



Thank you for your interest in sponsoring our fundraising dance party supporting LGBTQ Senior Housing and Healthcare

# Somewhere Over the Costumes III *"Joy Us!"* edition



Get in the room with 250 community members and leaders, elected officials, donors, developers and investors having a great time and raising money for innovative LGBTQ senior housing & healthcare.  
Have your support seen by thousands more.

To make a tax-deductible sponsorship donation or to learn more,  
Contact Paul Nagle (347) 855-1502  
[pnagle@stonewallcdc.org](mailto:pnagle@stonewallcdc.org)



We're kicking off our 10<sup>th</sup> anniversary year with the return of our popular dance party fundraiser...

# Somewhere Over the Costumes III

*"Joy Us!"* edition

May 31, 2023

6 - 9pm

Theater for the New City  
155 First Avenue, NYC



**Be entertained by 25 of NYC's best costume designers!**

**Dance to  
DJ Vito Fun!**



**Enjoy  
Free Drinks  
&  
Food!**



**Steven Garibell, VP  
TD Bank**

**Help us  
Honor**



**DonnaSue Johnson,  
LCSW**



All donations are tax-deductible to the fullest extent allowed by law. Consult with your tax attorney. The fair market value of an admission/ticket is \$35

### Ways to Sponsor include

- ❖ Food or Alcohol product donation
- ❖ Financial donation (cash or non-cash)
- ❖ Sponsoring a congratulatory display ad in the program

### May 31<sup>st</sup> Sponsorship \$250 - \$2,000

- |         |  |
|---------|--|
| \$250   | One admission<br>Name/business listing in event program  |
| \$400   | Two admissions<br>Name/business listed on event website and in event program*  |
| \$600   | Three admissions<br>Name/business listed on event website and in event program<br>1/8 page congratulatory display ad in the program  |
| \$800   | Four admissions<br>Name/business listed on event website and in event program<br>1/4 page congratulatory display ad in the program   |
| \$1000  | Five admissions<br>Name/business listed on event website and in event program<br>1/2 page congratulatory display ad in the program   |
| \$2,000 | Eight admissions<br>Name/business listed on event website and in event program<br>Full page congratulatory display ad in the program |

\*website listings are updated weekly every Wednesday



# Cornerstone Partners Sponsorship

Donors of larger gifts from \$2,500 and up - a leadership circle, who form the foundation of a campaign to raise major legacy gifts from the LGBTQ community and its supporters.

## YEAR ROUND VISIBILITY & IMPACT

**Listing with logo until June 30, 2024**

On our websites - Stonewall CDC & Stonewall Village NYC

On our social media channels - Facebook (3), Instagram, LinkedIn  
+

**the following for both annual events**

The Gala Spring Dance Party - Somewhere Over the Costumes

The Fall Party - Houses for Housing Brunch Ball

**\$2,500** Eight admissions between the two events

**Name/business listing** in both e-promotions and event programs

**1/2 page** congratulatory display ad in both programs

**1 social media "spotlight"** campaign on your company

**\$5,000** Eight admissions for each event

**Above the title Name/business listing** in both e-promotions and event programs

**Full page** congratulatory display ad in both programs

**2 social media cross-platform "spotlight"** campaigns on your company

**\$10,000** Eight admissions for each event

**Above the title Name/business listing** in e-promotions and event programs

**Logo on the step and repeat**

**Inside cover** congratulatory display ad in both programs

**3 social media cross-platform "spotlight"** campaigns on your company

*If you prefer, for tax purposes, you can decline any portion of the event admissions*

## **Impressions Generators**

6500 unique individuals  
25,000 + Impressions

### Direct email

2600+ general mailing list x 3 sends  
Average open rate 55%

800+ Program attendees mailing list recent weekly newsletters x 6 sends  
Average open rate 40%+

LinkedIn Posts 1710 Followers. Average 2000 Impressions x 3 posts

“Contract Extension Announcement”

3462 Impressions 80 Reactions, 82 Comments, 14 Reposts

“HOPE Homeless Survey”

2487 Impressions, 51 Reactions, 14 Comments, 6 Reposts

“Erica Forman Tribute”

1927 Impressions, 35 Reactions, 9 Comments, 3 Reposts

“2023 Prospectus”

2133 Impressions, 29 Reactions, 51 Comments, 13 Reposts

### Facebook Followers and Members

Stonewall Community Development Corporation page - 640 Followers

Stonewall Community Development Corporation Group - 699 Members

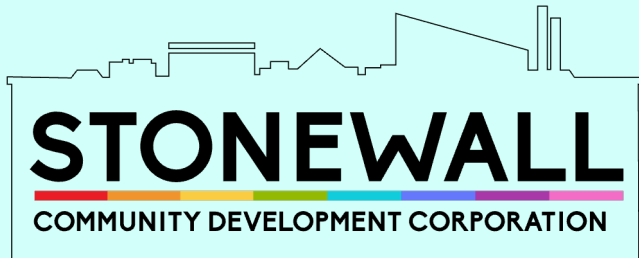
Stonewall Village NYC Page - 718 Followers

### Instagram

Stonewall Village NYC - 1075 Followers

# Printed & Digital Program Ads

A very affordable way for you to show your company's support for our work is to place a congratulatory ad in our event program, which is distributed onsite at the event and will also be available online in our event archive and distributed through a social media campaign.  
(see Impression Generators page in this deck)



Congratulate us on beginning our 10<sup>th</sup> Anniversary Year in July 2023!

