



# **SAPPHIRE FUND**

## **Corporate Sponsorship Packet**



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## OUR MISSION:

Sapphire Fund was established in 2002 to support the efforts of organizations contributing to the health and well-being of Philadelphia's lesbian, gay, bisexual, transgendered and queer (LGBTQ) community and those who support them. Sapphire Fund is a volunteer organization, conceived and run by members and supporters of the Philadelphia LGBTQ community.

Sapphire Fund identifies organizations that advance the LGBTQ community through education, advocacy, arts and cultural opportunities; in addition to HIV/AIDS research, education, prevention and treatment. To this end Sapphire Fund engages in activities that raise monies so that grants may be given to those chosen beneficiaries in support of these goals.

To achieve this mission, Sapphire Fund is committed to:

- Providing funding to strengthen existing LGBTQ community organizations.
- Providing resources and funding for new projects and organizations that are designed to have a positive impact on the LGBTQ community.
- Promoting understanding and a positive self image among the diverse cultural and ethnic elements of the local LGBTQ community.
- Maintaining an appropriately diverse portfolio of beneficiaries; assuring through due process that said beneficiaries are chosen based on financial need, mission implementation consistent with that of the Sapphire Fund, and fair representation of various demographics found within the community.
- Increasing the awareness of the established philanthropic community with regard to the needs of the LGBTQ community.

Since its inception, Sapphire Fund has returned close to \$250,000 to our community.

## BENEFICIARIES:

*"I know that this grant will go a long way in increasing awareness in the GLBT community and subsequently saving other lives"*

-- Susan DiPronio, Linda Creed Breast Cancer Foundation

Each year Sapphire Fund selects local organizations in the Philadelphia LGBTQ community to receive a grant. By selecting multiple beneficiaries, we are able to have a broader reach within our community. Sapphire Fund grants have a direct measurable impact by providing much needed funding and exposure for our beneficiary organizations, and alleviating some of the burden around fundraising and marketing efforts, enabling the organizations to focus on programming and community outreach.





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The Sapphire Fund is extremely proud of the work undertaken by our beneficiaries, which includes:

AIDS Law Project of PA, Philadelphia Family Pride, Attic Youth Group, Mazzone Center, Equality Advocates (formerly the Center for Lesbian and Gay Civil Rights), MANNA, Philadelphia Gay and Lesbian Film Festival, St. Mary's Respite Center, William Way Community Center, Mountain Meadow, Linda Creed Breast Cancer Foundation, GALAEI, Delaware Valley Legacy Fund, National Adoption Center/Adoption Center of Delaware Valley, and Foyer of Philadelphia

In 2008, Sapphire Fund also launched the **Tony Sparacino Memorial Scholarship**. This program honors one of Sapphire Funds early Board members by awarding a scholarship to an LGBTQ student, or community ally, attending a college or university in Philadelphia, majoring in the arts and who has a history of demonstrated community service.

Sapphire Fund also hosts or supports speakers' programs committed to providing leaders of LGBTQ and ally organizations with the necessary tools and skills to continue their organizations' vital programming. Examples include courses on fundraising fundamentals, professional networking events, and women's leadership events

Finally, since 2006, Sapphire Fund has co-produced our community's **World AIDS Day** remembrance. This event combines artistic performances, visual art displays, and commemorative ceremonies with FREE HIV counseling and rapid tests. Rapid HIV tests provide a result in 20 minutes. With over 20 community groups participating, information about HIV and AIDS services in the Philadelphia region is also available through an informational fair that runs concurrently with the Day's artistic performances and commemorative ceremonies.

## **THE ROLE OF CORPORATE SPONSORSHIP:**

Your support of Sapphire Fund through monetary contributions, in kind donations, and/or volunteer activities from employees will directly benefit thousands of individuals, as well as the entire Delaware Valley HIV/AIDS & LGBTQ communities. And, as a 501(c)(3) organization, all donations to Sapphire Fund are tax deductible in accordance with IRS regulations.

**Your cash contribution, when joined with donations from other supporters, creates some of the largest, unrestricted grants by an LGBTQ organization in the Philadelphia area.** And, your in-kind donations enable Sapphire Fund to target its other fund-raising proceeds towards these grants.

Sapphire Fund offers seven specific opportunities for corporations to help the Sapphire Fund fulfill its ongoing mission:





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## **Cash Donations to the Sapphire Fund Endowment**

A cash commitment to Sapphire Fund's Endowment helps us become a truly self-sustaining charitable entity. The endowment helps provide the Sapphire Fund with a vehicle for investment and new opportunities for assets, ensuring Sapphire's mission will continue to take root and flourish.

