

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	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 ¹			◆	◆	◆	◆
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 ²		2	2	4	6	8
Garden Sponsor Tickets ²				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

