair  
[arron.harris@bunniesonthebayou.com](mailto:arron.harris@bunniesonthebayou.com)

**Byancha Lawson**, Sponsorship vice-Chair  
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