Become a Corporate Champion

And build a safer community with the New York City Anti-Violence Project

live without fear

The New York City Anti-Violence Project (AVP) envisions a world in which all lesbian, gay, bisexual, transgender, queer (LGBTQ), and HIV-affected people are safe, respected, and live free from violence. We work to end violence through our education and outreach programs and reduce the harm of violence through our counseling services. Each year, AVP reaches more than 30,000 people in the New York City area. Together with AVP, you can achieve your business goals while making a positive impact in the community.

Many of our Corporate Champions sponsor our events, but there are also excellent opportunities for your business to sponsor our programs. This brochure contains an overview of the benefits we can offer for sponsorship of each opportunity.

For more information, please contact:

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“Deutsche Bank is proud to be a long-standing supporter of AVP. We know that having an open and honest workplace is crucial to the success of our employees, and our partnership with AVP helps us achieve this goal.”

-Mark Chamberlain, Head of Diversity, Americas
Deutsche Bank

“Time Warner is proud to have been a recipient of a 2011 AVP Courage Award. Our company has a long-standing commitment to the LGBTQH community, and we believe strongly in the important work done by the New York City Anti-Violence Project.”

-Dan Osheyack, Vice President, Philanthropic Initiatives
Time Warner Inc.
Sponsor AVP’s Events

Event sponsorships are a great way to receive a number of benefits with a single sponsorship. Your brand will be displayed in front of our audience of donors, you will receive tickets you can use as a benefit for employees or clients, and you can use the opportunity to network with potential clients. AVP has three sponsorable events each year.

Heroes Council Dinner: The Heroes Council Dinner is an early Spring dinner for AVP’s most loyal and generous donors. It is a smaller, more intimate event in which AVP’s key supporters have the opportunity to learn more detailed and interesting information about AVP’s programs and future plans. The 2013 Heroes Council Dinner’s exclusive sponsorship has already been sold.

Fusion: Fusion is AVP’s annual Pride party held each June. This is a casual party catering to young professionals has grown greatly in recent years. About 250 guests will join the fun. Sponsorship opportunities range from $2,000-$10,000.

Courage Awards: The Courage Awards is AVP’s premier annual fundraising event. About 300 guests – most of whom are affluent members of New York’s LGBTQ community – will gather to honor people and businesses that courageously stand up against anti-LGBTQ violence. This event is held in late September. Sponsorship opportunities range in price from $5,000-$25,000.

Sponsor AVP’s Programs

Annual sponsorship of AVP’s programs is a powerful way to align your brand with a positive impact AVP is making in the community. Our Development Office will work with you to tailor the sponsorship to the liking of both your budget and your goals.

Hotline: AVP’s 24-hour bilingual (English/Spanish) hotline receives about 3,000 calls each year. It is advertised widely on all of our promotional materials. Sponsorship of the hotline is a perfect opportunity for your company to associate their brand with AVP on a large scale with great visibility. Sponsorship: $100,000.

SafeBar*SafeNight: AVP meets the people where they are. SafeBar*SafeNight is our premier outreach program, reaching about 1,000 people every month. AVP staff and volunteers take to the bar scene every week distributing Safety Packs to patrons. AVP will include in the packs a card that tells the patron that the Safety Pack was sponsored by your company. Sponsorship: $35,000.

Speaker’s Bureau: AVP works with survivors of violence to help them use their experience to educate others about the importance of eliminating violence in all its forms. Upon completing the program, Speaker’s Bureau graduates speak at public events, both large and small. A sponsor of this program will be recognized as the sponsoring company on materials, such as event programs, in which a Speaker’s Bureau graduate is recognized. Additionally, the sponsoring company will be recognized at the Speaker’s Bureau Graduations, which happen twice a year. Sponsorship: $15,000.

Friends of AVP Board (FAB): FAB is AVP’s Young Professionals organization, which focuses mostly on planning fun events that attract a crowd ages 21-35. They have monthly planning meetings at which they organize events such as their signature event, FAB Karaoke. Sponsorship of FAB provides sponsorship of all FAB-organized events including Fusion, our annual Pride Party. Sponsorship: $15,000.

Serving New York’s Lesbian, Gay, Bisexual, Transgender, Queer and HIV-Affected Communities

www.avp.org
Volunteer Program: AVP depends upon volunteers for many different tasks. AVP hosts a Volunteer Orientation every month to ensure a new influx of volunteers will be available to provide the support required by staff. Additionally, we host Volunteer Appreciation nights throughout the year. Sponsorship of our volunteer program is a way for a company to market itself to many civic- and volunteer- minded individuals in New York’s LGBTQ community. In addition to recognizing your sponsorship in some promotions of the volunteer events, your company will be thanked and recognized as the sponsor during the events. Sponsorship: $10,000.

Volunteer with AVP

You and your colleagues might want to give to AVP through good deeds. You can work with our Development Office to find the volunteer opportunity that is right for you.

Customized Volunteer Event: AVP would sincerely appreciate volunteer support from your company. We can work with you to tailor a volunteer event that suits the needs and interests of your employees.

SafeBar*SafeNight: This outreach program is a great way to for a group of volunteers to help AVP while having a fun time. Volunteers with go from bar to bar passing out information and products that help keep the LGBTQ community safe.

Committees: We rely upon our committee structure to provide important feedback, insight, and work. Currently, our volunteer committees are: Communications, Development, Finance, Programs, Governance, and Friends of AVP Board.

Board: Our Board members are our most committed volunteers. Having employees on non-profit boards is an effective way to develop your business network. We can help you identify and groom potential board members.

Sponsor AVP’s Communications

AVP maintains an on-going conversation with our donors and other supporters. They rely on us as a trusted source for information about their community. Your company can intertwine itself into this conversation through the following sponsorship opportunities.

Direct Mail Appeals: AVP mails fundraising letters to our donor list a few times a year. Your company can offer to match gifts raised through the letter. This makes a powerful message directly to our donors about your support of AVP. Sponsorship opportunity begins at $10,000.

Social Media Campaigns: Social Media is a great way to raise awareness of a brand. AVP has over 3800 Facebook fans, and we engage with them daily. We can create a partnership that will influence more people to engage with your company on social media sites. A common framework for these sponsorship opportunities is to match donations with the number of “likes” we receive within a certain amount of time.

VIP eblasts: Our major donors are precious to AVP. That is why we provide them with special VIP communications directly from our Executive Director. Your company can be recognized for sponsoring these emails and have your logo included in them. Associating your brand with AVP in front of these VIPs can be a powerful way to market yourself to this elite group. Sponsorship: $1,000 per eblast.

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