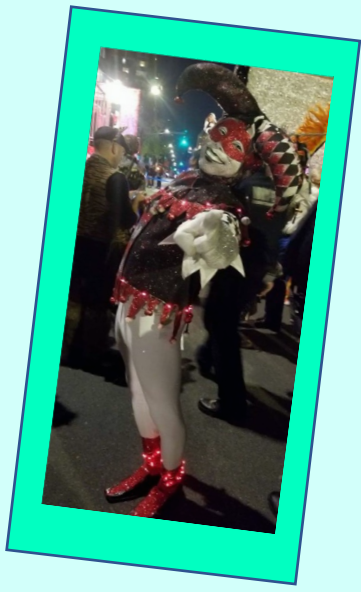
Or congratulate one of our two honorees



DonnaSue Johnson. LCSW  
Visionary Community Icon



Steven Garibell  
TD Bank Vice President  
Visionary Business Mentor



# Somewhere Over the Costumes III

*"Joy Us!"* edition

## Program Sponsorship Opportunities

Place a congratulatory ad in our Event Program (printed and digital). All donations are tax deductible to the fullest extent allowed by law.

Printed distribution = 300

Digital distribution via email = 3200

Digital distribution via social media = 1200

Full page = \$500 4.5" w x 7.5" h.

Inside Cover - \$750

Back page - \$600

Inside back cover - \$600

1/2 page = \$250 4.5" w x 3.75" h

1/4 page = \$150 2.25" w x 3.75" h

1/8 page = \$100 2.25" w x 1.87" h

Name Listing = \$50



Format: print-ready PDF JPG or Tiff (please do not compress)

All fonts must be minimum 12pt

Optional design fee = \$50. If you are not able to provide print ready file, simply send us the elements (text and/or images) and a graphic designer will produce your ad

To order an ad, please email [pnagle@stonewallcdc.org](mailto:pnagle@stonewallcdc.org) or call Paul Nagle (347) 855-1502 Ad copy must be received by 5pm May 20



## Steven Garibell

*TD Bank Vice President  
Diverse Business Development Strategy*

Steven has spent the last 20 years fostering economic empowerment for diverse communities through building trusting banking relationships for the intersectional business community in New Jersey and New York. He currently leads the Community and LGBTQ+ Business Development efforts for TD Bank with responsibilities to connect diverse-owned enterprises with banking resources.

During his tenure at TD, he has served in leadership roles in retail and commercial banking, served as the lead for the Metro NY Diversity Council, and is a member of the LGBTQ2+ Diversity Leadership team. He works towards fostering a more inclusive workplace for LGBTQ+ professionals within the financial industry, helping to ensure that TD remains a top employer.

Garibell is known within the community as a bridge builder, connecting customers, colleagues, and community partners together to help bring opportunities to all. As part of his community outreach, he helps administer financial empowerment seminars, serves as the Board President for the NJ Pride Chamber of Commerce, and has served as a past board member for the Montclair YMCA and Hudson County Community College Foundation, as well as the NJPCC. He is a strong supporter of Diverse Business Certifications and currently sits on the Certification Committee for the National LGBT Chamber of Commerce (NGLCC).

Garibell is an honoree of City and State's Responsible 100, Gay City News Impact Awards, City and State's Pride Power 100, the Inaugural Edition of Crain's Notable LGBTQ New Yorkers, PoliticsNY New York LGBTQ+ Power Players, and PoliticsNY Power Players in Corporate and Social Responsibility. He spends his free time with his furry dogs Cooper, Jack, and Rocky.





## DonnaSue Johnson, LCSW

DonnaSue Johnson, is a disabled veteran... and a Licensed Clinical Social Worker (LCSW)... and a NYS Certified MWBE Independent Consultant & Educator.

But if you ask her, she'll describe herself as a "big, black, beautiful, Bohemian, bougie, Buddhist butch." And that is DonnaSue Johnson in a nutshell, serious as a heart attack about being there for LGBTQ elders, but always with a lightness and optimism that inspires people to want to get involved and help.

DonnaSue is a Social Worker LCSW, with over 40 years of experience working in every Level of Care in Mental Health Treatment. She works part time facilitating groups for LGBTQ Elder Agencies in NYC, including Safe USA (Bronx and Manhattan) and Griot Circle (Brooklyn). Through COVID, she added webinar presenter and Online Group Facilitator for SAGE to her resume.

"I chant Nam Myoho Renge Kyo for world peace, my happiness and the happiness of others and believe everything happens for the best. Hold on. The best is yet to come Beyond your wildest dreams. Every obstacle is a brilliantly disguised blessing. To believe that takes Faith, Practice and Study."

Thank you DonnaSue, for continuing to remind us of the beauty, strength, resiliency and creativity of our LGBTQ community. And for inspiring us to keep at it, when the going is rough, and find through hardships, more perseverance and determination to lift each other up.

# THANK YOU FOR CONSIDERING A SPONSORSHIP!

The parties are amazing and joyful, and you will be supporting direct housing and health services to seniors with a focus on making sure that LGBTQ older adults get what they need in order to thrive.



To make a tax-deductible sponsorship donation or to learn more,  
Contact Paul Nagle (347) 855-1502  
pnagle@stonewallcdc.org

If you'd like to learn more about our programs check out our FY2023 Prospectus online <https://www.stonewallcdc.org/2023-prospectus>

## *Support LGBTQ Senior Housing & Healthcare*

