

20 **TLDEF**
Transgender Legal Defense & Education Fund
CELEBRATING 20 YEARS
OF PROGRESS

2023
SPECIAL EVENT
SPONSORSHIP
OPPORTUNITIES



PARTNERING FOR A BRIGHT AND LASTING FUTURE

Each year, corporate partners make significant contributions to support TLDEF's life-changing and life-saving work to advance justice and equality for transgender and non-binary people nationwide. From our Name Change Project to our Trans Health Project, from impact litigation and public education to policy and advocacy work, TLDEF is transforming the legal and cultural landscape to create a bright and lasting future for trans people in this country.

Over the past two decades, TLDEF has built its reputation as the legal arm of the trans rights movement in the United States, bringing needed attention to the epidemic of violence against transgender women, achieving groundbreaking wins, and making sweeping impact. TLDEF has fought against discriminatory policies around legal identification and around employment, defended the rights of trans people impacted by the carceral system, and advocated for just and dignified access to gender affirming health care – and we have claimed victory time and time again. All of this was accomplished by a handful of employees on a shoestring budget – and with the generous pro bono support of corporate partners along the way. In less than four years, TLDEF has grown from being an under one-million-dollar organization with one part-time lawyer to a budget of nearly \$4M and a staff of more than 25. The impact of the added capacity and financial resources is reflected in the legal and policy advocacy we can undertake, the active litigation we can manage, and the public education opportunities we can respond to – and we are just getting started.

We hope that we can count on your support to keep the momentum going.

PAST SPONSORS



NATIONAL SPONSORSHIP



MARCH 2023



JUNE 2023



SEPTEMBER 2023

For our 20th anniversary year, TLDEF is offering national sponsorships that will provide **exclusive recognition at and benefits for three events: 20th Anniversary Celebration (March 2023), Pride & Joy (June 2023), and Pro Bono Recognition Dinner (September 2023).**

BENEFITS	Title Sponsor \$75,000 (ONE AVAILABLE)	Presenting Sponsor \$50,000	Platinum Sponsor \$35,000
Exclusive Listing as a National Sponsor on Stakeholder Communications (breaking news, donor updates, annual report, etc.)	✓	✓	✓
Social Media Recognition as a National Sponsor (Dedicated Posts During Event Months)	✓	✓	✓
Homepage Recognition as a National Sponsor on TLDEF's Website	✓	✓	✓
20th Anniversary Celebration (MARCH 2023)	Exclusive Title Recognition on All Event Materials ("20th Anniversary Celebration brought to you by...") + Legacy Sponsorship Benefits (<i>see below</i>)	Presenting Recognition on All Event Materials ("20th Anniversary program sponsored by...") + Justice Sponsorship Benefits (<i>see below</i>)	Platinum Recognition on All Event Materials + Equity Sponsorship Benefits (<i>see below</i>)
Pride & Joy (JUNE 2023)	Attribution as a National Sponsor + Gold Sponsorship Benefits (<i>see below</i>)	Attribution as a National Sponsor + Gold Sponsorship Benefits (<i>see below</i>)	Attribution as a National Sponsor + Silver Sponsorship Benefits (<i>see below</i>)
Pro Bono Recognition Dinner (SEPTEMBER 2023)	Attribution as a National Sponsor + Premier Sponsorship Benefits (<i>see below</i>)	Attribution as a National Sponsor + Premier Sponsorship Benefits (<i>see below</i>)	Attribution as a National Sponsor + Partner Sponsorship Benefits (<i>see below</i>)

TLDEF'S ONLINE MEDIA AUDIENCE

66K+

**SOCIAL MEDIA
FOLLOWERS**

12K+

SUBSCRIBERS

“I was just at school and my mom texts me like ‘you’re going to the White House!’ I just want them to know we are just normal and we deserve the same rights and privileges as everyone else.”



HARLEIGH WALKER (she/her)
of Alabama, who spent her fifteenth
birthday at the White House

T LDEF

Transgender Legal Defense & Education Fund

COMMUNITY SPONSORSHIP



Thursday, March 30, 2023

TLDEF's 20th Anniversary Celebration is a special celebration of our shared progress to advance full lived and legal equity for transgender and non-binary people and a powerful opportunity to support TLDEF's critical and transformational work. **Join us for a festive evening to honor those who made our first 20 years possible and to celebrate the community that is building the legal movement for trans rights.**

