

BUNNIES

ENGAGEMENT PACKET



Bunnies on the Bayou Inc.

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

Platinum
Transparency
2025

Candid.

PO Box 66832
Houston, TX 77266

Dear Community Partner,

There has never been a more critical time to invest in Houston's LGBTQIA+ community.

For over 45 years, Bunnies on the Bayou has been more than just a celebration. We are a force for good — mobilizing joy, activism, and visibility for a community that refuses to be erased. With nearly \$3 million in grants awarded since 2000, including a record-breaking \$210,000 distributed in 2023 alone, our legacy is built on showing up for our city when it matters most.

And this year, it matters more than ever.

Across Texas and the country, LGBTQIA+ communities are under attack. Rights are being stripped away. Books are being banned. Drag is being criminalized. Our very existence is being politicized. That's why Bunnies is doubling down on our mission — not retreating, but rising.

We are expanding beyond Easter Sunday to create year-round platforms for storytelling, empowerment, and truth. In 2026, we proudly launch **HARE-itage: The Podcast**, a bi-weekly video series preserving and amplifying the lived experiences of LGBTQIA+ Houstonians and LGBTQ+ and Ally voices across the nation. These stories — our stories — are our resistance. This is how we reclaim our narrative, build connection, and remind the world that we are here, we are proud, and we are not going anywhere.

This is where you come in.

We're asking our sponsors and community partners to do more than donate. We're asking you to stand with us — visibly, vocally, and unapologetically. Your support fuels grassroots giving, connects generations, and creates platforms where queer lives are centered and celebrated.

In these trying political times, silence is complicity. Partnering with Bunnies on the Bayou is a statement. It says you are on the side of equity, visibility, and joy. It says you believe LGBTQIA+ people deserve more than tolerance — we deserve celebration, investment, and a seat at every table.

We hope you'll join us. Not just for the party, but for the purpose. Because when we come together, we don't just make history. We change it. With excitement and gratitude,

A handwritten signature in blue ink, appearing to read "Jacques Bourgeois".

Jacques Bourgeois

President

Bunnies on the Bayou, Inc.

979.583.6598

jacques.bourgeois@bunniesonthebayou.com



JACQUES BOURGEOIS

President

(Year 11)

979.583.6598

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 Tyler Smith (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.

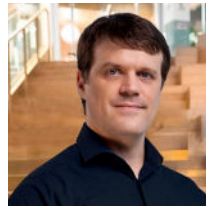
Supporting Bunnies on the Bayou means partnering with a team of proven, passionate leaders who make a tangible difference year after year. Your corporate sponsorship will empower this board to continue building a stronger, more inclusive community, helping to expand our reach and deepen our impact.



Brandon Rhodes
Vice President
(Year 8)



Ana Sanchez
President pro tempore
(Year 10)



Tyler Smith
Treasurer
(Year 3)



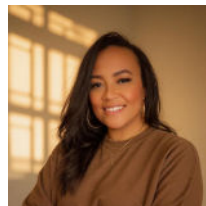
Brandon Mack
Secretary
(Year 5)



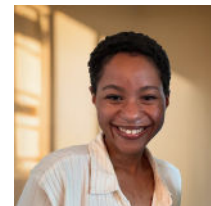
Arron Harris
Sponsorship Chair
(Year 8)



Brittney Jenkins
Beneficiaries Chair
(Year 7)



Alisa Baldwin
Marketing Chair
(Year 3)



Kandace Grey
Volunteer 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 nearly **\$3 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 ENGAGEMENT OPPORTUNITIES

Asset	Community \$3,000	Bronze \$5,000	Silver \$8,000		Platinum \$15,000	Amethyst \$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	10
Garden Sponsor Tickets ²					3	4	5



1. Complete signed Sponsorship commitment prior to March 14 to make Print Deadlines
 2. Must choose either VIP or Garden tickets & submit names by March 14 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, an event that promises to be as memorable as it is exclusive.

Celebrate our 47th Year with exclusive Bunnies on the Bayou swag and a commemorative Golden Bunny suit pin, a symbol of your invaluable support.

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

\$500

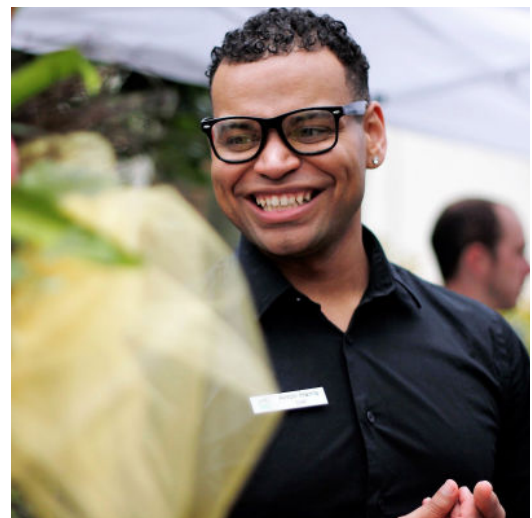
- 2 Invitations to the annual VIP Party and BOTB Garden Party
- 2 Garden tickets for 2 Attendees
- 1 Liquor request for Garden Bar(s)

Golden Bunny (Solo)

\$350

- Invitation to the annual VIP Party and BOTB Garden Party
- 1 Garden ticket - Sponsor level cannot upgrade
- 1 Liquor request for Garden Bar(s)

Please submit full names of all attendees and liquor requests by 03.22.26 to meet printing deadlines Sponsor@bunniesonthebayou.com



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 \$2,000,000 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).





Bunnies
ON
THE **Bayou** TM

bunniesonthebayou.org

Contact Us

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