INTRODUCTION

The Crystal LaBeija Monument & Legacy Ball

ABOUT THIS OPPORTUNITY

- The House of LaBeija is seeking partners for an inaugural Legacy Ball and a ceremony to honor Crystal LaBeija, the mother of Ballroom.

- A bust of Crystal LaBeija is anticipated* to be exhibited at The Schomburg Center for Research in Black Culture and The National Museum of African American History, and Culture.

- Opportunity to support an initiative that memorialized the contributions of those who have advanced the LGBTQIA+ community through ballroom.

THE GENESIS

In 1968, Crystal LaBeija made history by walking off the stage in protest of her race. This was the moment she realized race played a factor in the standard of beauty. Crystal was a pageant title holder. Crystal was a beauty queen. But, all that the judges saw was that she was black. In this moment, Crystal decided to take a stance that would kickstart the Ballroom Houses and Chosen Family.

This iconic moment was captured in the 1968 documentary “The Queen” and was instrumental in establishing the standard of community, and culture, that continues to support the Black LGBTQIA+ youth to this day. Fifty-five years later, a physical representation still doesn’t exist. Now is the time to change that. In 2023, Crystal’s legacy will finally be honored.

* Exhibitions have not been officially finalized
Guests arrive to an evening filled with creativity, glamour, over-the-top fashion, and a hint of fantasy as ballroom houses compete to represent their categories to the letter. The attendees get a chance to weigh in but ultimately the decision is made by the iconic ballroom judging panel.

A tribute will take place revealing the historic bust of Crystal LaBeija, followed by an awards ceremony that pays homage to notable ballroom era’s.

Attendees will dance, vogue, walk, pose, and support one another in numerous fashion, performance, and drag competition categories. Categories are designed to simultaneously epitomize and satirize various genders and social classes, while also offering an escape from reality. It’s a legacy of opulence known as The Legacy Ball.
WAYS TO PARTNER

We strategically develop partnerships with companies and organizations who are at the forefront of diversity and inclusion within their industries as well as companies committed to the advancement of the LGBTQIA+ community.

THE CRYSTAL LABEIJA MONUMENT + LEGACY BALL CORPORATE SPONSORSHIPS

<table>
<thead>
<tr>
<th>SPONSOR LEVEL</th>
<th>FUNDING LEVEL</th>
<th>AVAILABLE SPONSORS</th>
<th>BENEFITS</th>
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</thead>
</table>
| PRESENTING SPONSOR | $100,000+ | (2 available) | • Opportunity for Custom Designed Sponsorship Experience featured as “Presented By” Sponsor  
• Inclusion in all media and press releases  
• Receive special shout outs on Social Media Platforms  
• Prime logo placement on website and all marketing materials  
• Logo placement on all video content  
• Company inclusion in Program  
• Logo and mention featured in two episodes/promo segments for the event  
• Company banner at venue (brought by sponsor)  
• Opportunity to provide SWAG gifts and giveaways  
• Receive (10) tickets to the Legacy Ball  
• Company 2 min speech at welcoming or closing speech  
• Company 2 minute speech at Awards Ceremony |
| PLATINUM SPONSOR | $50,000+ | (4 available) | • Featured as Platinum Sponsor  
• Logo placement on website and all marketing materials  
• Logo placement on all video content  
• Company inclusion in Program  
• Inclusion in all media and press releases  
• Film and Photos of staff and brand/company to be delivered after the event  
• Opportunity to provide SWAG gifts and giveaways  
• Receive special shout outs on Social Media Platforms  
• Logo and mention featured in two episodes/promo segments for the event  
• Company banner at venue (brought by sponsor)  
• Receive (8) tickets to the Legacy Ball  
• Opportunity to co-present an award |
WAYS TO PARTNER

THE CRYSTAL LABEIJA MONUMENT + LEGACY BALL CORPORATE SPONSORSHIPS

GOLD SPONSOR
$20,000+
(10 available)

- Featured as Gold Sponsor
- Logo placement on website and all marketing materials
- Company inclusion in Program
- Inclusion in all media and press releases
- Receive special shout outs on Social Media Platforms
- Company banner at venue (brought by sponsor)
- Film and Photos of staff and brand/company to be delivered after the event
- Opportunity to provide SWAG gifts and giveaways
- Receive (6) tickets to the Legacy Ball

SILVER SPONSOR
$10,000+
(15 available)

- Featured as Silver Sponsor
- Logo placement on website
- Company inclusion in Program
- Company banner at venue (brought by sponsor)
- Inclusion in all media and press releases
- Receive special shout outs on Social Media Platforms
- Opportunity to provide SWAG gifts and giveaways
- Opportunity to present an award
- Receive (4) tickets to the Legacy Ball

SMALL BIZ SPONSOR
$5,000+
(30 available)

For startups under 3 years old and small business only

- Featured as Small Biz Sponsor
- Company name or Logo placement on website
- Company inclusion in Program
- Receive special shout outs on Social Media Platforms
- Opportunity to provide SWAG gifts and giveaways
- Receive (2) tickets to the Legacy Ball

Use of funds available upon request to prospective partners
WAYS TO PARTNER

In addition to monetary support, we’ve also created programs for partners who want to help us spread the word about this momentum event. Here’s how:

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<tr>
<th>CHANNELS</th>
<th>ACTIONS</th>
<th>BENEFITS</th>
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<tbody>
<tr>
<td>Website</td>
<td>• Add Legacy Ball Logo to your website</td>
<td>• Listing on sponsorship page. - Sponsor badge for your site</td>
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<tr>
<td>Social media</td>
<td>• Announce partnership with Legacy Ball on your social media channels using Legacy hashtags - 1 post on FB, Twitter, LinkedIn, and Instagram</td>
<td>• Sponsor mention + link</td>
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<td>• Create 6 posts about Legacy Ball using provide hashtags, tagging LaBeija and publishing them on your social media at least once a month based on the provided media schedule.</td>
<td>• Logo at the end of promo video</td>
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<td>• Share at least 6 posts (we will let you know which one we would like to promote the most) from our social media to your commit FB, Twitter, Instagram, LinkedIn (at lea</td>
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<tr>
<td>Newsletter</td>
<td>• Send 2 email blast to your contacts</td>
<td>• Listing in event promo newsletter</td>
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<tr>
<td>Tickets</td>
<td>• Offer discount code (25% discount) to your community (you can sell up to 10 discounted tickets).</td>
<td>• 2 free tickets</td>
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The Crystal LaBeija Monument & Annual Legacy Ball

For questions about our partnership opportunities or to learn more about how you can participate, contact:

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