BENEFITS	Legacy \$20,000	Justice \$15,000	Equity \$10,000	Community \$5,000
Cocktail Reception + Afterparty	20 VIP TICKETS (+ RESERVED PROGRAM SEATING)	10 VIP TICKETS (+ RESERVED PROGRAM SEATING)	5 VIP TICKETS (+ RESERVED PROGRAM SEATING)	5 GENERAL ADMISSION TICKETS
Listing in Collateral Materials (invitations & announcements, signage, etc.)	LOGO	LOGO	LOGO	TEXT
Social Media Recognition on Event Posts	2 DEDICATED POSTS	1 DEDICATED POST	1 DEDICATED POST	
On Stage Recognition During the Event Program	✓	✓	✓	
Cocktail Reception Attribution	✓ ("Cocktail Reception sponsored by the following Legacy Sponsors...")			
Afterparty Attribution		✓ ("Afterparty Reception sponsored by the following Justice Sponsors...")		

COMMUNITY SPONSORSHIP

PRIDE AND JOY

Stories for Trans Youth

June 2023

For Pride Month, the Transgender Legal Defense and Education Fund is pleased to announce the return of Pride & Joy, a storytelling event curated especially with transgender and non-binary young people in mind. **Now in its third year, *Pride & Joy* will feature its first-ever in-person premiere, as well as a virtual screening option.**

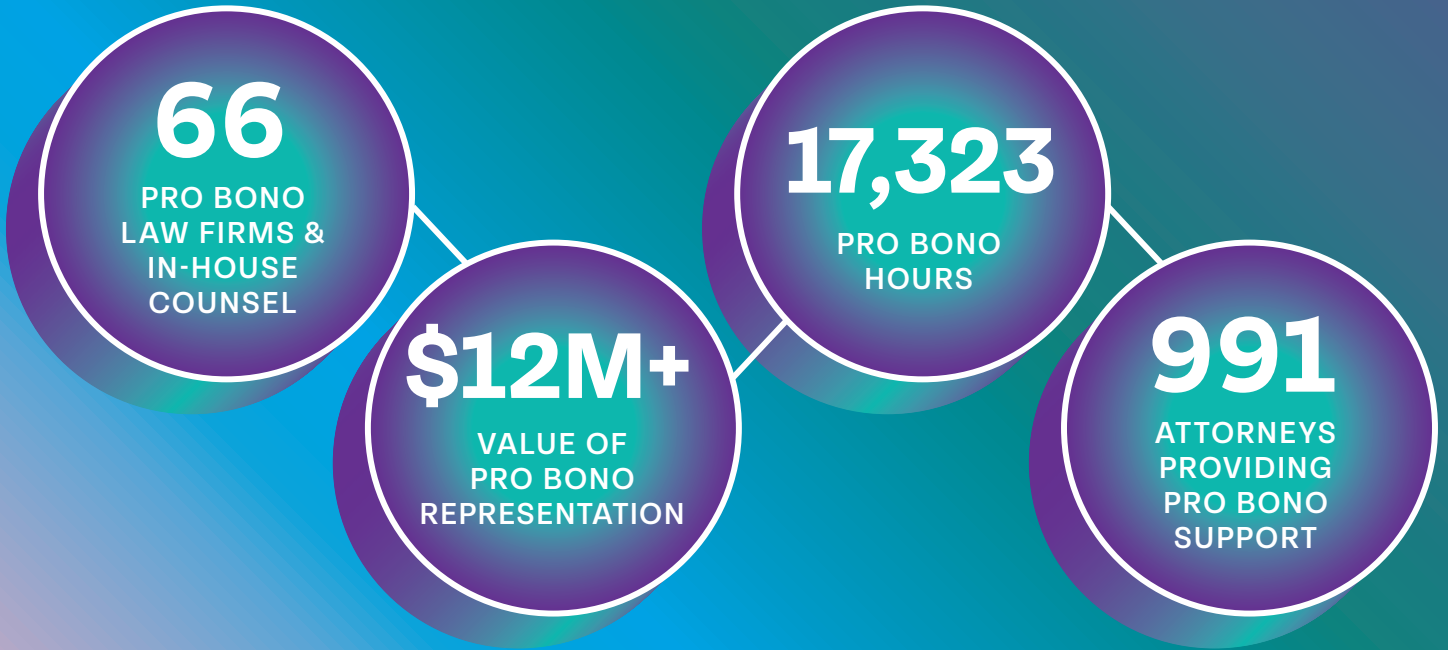
Stories can teach us, inspire us, and transport us to new realms. They allow us to see ourselves reflected in others' experiences and help us understand the world around us and our place within it. ***Pride & Joy*** creates a space where trans youth, along with their friends and families, can see themselves as part of a larger community and can experience the power of storytelling in connecting us with one another. *Pride & Joy* makes it clear to trans young people and their families, as well as the larger community, that trans lives are worthy of being celebrated.