## **Cash Donations to Our General Fund**

Cash gifts to our General Fund provide us with seed money to initiate additional fund raising efforts, help us to defray normal operating expenses, and provide us with a source of funds which can go directly to our beneficiaries.

## **Matching Cash Donations**

Matching cash donation plans provide added incentive for your employees to give of their time and/or money in support of Sapphire Fund. Employers can match employees' cash donations to Sapphire Fund (or its Endowment), at any percentage the company designates.

Or, make Sapphire Fund a part of your workplace United Way campaign and/or match. Our *United Way* number is 43100.

Alternatively, employers may wish to consider encouraging employee volunteerism by instituting a match of cash-to-volunteer-hours. An organization provides cash donations to Sapphire Fund when its employees (individually and/or collectively) complete a certain numbers of volunteer hours. Sapphire Fund will work with your company to tailor a matching cash donation program that will fit your needs and corporate charitable giving goals.

## **Cash Donations to Specific Sapphire Fundraising Events**

Sapphire Fund produces a variety of programs and fundraising events throughout the year, ranging from speakers' series, a World AIDS Day remembrance, a scholarship program, our signature Blue Ball dance weekend (one of the longest running HIV/AIDS charitable, not-for-profit dance events in the country), Emerge weekend (our philanthropic dance event created for women by women), our wildly popular Casino Night as well as smaller neighborhood brunches and cocktail receptions. Cash donations for any of these events help us defray the associated costs, directly increasing the proceeds available to our beneficiaries.

## **Media Sponsorship**

Sapphire Fund offers media sponsorships for print and electronic media organizations. Please contact our office for specific media opportunities.

## **In-Kind Donations**

By providing in-kind donations (e.g., gifts of products or services), corporations help us defray the costs associated with day-to-day operations of the Sapphire Fund, and/or the costs of producing specific events. An in-kind donation directly increases the proceeds





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available to our beneficiaries. The fair market value of your in-kind donation is tax deductible under IRS regulations.

## Cross-Promotional Partnerships

Cross-promotional partnerships are also available to Sapphire Fund's community partners, (both locally and throughout the country). These partnerships are open for value-to-value exchange of tickets or marketing exposure only. Please contact us for specifics.

## Some current and past corporate sponsors include:

<ul style="list-style-type: none"><li>• Triumph Brewing Company</li><li>• 12<sup>th</sup> Street Gym</li><li>• Orbitz</li><li>• US Airways</li><li>• Amtrak</li><li>• Ciroc Vodka</li><li>• Peroni Italian Beers</li><li>• Genre Magazine</li><li>• Galfand Berger, LLP</li><li>• Linguisearch, Inc.</li></ul>	<ul style="list-style-type: none"><li>• Greater Philadelphia Tourism &amp; Marketing</li><li>• Centaur Records</li><li>• Andrew Christian</li><li>• HX Magazine</li><li>• DoubleTree Hotels</li><li>• NBC 10</li><li>• Optimal Gym</li><li>• Bank of New York Mellon (BNY Mellon)</li></ul>	<ul style="list-style-type: none"><li>• Pride</li><li>• Pure Nightclub</li><li>• Shampoo Nightclub</li><li>• City Paper Philadelphia</li><li>• PGN</li><li>• American Airlines</li><li>• Park Hyatt Bellevue's XIX</li><li>• Media Copy</li><li>• Logan Capital Mgmt.</li></ul>
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## BENEFITS OF CORPORATE SPONSORSHIP:

Your company's support of the Sapphire Fund helps multiple agencies and groups throughout the tri-state area. Through your contributions, Sapphire Fund provides grants, which alleviate some of the fundraising burden of our beneficiaries, frees their resources for programmatic use, and helps educate the community about lesser known organizations as well as the important work of better known groups. Your company's donation has a powerful, direct impact on Sapphire Fund's beneficiaries.

## Corporate Recognition & Exposure

Very few Philadelphia events or organizations have been as locally and nationally recognized as the Sapphire Fund and our signature events. We reach a large, diverse and highly desirable demographic through marketing campaigns that, depending on the event or venue, will include direct mail, cross-promotional partnerships, national print advertising, a web presence, email outreach, and radio and television exposure.

Our demographic is well known for its high level of disposable income as well as brand loyalty to those who support the community. Your corporate support of the Sapphire Fund will provide your company with community visibility and access to the members of our community throughout the year.

