

PROJECT BRIGGS, INC. in collaboration with THE BUTLER'S KITCHEN presents:

PRIDE BY THE RIVER SUPER SUNDAY at Anacostia Park



SAVE THE DATE

SUNDAY, MAY 28, 2023, 12:00 P.M. – 8:00 P.M.

Anacostia Park

(next to the skating Rink) **WASHINGTON DC**

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Branding and Sponsorship
Opportunities
Mixing Philanthropy + Business
to
Support Urban Projects in the
Community

ABOUT US

OUR MISSION

Project Briggs, Inc. is a 501(c)(3) progressive independent non-profit public charity foundation whose mission is to provide leadership, improve brand building, communication, promote and to assist urban projects through innovative fundraising activities and advocacy.

OUR VISION

Support Urban Projects, Cultural Event Activities for Diverse Communities
with Collaborative Partnerships through Outreach.

OUR MOTTO

Community is Our Superpower!

WHY ARE WE DOING THIS; WHY ARE WE HERE?

- Despite millions of Federal dollars being spent to assist underrepresented and disenfranchised urban communities in the Greater Washington, DC area and beyond, Project Briggs, Inc. seeks to find innovative ways to assist with fundraising and capacity building to those communities that receive the least amount of attention.
- Project Briggs, Inc. will assist with effective social marketing tools and consistent messaging through strong partnerships, community engagement and alliances through solid relationships with its stakeholders.
- With your support, we can effect change that'll be tangible. It's time to make a real difference!

CONTACT INFORMATION

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Project Briggs, Inc.

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GOAL AND OBJECTIVE

The goal and objective of Project Briggs, Inc. is to broaden the scope of reach that became limited with traditional fundraising concepts. It is the kind of inclusive organization that diverse people are given an opportunity to form and strengthen alliances. With your support, we can effect change that will be tangible. It's time to make a real difference.

OUR FOCUS

Support Urban Projects, Cultural Event Activities for Diverse Communities with Collaborative Partnerships through Outreach. Additionally, our organization will focus the event concept and efforts on increasing potential sponsor visibility amongst diverse consumers within the Washington, D.C. metropolitan area. Ultimately, Project Briggs, Inc. would like to serve as Brand Ambassadors and use for annual events such as "Pride by the River" as an example of our signature DC event templates here in the Greater Washington area.

WHY US?

Diversity is no longer just black and white – diversity today means something different than it did years ago. The largest groups of consumers today are Millennials, Generation Xers and Generation Y; they are the most diverse generations to date. Everyday our society is bombarded by overly generalized marketing. One size does not fit all. Diverse audiences have learned to tune out most of these irrelevant messages and are wary of gimmicks to get their attention. To get past the filter, a culturally competent diverse brand campaign requires deep authenticity and commitment. Companies must embrace this unique niche market segment's cultural and/or lifestyle characteristics and be ready to immerse themselves to win over the skeptics.

A culturally diverse market segment is more psychologically and emotionally invested in the issues that impact their lives. Corporations that define tailored brand strategies that catch the attention of this **"untapped niche market segment"** will see a new loyal customer base emerge. The best way to grow great brands is to turn consumers into shoppers. Our primary goal for sponsorship is to position event sponsors in high impact areas of the event to inspire Millennial and Generation Xers consumers to make the trek from awareness of their brands to connecting and purchasing their brands.

PROJECT BRIGGS INC.

DIVERSITY: WHERE WE LIVE

There is an estimated 332 million people living in the United States with an estimated 15.3 million diverse individuals that self-identify as heterosexual, gay, lesbian, bisexual, and transgender individuals. This group is expected to grow to a projected 19.3 million toward the end of 2022.

Historically, the projected LGBT and other diverse populations are estimated only among adults over the age of 18 when they are more likely to be fully aware and able to define how they identify. Diverse populations and individuals are concentrated in major U.S. cities and metropolitan areas. Washington, D.C. ranks 9th for cities and the Washington, D.C. metropolitan area ranks 6th for population of LGBT and diverse residents.

METROPOLITIAN AREAS WITH THE LARGEST PERCENTAGE OF LGBT AND DIVERSE POPULATION:

RANK	AREA	LGBT Population	Percentage of City Population
1	NEW YORK CITY – Northern New Jersey – Long Island, NY	756,000	4.0%
2	LOS ANGELES – Long Beach, CA – Santa Ana, CA	442,211	3.4%
3	CHICAGO–Naperville–Joliet, IL	288,478	3.1%
4	SAN FRANCISCO – Oakland – Fremont, CA	256,313	3.6%
5	BOSTON – Cambridge, MA – Quincy, MA	201,344	3.4%
6	WASHINGTON, D.C.	191,959	2.5%
7	DALLAS – Fort Worth – Arlington, TX	183,718	3.5%
8	MIAMI – Miami Beach – Fort Lauderdale	183,346	4.7%
9	ATLANTA – Marietta, GA – Sandy Springs, GA	180,168	4.3%
10	PHILADELPHIA – Camden, NJ – Wilmington, DE	179,459	2.8%

COMMUNITY OUTREACH ENGAGEMENTS

The Butler's Kitchen

Where There's Nothing Left on the Table

The Butler's Kitchen addresses groundbreaking controversial topics that aren't easily discussed between various diverse communities, especially of color. Topics range from social injustices, local and national politics, relationships; both from the homo and heterosexual perspective, dating/online dating, social media controversies to whatever event or topic creates challenging thought-provoking conversations. Our goal is to not only bring these topics to the forefront, however but also to discuss the next steps, etc.

