



**Sponsorship
Opportunities**

PROPOSAL



CAARAC

108 E. Bridge Street
Wetumpka, AL 36092

CAARAC.ORG/GRASSROOTS

ABOUT

GRASSROOTS: WE ARE HERE



GRASSROOTS: WE ARE HERE is the second Because I Love You (BILY) community engagement campaign for the Central Alabama Alliance Resource & Advocacy Center (CAARAC). The campaign is to further expand the reach to organizations, communities, and individuals that not only work on issues directly related to HIV, but other health disparities that directly impact those in vulnerable populations.

The GRASSROOTS campaign was created to focus on inclusion and demographic diversity for the Black LGBTQ+ community and their Allies. CAARAC identified the need to improve community support of Black LGBTQ+ individuals. Equitably incorporating diverse people, voices, ideas, and information to lay groundwork for quality outcomes and demographic legitimacy is the overall mission.

GRASSROOTS

WE ARE HERE

GRASSROOTS: WE ARE HERE will be a collection of events that will bring focus to the Black LGBTQ+ community and their Allies. The series of events will be at multiple locations in the River Region area highlighting the huge supporting Allies in our areas. We want to showcase that BLACK LOVE exists in our city in all forms.

There will be Parties, Open Houses, Community Expos, Private Dinners, Day Parties, Empowerment Brunches, Meet 'N Greet Events, and a Book Club with a Black Author focus.

We live here! We work here! We contribute here! We Are Here!

CAARAC.ORG/GRASSROOTS

PRINCIPAL PARTNERS



TWO AVAILABLE

Recognition on GRASSROOTS website. (Company logo & link)

Recognition on Event Invites and Email Blasts.

Included in all GRASSROOTS Formal Publicity.

Name above Event Title with logo lockup, i.e. BRAND presents GRASSROOTS.

Logo placement and recognition at Event.

4x tickets to each event.

Investment: \$5,000, Payment Plan available.

EVENT PARTNERS



Recognition on GRASSROOTS website. (Company logo & link)

Recognition on Event Invites and Email Blasts.

Name above Event Title with logo lockup, i.e. BRAND presents NAME OF EVENT.

Included in all Event Formal Publicity.

Logo placement and recognition at Event.

3x tickets to Event.

Investment: \$2,500, Payment Plan available.

EVENT SPONSOR



**Recognition on GRASSROOTS website.
(Company logo & link)**

Recognition on Event Invites and Email Blasts.

Included in all Event Formal Publicity.

Logo placement and recognition at Event.

3x tickets to Event.

Investment: \$2,000, Payment Plan available.

EVENT PARTNERS

- Recognition on GRASSROOTS website. (Company logo & link)
- Recognition on Event Invites and Email Blasts.
- Included in all Event Formal Publicity.
- Logo placement and recognition at Event.
- 2x tickets to Event.

Investment: \$1000, Payment Plan available.

SUPPORTING PARTNERS

- Recognition on GRASSROOTS website. (Company logo & link)
- Logo placement and recognition at Event.
- 1x tickets to Event.

Investment: \$500, Payment Plan available.

IN-KIND PARTNERS

In-Kind Partners are always a great simple way to effectively promote your products and services.

**Recognition on GRASSROOTS website.
(Company logo & link)**

Investment: 300 -500 Product Placement Items.

DONATIONS

Donations are always accepted and we have made it super easy, convenient, and quick.

Become An Ally!

www.caarac.org/become-an-ally



ABOUT

Central Alabama Alliance Resource & Advocacy Center

CAARAC is a 501 (c) (3) nonprofit organization established in 2010 by six like-minded individuals who upon viewing HIV as a human rights issue, identified needs in the HIV community and sought to meet those needs through education, advocacy and compassionate social services.

We will accomplish this directive through policy advocacy, leadership programs and community organizing. CAARAC performs services with compassion and care. It strives to promote hope, tolerance and social justice for all people affected by HIV and other health disparities, and the communities in which they live.

TEAM



SHAKITA BROOKS JONES
Executive Director



MARCO MAYS
Director of Programs

THANK YOU

ARE YOU READY TO MAKE A DIFFERENCE?

If this sounds like the right opportunity for you and your business or organization, we would love to have you involved and have your support to shine a light on the Black LGBTQ+ community and their Allies.



Thank you, and we
look forward to
working with you.

GRASSROOTS
WE ARE HERE

The logo features the word "GRASSROOTS" in a bold, black, sans-serif font. Each letter contains a small white icon: 'G' has a house, 'R' has a person, 'A' has a person, 'S' has a person, 'S' has a person, 'R' has a person, 'O' has a person, 'O' has a person, 'T' has a person, and 'S' has a person. Below the text is a stylized tree root system with many small roots extending downwards.

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