## Tax Deductibility

According to IRS regulations, your company's total cash donations (minus the value of any goods or services received in return for the donation), as well as the fair market value of all donations of products and professional services, are fully deductible to your company.





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## Corresponding Perks and Benefits

Sapphire Fund offers several levels of corporate sponsorship, each of which provides your company with a corresponding level of perks and benefits.

Corporate sponsorship levels are determined by calculating the total dollar amount of your company's cash gifts during any calendar year (from Jan to Dec), plus 50% of the value of all goods and services donated during that year (Gold and Platinum levels require 50% of the contribution to be in cash). Specific benefits levels and perks follow. We will work with you to achieve your sponsorship goal!

## CORPORATE SPONSORSHIP LEVELS:

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### **BRONZE** **\$2,000 to \$4,999**

- Two passes to contributing event
- Express entry to contributing event
- Logo displayed on Sapphire Fund and event-specific website with a link to your website
- Logo placement on contributing event marketing materials
- Product placement and distribution at contributing event

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### **SILVER** **\$5,000 - \$9,999**

ALL benefits of Bronze, PLUS:

- Two additional passes to contributing event (four total)
- Product placement and distribution at all desired Sapphire Fund events
- Two web-linked featured placements in Sapphire Fund e-newsletter(s)

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### **GOLD\*** **\$10,000 - \$19,999**

ALL benefits of Silver, PLUS:

- Two additional passes to contributing event (six total)
- Two complimentary passes to all Sapphire Fund events
- Promotional banner placement at contributing event (you provide banner)
- Two additional web-linked featured placements in Sapphire Fund e-newsletter(s) (four total)

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### **PLATINUM\*** **\$20,000+**

ALL benefits of Gold, PLUS:

- Two additional passes to contributing event (eight total)
- Two additional complimentary passes to all Sapphire Fund events (four total)





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- Special booth for you at specified contributing event
- Recognition as a “Presenting Sponsor” at contributing event(s)
- Opportunities for radio broadcast promotions related to contributing event

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\* *50% minimum cash contribution required for Gold and Platinum sponsorship levels*

Please refer to Sapphire Fund Events Schedule for more information on specific events at [www.sapphirefund.org](http://www.sapphirefund.org).  
Sapphire Fund Events Schedule subject to modification at Sapphire Fund’s Discretion





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## Company Contact Information

Company Name			
Company Contact			
Title			
Email Address			
Street Address			
City		State	
Zip Code		Phone Number	

### Type of Donation:

**Cash Donation(s)**

Sapphire Fund Endowment ..... \$

Sapphire Fund GENERAL FUND ..... \$

Sapphire Fund SPECIFIC EVENT/PROGRAM(S) ..... \$

(Specify specific event(s) or program(s) to which the donation is given below)

\_\_\_\_\_

\_\_\_\_\_

**Matching Cash Donations (up to a maximum of)** ..... \$

(Specify percentages, amounts, or conditions of match below. Be specific)

\_\_\_\_\_

\_\_\_\_\_

**In-Kind Donations (Specify Market Value)** ..... \$

**Identify Product(s) or Service(s) Below**

\_\_\_\_\_

\_\_\_\_\_

**TOTAL VALUE OF ALL DONATIONS** ..... \$

**Authorizing Donor Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Authorizing Sapphire Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

The Sapphire Fund is a 501(c)(3) Charitable Organization registered with the IRS (IRS Tax ID 41-2079139) and registered with the State of Pennsylvania (PA BCO# 31477). All contributions to Sapphire Fund are tax deductible as allowed by law. The official registration and financial information of The Sapphire Fund, Inc., may be obtained from the Pennsylvania Department of State by calling toll free, within Pennsylvania, 1 (800) 732-0999. Registration does not imply endorsement. United Way of Southeastern Pennsylvania Number: 43100





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## LOGO SUBMISSION

We will accept logos **only** in the electronic formats listed below (listed in order of preference).

- EPS file with all type converted to curves/outlines
- Adobe Illustrator file with type converted to curves/outlines
- Hi-res (300 dpi) TIFF
- Hi-res (300 dpi) JPG

**Hard copy submissions are not accepted.**

Please use the above-listed guidelines when submitting your logo for publication. These guidelines help to guarantee the highest quality presentation of your logo.

**All questions, submissions of packets and information can be sent to:**

**Sapphire Fund – Corporate Sponsorship  
1315 Spruce St - Philadelphia - PA 19107  
Phone 267-514-2088 Fax (267) 352-6287  
[info@sapphirefund.org](mailto:info@sapphirefund.org)**

