



## 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) non-profit and public charity foundation whose mission is to provide leadership, improve capacity building, communication, promote and to assist urban projects through innovative fundraising activities and advocacy.

### OUR VISION

Supporting urban projects, events and activities that matter to people in diverse populations

### OUR MOTTO

No One Will Out Work Us!

### 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

Abdur-Rahim Briggs

Project Briggs, Inc.

3287 15<sup>th</sup> Pl, SE #302 | Washington, DC 20020

EIN #81-1050132 | [rbriggs@projectbriggs.org](mailto:rbriggs@projectbriggs.org) | [projectbriggs.org](http://projectbriggs.org)

## 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

Project Briggs, Inc. 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 'POWER: Noir Et Blanc Soiree' and "Xscape to White – A Sunset Fantasy" as one 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 and Generation Xers; 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 300 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 18.3 million toward the end of 2017.

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 9<sup>th</sup> for cities and the Washington, D.C. metropolitan area ranks 6<sup>th</sup> for population of LGBT and diverse residents.

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

RANK	AREA	DIVERSE	DIVERSE% Population
1	NEW YORK CITY – Northern New Jersey – Long Island, NY	568,903	2.6%
2	LOS ANGELES – Long Beach, CA – Santa Ana, CA	442,211	2.7%
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 ENGAGEMENT EVENTS

### URBRAN PROJECTS SMALL-GRANT PROGRAM

The Urban Projects Small-Grant program will be implemented in 2017 and will accept applications twice a year (Spring/Summer) from both local Washington, D.C. based non-profits and non-traditional non-profits. Awarded funds can be applied towards additional capacity initiatives, the organization of a progressive response to urban projects not able to be funded by other sources. The Urban Projects Small-Grants Program represents the cornerstone of Project Briggs Inc.'s mission and goals.

### XSCAPE TO WHITE.....A SUNSET FANTASY

Project Briggs, Inc formed in April 2016 for the purpose to provide leadership, improve capacity building, communication, promote and to assist urban projects through innovative fundraising activities and advocacy in the Washington, DC Metropolitan Area. Project White Event...A Sunset Fantasy will be held annually as a symbol and celebration of the organization's work in the community throughout the year.

### POWER: *NOIR ET BLANC SOIREE*

The non-profit organization Project Briggs, Inc. will celebrate its annual black attire event "Project Noir...Black Onyx". Project Briggs, Inc.'s goal is to train a new generation of community advocates to become involved within their community. We'll strive to unite ethnic/racial minority groups with allies to join our cause to raise funds to support various urban projects.

## EVENT FACT SHEET

---

TITLE OF EVENTS:	POWER: Noir Et Blanc Soiree`
DATE OF EVENT:	Saturday, January 6, 2018
HOURS OF EVENT:	11:00 PM - 3:00 AM
PROPOSED EVENT LOCATION:	Capitale 1301 K Street Street, NW WDC 20005
ATTENDANCE / AUDIENCE:	Estimate Attendance 450
MARKETING OPPORTUNITIES:	Signage, Database Development, Media Exposure, Branding, Social Media and Promotion
SPONSORSHIPS RANGE:	\$200 - \$2,000

### **POWER: *Noir et Blanc Soiree*** *Where Beauty Meets Influence*

**POWER: *Noir et Blanc Soiree***, inspired by the 1966 Black & White Ball held in NYC, will be Washington DC's Premiere Social Event, highlighting the "movers and shakers" of Washington D.C.

Are you Influential? Are you Beautiful? Are you Powerful? Washington DC has a rich legacy of power and what better way to start the New Year than to mingle with the city's most influential people from various industries including politics, fashion, media and broadcasting, beauty and cosmetics, public relations, entertainment, sports, and the fine arts.

## COMMITMENT FORM

---

### PLEASE INDICATE THE LEVEL OF YOUR DESIRED SPONSORSHIP:

- Platinum            \$2,000  
 Gold                    \$1,000  
 Silver                  \$500  
 Bronze                 \$200

### CONTACT INFORMATION

\_\_\_\_\_

Contact Name

\_\_\_\_\_

Secondary Contact Name

\_\_\_\_\_

Company

\_\_\_\_\_

Address

\_\_\_\_\_

City/State/Zip

\_\_\_\_\_

Phone Number

\_\_\_\_\_

Primary Email

### PAYMENT INFORMATION

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

- Please bill the following amount: \$\_\_\_\_\_ to  Visa  MasterCard  Amex

\_\_\_\_\_

Name on Card

\_\_\_\_\_

Card Number

\_\_\_\_\_

Expiration Number

\_\_\_\_\_

Authorized Signature

## BRANDING OPPORTUNITIES

BRANDING OPPORTUNITY	PLATINUM (2,000)	GOLD (\$1,000)	SILVER (\$500)	BRONZE (\$200)
<b>EXCLUSIVITY RIGHTS</b>				
Product Exclusivity	Yes			
<b>SIGNAGE</b>				
Company Banner at Event Venue	Yes	Yes		
Company Banner at Promotional Events	Yes	Yes		
Company Banner at End of Year Thank You Party	Yes			
<b>MEDIA EXPOSURE</b>				
Press Release Announcing Sponsorship	Yes	Yes		
Logo on Subsequent Press Releases	Yes	Yes		
<b>SALES OPPORTUNITIES</b>				
Opportunity to Address the Audience at Event	Yes	Yes		
Opportunity to Address the Audience at Promotional Events	Yes	Yes		
<b>MARKETING EXPOSURE: PRINT</b>				
Company Name on Physical Tickets	Yes	Yes		
Event Program Guide	Full	Half	Half	Quarter
Company Logo on 100 Posters	Logo	Logo	Logo	
Company Logo on Advertisements	Logo	Logo	Logo	Name
Company Logo on 5,000 Palm Cards	Logo	Logo	Logo	Name
Company Logo on 10,000 Event Flyers	Logo	Logo	Logo	Logo
<b>MARKETING EXPOSURE: ELECTRONIC</b>				
Exclusive Listserv Email	2	1		
Company Logo on Promotional Partner Emails	Yes	Yes		
Company Logo on Facebook Group	Yes	Yes	Yes	
Company Name on Facebook Invite	Yes	Yes	Yes	
Company Logo on Event Emails	Yes	Yes	Yes	Yes
Company Logo on Hyperlinked on Website	Yes	Yes	Yes	Yes
<b>MARKETING EXPOSURE: COMPANY MATERIAL DISTRIBUTION</b>				
Company Materials at Promotional Events	Yes	Yes	Yes	
Company Materials in Event VIP Bags	Yes	Yes	Yes	Yes
<b>HOSPITALITY RIGHTS</b>				
Complimentary Tickets	12	8	6	2
End of The Year Thank You Party	12	8	6	2