

Donate to the March on Springfield for Marriage Equality

Information for Corporations, Nonprofits, Small Businesses, Individuals



The March on Springfield for Marriage Equality is being organized by volunteers throughout the State of Illinois who are committed to equal marriage in our state. All expenses associated with the March need to be covered by contributions. These expenses include:

- Promotional activity (stickers, posters, flyers, t-shirts)
- Staging at the March
- Permitting
- Some subsidized transportation to Springfield

The March on Springfield is taking place in support of the broader grassroots lobbying effort being organized by the Illinois Unites Coalition. Our costs need to remain very low in order to not take away from the larger fundraising efforts being undertaken by the Coalition.

Below are recommended donation levels for corporations, small businesses, nonprofit organizations and individuals who would like to support the March on Springfield

- Corporate Sponsor Plan
- Small Business Sponsor Plan
- "We're Going" Community Sponsor Plan
- Individual Donors

Please consider a donation to offset the costs associated with the March on Springfield and to help get people to Springfield on October 22, 2013.

Contact: tracy@windycitymediagroup.com
773-387-2394

Your contribution is tax deductible as a charitable contribution to the extent permitted by law. Equality Illinois Education Project, a qualified 501c3 nonprofit organization, is the fiscal agent of the March on Springfield. Checks should be made payable to EIEP or "Equality Illinois Education Project" with a memo designation that funds are for the "March on Springfield." These checks should be mailed to: Tracy Baim, 1900 S. Prairie Avenue, Chicago, IL 60616. Credit Card payments should be made via our Indiegogo campaign at <http://iqg.me/at/MarchSpringfield/x/3707333>

March on Springfield for Marriage Equality

Corporate Sponsor Plan

Contact: tracy@windycitymediagroup.com
773-387-2394



Sponsorship Levels:

Corporate Gold: \$25,000

Largest Sponsor Logo level on materials and ads:

- 1) T-shirts printed by the committee
- 2) Posters printed by the committee
- 3) Advertising, estimated \$50,000 donated campaign
- 4) Social Media, listed as sponsor of March
- 5) Public Relations campaign, listed as sponsor
- 6) Website, listed as sponsor
- 7) Largest sponsor listing on March program flyer

Corporate Silver: \$10,000

Second Tier Logo on materials and ads for the March on Springfield:

- 1) T-shirts printed by the committee
- 2) Posters printed by the committee
- 3) Advertising, estimated \$50,000 donated campaign
- 4) Social Media, listed as sponsor of March
- 5) Website, listed as sponsor
- 6) Listed as sponsor in March program flyer

Corporate Bronze: \$5,000

Third Tier Logo on materials and ads for the March on Springfield:

- 1) Advertising, estimated \$50,000 donated campaign
- 2) Social Media, listed as sponsor of March
- 3) Website, listed as sponsor
- 4) Listed as sponsor in March program flyer

Partner Options:

We encourage companies to participate in the March in these additional ways, as both an employee-service/loyalty program and as a brand-building opportunity.

- 1) Give LGBT and allied employees Oct. 22, 2013 off from work to go to Springfield
- 2) Sponsor a bus or buses from your corporate headquarters, or retail locations, for employees. Additionally, underwrite the cost (Estimated \$1,600 per bus) for other buses in key districts. This sponsorship would get additional visibility.
- 3) Create special March on Springfield branded merchandise with your company's logo, for employees to wear in advance and during the March.
- 4) Use your Employee Resource Groups to help promote the March and encourage participation. Crosslink to the March's Facebook page for employees to join.
- 5) If you have a retail presence in Illinois, have posters up for the March, flyers, and other ways to engage consumers with the March. Maybe offer a "free March t-shirt" during month of September.
- 6) Provide free merchandise or gift cards to be used as incentives and prizes for the bus rides to Springfield, and for advance events.

