



**TWIRL** to  
the **WORLD**

13th Annual Celebration of Giving

# Sponsorship Information

**We invite  
you to  
become part  
of something  
special**

**Our 13th  
annual Twirl  
to the World  
year of giving  
back!**

# What We Do

**Since April 2020, we've given over \$53,000 to local LGBTQ in need!**

**We established Twirl Assistance Program (TAP) in April 2020 to provide assistance to LGBTQ+ community members and families who are facing financial hardship.**

**We currently have three areas of focus:**

- **Direct Assistance (to individual applicants due to COVID-19)**
- **Partner Referrals (from therapists and local partner agencies)**
- **Mental Health & Wellness (to include individual therapy sessions)**

**We also provide year-round opportunities for the LGBTQ+ community and their Allies to come together in a safe, inclusive environment while building awareness, fundraising, and giving back to our local communities.**



## About Us

From our humble beginnings in 2009 when the price of admission for our inaugural event was a teddy bear for children with HIV/AIDS, to now - in our 13 years of events we have collected over 5,200 stuffed animals & toys for area children in need and donated over \$250,000 to local LGBTQ+/Ally charities and programming!

We are an all-volunteer organization and 100% of monies raised go back into the community.

Even as we evolve and grow, we remain focused on “making a difference, one step at a time.”



## WINTER AWAKENING



# Mission & Partner Agencies

Our mission is to bring relief, stability, and joy to the world through social advocacy and direct hardship assistance for vulnerable members of Charlotte's LGBTQ community, while allowing our partner agencies to focus on their core services.





## In-Kind Sponsorship

There are lots of opportunities to give of your products and services.

# Annual Sponsorship

We hope you'll consider a monthly or recurring donation to support our year-round Twirl Assistance Program (TAP) for local LGBTQ in need.

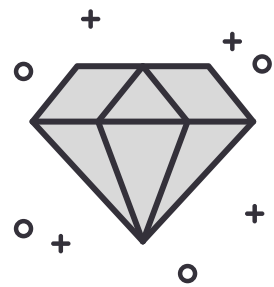
# Sponsorship Levels & Benefits



## Diamond

*Limit 1-2 Sponsorships*

**\$7,500 +**



## Platinum

*Entertainment*

**\$2,500 +**



## Gold

*Holiday Host*

**\$1,000 +**



## Silver

*Holiday Host*

**\$500-999**



## Bronze

*Holiday Host*

**\$250-499**



## Emerald

## In-Kind

*Products & Services*

**Value varies**



## Ruby

## Out-of-Town

*Ho-Ho-Host*

**\$250 +**



## Diamond

*Limit 1-2 Sponsorships*

**\$7,500 +**

Naming rights of the party (all publications: T2W presented by .....)

20 tickets to Saturday night main event

Recognition on Websites, Facebook event, Instagram, Twirl to the World page

Display on Poster and Promotional Banners the night of the event

Presented by Logo to appear on all promotional pictures

Presented by language to be added to the Facebook event and on the promotional poster

VIP Reserved table (limited number available)

Free Drink Coupons (20 & 1 Bottle service)

Current year Twirl to the World T-shirt(s)

20 tickets to Sunday afternoon tea dance



## Platinum

*Entertainment*

**\$2,500 +**

15 tickets to Saturday night main event

Recognition on Websites, Facebook event, Instagram, Twirl to the World page

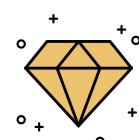
Display on Poster and Promotional Banners the night of the event

VIP Reserved table (limited number available)

Free Drink Coupons (15)

Current year Twirl to the World T-shirt(s)

10 tickets to Sunday afternoon tea dance



## Bronze

*Holiday Host*

**\$250-499**

4 tickets to Saturday night main event

Recognition during event



## Gold

*Holiday Host*

**\$1,000 +**

10 tickets to Saturday night main event

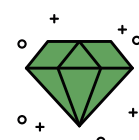
Recognition on Websites, Facebook event, Instagram, Twirl to the World page

Display on Poster and Promotional Banners the night of the event

VIP Reserved table (limited number available)

Free Drink Coupons (10)

Current year Twirl to the World T-shirt(s)



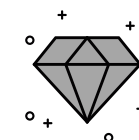
## Emerald

*In-Kind Products and Services*

**Value varies**

Sponsorship levels are calculated at half the retail value of the goods or services donated

Intended for the Auction (wreaths, goods, services, or packages, etc.)



## Silver

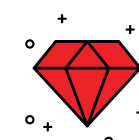
*Holiday Host*

**\$500-999**

6 tickets to Saturday night main event

Recognition during event

Current year Twirl to the World T-shirt(s)



## Ruby

*Out of Town Holiday Host*

**\$250 +**

Intended for those outside of Charlotte, NC

To be based on the HO-HO-HO Sponsorships listed previously.

Due to distributions may not be able to include all items as listed.



# Sponsorship Payment & Form

Sponsorship donations/payments can be made by check to “Twirl to the World Foundation” or by credit card online at [TwirltotheWorld.org](https://www.twirltotheworld.org)

All commitments must be received by Dec 1 for the Sponsor name/logo to be included in the promotional materials during the event.



## All Sponsors

Please complete the Sponsorship Form so we can acknowledge your gift(s).

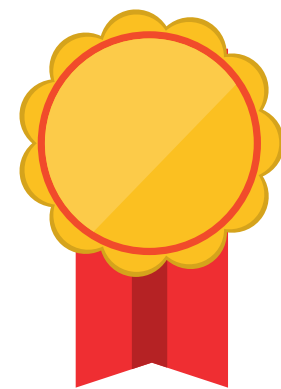
# Awards & Acknowledgements

R|R



**2020**  
**Play Gay**  
**Dance Party**

Charlotte BOB



**2020**  
**Women for Animal**  
**Welfare Award**

Humane Society



**2019**  
**Organization of**  
**the Year**

Human Rights Campaign



**2018**  
**Best Float**  
**Design**

Charlotte Pride Parade

# 2021 Winter Events



## **Bippity Boppity Gay Bingo**

**Sat | Nov 13**

Community Event: Twirl to the World is sponsoring a game!

The most unconventional fundraising event in Charlotte. This ain't your grandma's bingo!

Charlotte Convention Center



## **Signature Event**

**Sat | Dec 11**

13th Annual Holiday Party Fundraiser - Celebration of Giving

Featuring local favorite DJ Little Betty and DJ/Producer – Twisted Dee

World Night Club



## **Sunday Tea Dance**

**Sun | Dec 12**

The fun isn't over. We still have a Sunday Tea Dance with DJ Little Betty.

Twirl to the World one last time before the weekend wraps up!

Bar Argon





# Volunteer:

**Make a difference with us!**

**There are lots of opportunities to give of your time and talents.**

**Complete the Volunteer Form today!**



# Board Members

**Zuni  
Johnson**  
Co-Executive Director

**Jason  
McCraw**  
Co-Executive Director

**J.C.  
Neilson**  
Host

**Clyde  
Owens**  
Host

**David Allen  
Stout**  
Host

**Jake  
Flowers**  
Host

**Johnny  
Fletcher**  
Host

**Lucky  
Anneheim**  
Host

**Mike  
Mazza**  
Host

**Robbie  
Stavrakas**  
Host





Your support helps  
us Make a Difference  
in the lives of LGBTQ  
people in need.

Thank you.



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