BENEFITS	Gold \$10,000	Silver \$5,000	Bronze \$2,500
Premiere Screening & Reception	10	5	2
Virtual Screening	UNLIMITED	UNLIMITED	UNLIMITED
Guest Experience Kit	10	5	2
Branded recognition on guest experience Kit	✓		
Opportunity for 10 second video ad during program (video advertisement to be produced and provided by sponsor)	✓		
Social Media Recognition on Event Posts	2 DEDICATED POSTS	1 DEDICATED POST	1 DEDICATED POST
Recognition on Event Microsite, Emails, Digital Invitations	LOGO	LOGO	TEXT
Digital Screen Ad During Event	HALF SCREEN	QUARTER SCREEN	



**ASHTON
KOOTSILLAS**
(he/him)
Name Change Project

“I received my legal name change with the help of the Name Change Project and I couldn’t have done it without them. It means the world to me, to know that trans people do have allies and people who want to help others with being their authentic selves.”



“I personally say thank you from the bottom of my heart to TLDEF for giving me the opportunity to legalize my true identity and feel confident to show the real me to the whole world. And for the respect and admiration of so many people that look at me as a pioneering woman with the courage to be who I am now.”



**SALOME
MALDONADO**
(she/her)
Name Change Project

COMMUNITY SPONSORSHIP



TLDEF's *pro bono* partners play an indispensable role in the organization's ability to serve members of the trans community, most of whom are low-income people of color. Our signature Name Change Project provides free legal name change services through *pro bono* partnerships with attorneys at some of the nation's premier law firms and in-house counsel at *Fortune 500* companies. Leveraging the relationships we have developed

through the Name Change Project, TLDEF works with *pro bono* partners to represent transgender and non-binary individuals in litigation to ensure full equality in critical areas, including access to health care, public accommodations, safety, education, housing, and employment.

In addition to providing *pro bono* services, TLDEF's partners have supported our core programs through their generous sponsorship contributions. **TLDEF's Pro Bono Recognition Dinner is an opportunity for us to recognize your essential services and raise funds for our long-standing and critical work to end discrimination against transgender and non-binary people through test-case litigation, policy advocacy, legal services, and public education.**

BENEFITS	Premier \$25,000	Partner \$20,000	Advocate \$10,000	Associate \$5,000
Dinner seating	1 PREMIUM TABLE OF 10	1 TABLE OF 10	5 TICKETS (½ TABLE)	2 TICKETS
VIP Cocktail Reception	✓	✓		
Logo on step-and-repeat	✓	✓		
Social media recognition on event posts (Facebook, Twitter, Instagram)	2 DEDICATED POSTS	1 DEDICATED POST	1 POST	1 POST
Listing in collateral materials (invitation, program, event sponsor scroll, etc.)	LOGO	LOGO	LOGO	TEXT
On stage recognition during the event program	✓	✓		
Branded Recognition on Guest Gift Bags	✓			

SPONSORSHIP COMMITMENT FORM

We proudly commit to supporting **Transgender Legal Defense and Education Fund** at the following level(s):

NATIONAL SPONSORSHIP

- Title Sponsor**
\$75,000
- Presenting Sponsor**
\$50,000
- Platinum Sponsor**
\$35,000

20TH ANNIVERSARY CELEBRATION

- Legacy Sponsor**
\$20,000
- Justice Sponsor**
\$15,000
- Equity Sponsor**
\$10,000
- Community Sponsor**
\$5,000

PRIDE & JOY

- Gold Sponsor**
\$10,000
- Silver Sponsor**
\$5,000
- Bronze Sponsor**
\$2,500

PRO BONO RECOGNITION DINNER

- Premier Sponsor**
\$25,000
- Partner Sponsor**
\$20,000
- Advocate Sponsor**
\$10,000
- Associate Sponsor**
\$5,000

Company name as you wish it to appear on event materials:

Person we should contact for your company's logo and advertisement:

NAME

PHONE

EMAIL

Payment Information:

- PLEASE INVOICE
- CHECK ENCLOSED: PLEASE MAKE CHECKS PAYABLE TO "TLDEF"
- PLEASE CHARGE THE FOLLOWING CREDIT CARD: VISA / MASTERCARD / AMEX

ACCOUNT #

EXPIRATION DATE

NAME ON CARD

SECURITY CODE

STREET ADDRESS

CITY / STATE / ZIP

SIGNATURE

Please return to **Sue Lee Troutman**, Director of Development via email: stroutman@transgenderlegal.org, or mail: 520 8th Avenue, Suite 2204, New York, NY 10018.