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March on Springfield for Marriage Equality

Small Business Sponsor Plan

Contact: tracy@windycitymediagroup.com
773-387-2394



Sponsorship Levels:

Small Business Gold: \$5,000

Top Level Sponsor Logo on materials and ads for the March on Springfield:

- 8) T-shirts printed by the committee
- 9) Posters printed by the committee
- 10) Advertising, estimated \$50,000 donated campaign
- 11) Social Media, listed as sponsor of March
- 12) Public Relations campaign, listed as sponsor
- 13) Website, listed as sponsor
- 14) Largest small business level listing on March program flyer

Small Business Silver: \$1,000

Second Tier Logo on materials and ads for the March on Springfield:

- 1) Social Media, listed as sponsor of March
- 2) Website, listed as sponsor
- 3) Listed as sponsor in March program flyer

Small Business Bronze: \$500

Third Tier Logo on materials and ads for the March on Springfield:

- 1) Website, listed as sponsor
- 2) Listed as sponsor in March program flyer

Partner Options:

We encourage companies to participate in the March in these additional ways, as both an employee-service/loyalty program and as a brand-building opportunity.

- 1) Give LGBT and allied employees Oct. 22, 2013 off from work to go to Springfield.
- 2) Sponsor a bus or buses from your business headquarters, or retail locations, for employees. Additionally, underwrite the cost (Estimated \$1,600 per bus) for other buses in key districts. This sponsorship would get additional visibility.
- 3) Create special March on Springfield branded merchandise with your company's logo, for employees to wear in advance and during the March. For example, bars could make shirts for their employees to wear.
- 4) Use your Employee Resource Groups (LGBT and others) to help promote the March and encourage participation. Crosslink to the March's Facebook page for employees to join.
- 5) If you have a retail presence in Illinois, have posters up for the March, flyers, and other ways to engage consumers with the March. Maybe offer a "free March t-shirt" during month of September.
- 6) Provide free merchandise or gift cards to be used as incentives and prizes for the bus rides to Springfield, and for advance events.

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March on Springfield for Marriage Equality “We’re Going” Community Sponsor Plan



For non-profits and cultural groups

Contact: tracy@windycitymediagroup.com
773-387-2394

We’re Going!

We want your commitment of support to encourage your own members to March on Springfield Oct. 22, 2013.

If you commit to do this, we will list you as a partner of the March on Springfield

- 1) On Website
- 2) On social media
- 3) In March program flyer

We would also like your support to pay for materials, and we can get you materials to share:

- Non-profits with \$1 million annual budgets or MORE: \$1,000
- Non-profits with \$1 million annual budgets or LESS: \$500
- Non-profits with \$150,000 annual budgets or LESS: \$FREE

Non-profit Partner Other Engagement:

We encourage non-profits to participate in the March in these additional ways, as a way to build networks and community:

- 1) Close your non-profit the day of the March except for emergency services.
- 2) Give LGBT and allied employees Oct. 22, 2013 off from work to go to Springfield
- 7) Sponsor a bus or buses from your headquarters, for employees. Additionally, underwrite the cost (Estimated \$1,600 per bus) for other buses in key districts for your clients (for example, youth and seniors, people with HIV/AIDS, etc).
- 8) Create special March on Springfield branded merchandise with your non-profit’s logo, for employees to wear in advance and during the March.
- 9) Promote the March – Crosslink to the March’s Facebook page for employees to join.
- 10) If you have a storefront or retail presence in Illinois (for example, Brown Elephant resale Shops), have posters up for the March, flyers, and other ways to engage consumers with the March. Maybe offer a “free March t-shirt” during month of September.

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March on Springfield for Marriage Equality Individual Donors



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We have created several ways for individuals to donate to the March on Springfield via [IndieGogo](#). What can your contribution be used to support?

An example of how this helps:

- One bus for 56 youth: \$1600
- 15,000 stickers: \$1600
- 10,000 cards: \$500
- 1,000 posters: \$250

All donors who contribute \$250 or more receive a framed poster of the March on Springfield. All donations of \$500 or more receive recognition on MarchOnSpringfield.org. Go to [IndieGogo](#), and select the appropriate level.

Firefly: \$250 – Framed poster

Honey Bee: \$500 – Bronze Sponsor Listing plus framed poster

Ladybug: \$1,000 – Silver Sponsor Listing plus framed poster

Butterfly: \$2,500 – Gold Sponsor Listing plus framed poster

Queen Bee: \$5,000 – Platinum Sponsor Listing plus framed poster

Angel: \$10,000 – Titanium Sponsor Listing plus framed poster

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