Heartbreak Hotel – Networking Happy Hour

Mix and Mingle Fundraiser

Project Briggs, Inc presents Heartbreak Hotel Networking Happy Hour. This event will serve as a networking event fundraiser to raise funds to support community service projects, endowments, and operating expenses for current programming. In addition, our goal is to increase awareness of our brand, mission, objectives, and community to meet the needs of our committee.

Pride By The River

Super Sunday Anacostia Park

Down by the Riverside is where you'll find **PRIDE BY THE RIVER SUPER SUNDAY** Come join us in celebrating our 3rd Annual **PRIDE BY THE RIVER** an official DC Black Pride event Sunday May 28, 2023, from 12:00 p.m. - 8:00 p.m. Hosted by Project Briggs, Inc., and The Butler's Kitchen. Bring your grills, blankets, umbrellas, chairs, and good vibes!! Let the music take you AWAY!!! We're COVID Conscious...Masks are encouraged.

XSCAPE//WHITE-SPECTRA

Annual White Attire Affair

Project Briggs, Inc. was formed in April 2016 for the purpose of providing leadership, improving capacity building, communication, promoting and assisting urban projects through innovative fundraising activities and advocacy in the Washington, DC Metropolitan Area. "SPECTRE", our Annual White Party, will be held annually as a symbol and celebration of the organization's work in the community throughout the year.

#POWER30

The Best of Washington Edition

Our Annual Public Service Recognition Soiree honors 30 individuals/organizations from the District of Columbia for their outstanding Public Service for the community-at-large and their demonstration of excellence and the highest standards of ethical conduct, integrity, and civic and social responsibility.

EVENT FACT SHEET

TITLE OF EVENTS: PRIDE BY THE RIVER SUPER SUNDAY

DATE OF EVENT: Sunday, May 28, 2023

HOURS OF EVENT: 12:00 PM – 8:00 p.m.

PROPOSED EVENT LOCATION: Anacostia Park

ATTENDANCE / AUDIENCE: Estimate Attendance 500

MARKETING OPPORTUNITIES: Signage, Database Development, Media Exposure, Branding, Social Media, and Promotion

SPONSORSHIPS RANGE: \$1,000 - \$5,000



COMMITMENT FORM

PLEASE INDICATE THE LEVEL OF YOUR DESIRED SPONSORSHIP:

- Platinum \$5,000
- Gold \$3,500 - \$4,000
- Silver \$2,000 - \$3,000
- Bronze \$500 - \$1,500

TO MAKE ONLINE PAYMENT, [CLICK PAYPAL LOGO LINK:](#)



TO MAKE PAYMENT BY CASHAPP, GO TO:

- \$ProjectBriggsInc

TO PAY BY CHECK, SEND TO:

- Check Enclosed: Payments Can Be Mailed to:
Project Briggs, Inc. | 3287 15th Pl, SE #302 | Washington, DC 20020

BRANDING OPPORTUNITIES

BRANDING OPPORTUNITY	PLATINUM (\$5,000)	GOLD (\$3,500 - \$4,000)	SILVER (\$2,000 - \$3,000)	BRONZE (\$500 - \$1,500)
EXCLUSIVITY RIGHTS				
Product Exclusivity	Yes			
SIGNAGE				
Company Banner at Event Venue	Yes	Yes		
Company Banner at Promotional Events	Yes	Yes		
Company Banner at End of Year Thank You Party	Yes			
MEDIA EXPOSURE				
Press Release Announcing Sponsorship	Yes	Yes		
Logo on Subsequent Press Releases	Yes	Yes		
SALES OPPORTUNITIES				
Opportunity to Address the Audience at Event	Yes	Yes		
Opportunity to Address the Audience at Promotional Events	Yes	Yes		
MARKETING EXPOSURE:				
Company Name on e-Tickets	Yes	Yes		
Event Page	Full	Half	Half	Quarter
Company Logo on Event Signage	Logo	Logo	Logo	
Company Logo on Advertisement e-Blasts	Logo	Logo	Logo	Name
Company Logo on Event e-Flyer	Logo	Logo	Logo	Logo
MARKETING EXPOSURE: ELECTRONIC				
Exclusive Listserv Email	2	1		
Company Logo on Promotional Partner E-Mails	Yes	Yes		
Company Logo on Facebook Group	Yes	Yes	Yes	
Company Name on Facebook Invite	Yes	Yes	Yes	
Company Logo on Event E-Mails	Yes	Yes	Yes	Yes
Company Logo on Hyperlinked on Website	Yes	Yes	Yes	Yes
MARKETING EXPOSURE: COMPANY MATERIAL DISTRIBUTION				
Company Vendor Table to Promote Material	Yes	Yes	Yes	
HOSPITALITY RIGHTS				
End of The Year Thank You Holiday Party	12	8	6	2