



**CAPITAL QUEER PROM**  
MARCH 24, 2012 IN WASHINGTON, DC

Dear Valued Supporter,

We're hosting a fun and fabulous carnival on Saturday, March 24, 2012, that will attract hundreds of festive attendees. Will you join us?

The Capital Queer Prom is now in its 6th fantastic year, and we're celebrating with a weekend of exceptional events.

**SIXTH ANNUAL CAPITAL QUEER PROM  
~ CARNIVAL EXTRAVAGANZA ~**

Did you know that most lesbian, gay, bisexual, transgender, and queer/questioning (LGBTQ) adults did not attend their school prom? Uncomfortable or scared, they denied their true feelings to avoid social rejection or worse—the risk of physical harm.

Since its debut, the Capital Queer Prom has given more than 1,800 LGBTQ adults (ages 21 to 80+) an opportunity to enjoy the special magic of a second-chance prom. And, our upcoming gala will be the most thrilling to date!

**PLAY GAMES OF SKILL FOR A GREAT CAUSE!**

On Saturday, March 24, 2012, B.O.I. Marketing & Promotions will host Carnival Extravaganza at the luxurious Almas Shriners Ballroom, in downtown Washington, DC.

With your generous sponsorship, 400+ guests will enjoy a fun-filled evening that includes a variety of interactive carnival games and entertainment, plus cocktails and canapés, dancing, a sensational Silent Auction, and Prom Photos, all leading to the Crowning of the 2012 Prom King and Queen. Each guest will also receive a *Capital Queer Prom Yearbook*, as well as a gift bag.

In addition to Saturday night's Carnival of Delights, there will be a Dazzling and Delicious Drag Brunch on Sunday, March 25, at Nellie's, in DC's trendy U Street NW Corridor.

**YOUR SUPPORT CAN MAKE A DIFFERENCE...**

Each year, we select a local non-profit organization to receive a portion of the event's proceeds. Thanks to our generous Sponsors, we have already made substantial contributions to One In Ten/Reel Affirmations, The Wanda Alston House, Women in the Life, The Women's Collective, and the Youth Pride Alliance.

**...AND CHANGE SOMEONE'S LIFE FOR THE BETTER!**

We are happy to announce that the beneficiary of the 6th Annual Capital Queer Prom is Transgender Health Empowerment (T.H.E.). This local non-profit is the only Washington, DC, metro area service organization solely dedicated to supporting the transgender community. The mission of T.H.E. Inc. is to enhance the quality of life of the diverse transgender populations they serve by advocating for and supporting a continuum of programs related to health and social services. In fulfilling their mission, they seek to unify and empower the transgender, lesbian, gay, and bisexual communities.

With the ongoing reports of transgender people being aggressively bullied and harmed in the metropolitan area—and the consequences of this discrimination—we remain steadfast in our support of our entire LGBTQ Community!

**GAZE INTO OUR CRYSTAL BALL  
GOOD FORTUNE IS IN YOUR FUTURE!**

As a Sponsor of the 6th Annual Capital Queer Prom: Carnival Extravaganza, you'll reach a lucrative market of brand-loyal LGBTQ adults (ages 21 to 80+). Your sponsorship could generate good fortune—for both your organization and Transgender Health Empowerment.

Please review the enclosed information and consider supporting this unique event.

We look forward to working with you and making the 6th Anniversary of the Capital Queer Prom a spectacular gala for the adult LGBTQ Community!

Sincerely,

Eboné F. Bell  
B.O.I. Marketing & Promotions, LLC  
[www.boimarketing.com](http://www.boimarketing.com)  
[info@boimarketing.com](mailto:info@boimarketing.com)

# The 6th Annual Capital Queer Prom

~CARNIVAL EXTRAVAGANZA~

*The Prom You Never Had, But Always Wanted!*

*A Formal Gala in the Nation's Capital for the Adult LGBT Community*



To Benefit  
**Transgender Health Empowerment (T.H.E.)**  
non-profit 501(c)(3)

**Saturday, March 24, 2012**

**Almas Shriners Ballroom**  
1315 K Street NW  
Washington, D.C.

**7:30 p.m. – 11:30 p.m.**

# THE 6TH ANNUAL CAPITAL QUEER PROM TO BENEFIT TRANSGENDER HEALTH EMPOWERMENT

## EVENT INFORMATION

Saturday, March 24, 2012 – Sunday, March 25, 2012	
<b>EVENT VENUE</b>	<b>Almas Shriners Ballroom</b> 1315 K Street NW, Washington DC 20005
<b>PROM BRUNCH VENUE</b>	<b>Nellie’s Drag Brunch (Washington, DC)</b>
<b>HOSTED BY</b>	<b>B.O.I. Marketing &amp; Promotions, LLC</b>
<b>PROM BENEFICIARY</b>	<b>Transgender Health Empowerment (T.H.E.) 501(c)(3)</b>
<b>THEME</b>	<b>Carnival Extravaganza</b>
<b>PROM PHOTOGRAPHY BY</b>	<b>P.H. Photography</b>
<b>OFFICIAL LIMOUSINE SERVICE</b>	<b>Chariots for Hire</b>
<b>SPONSORSHIP INFO</b>	<p>The 6th Annual Capital Queer Prom is a great opportunity for companies of all sizes to display and promote their products and services. Demographics show that the U.S. LGBT Community cuts across all lifestyles, ethnic groups, and generations, boasting over \$641 billion in buying power (<i>according to Witeck-Combs Communications</i>).</p> <p>Gays and lesbians continue to be brand-loyal consumers and we would like to offer the opportunity for your company’s brand to be embraced and supported by the hundreds of adult men and women who will attend this event.</p>
<b>REACH OUT TO OUR COMMUNITY</b>	<ul style="list-style-type: none"> <li>• The Capital Queer Prom website receives over 18,000 monthly page views</li> <li>• Attendees from across the nation: DC, MD, VA, CA, DE, GA, OH, NY, PA, WA</li> <li>• Each year we are committed to a non-profit organization who embodies our mission of inclusivity of the LGBT Community</li> <li>• Our ongoing partnerships include: Baltimore Gay Life, Every Q, Hank’s Oyster Bar, HRC Store, Nellie’s Sports Bar, The Mautner Project, Metro Weekly, Miller Lite, The Washington Mystics, and Youth Pride Alliance, which combined has a reach of over half a million</li> </ul>
<b>CONTACT INFORMATION</b>	<p><i>Estimated 400-450 attendees are expected to attend this year’s event</i></p> <p><b>B.O.I. Marketing &amp; Promotions, LLC</b> Eboné F. Bell, <i>Founder and Chief Operating Officer</i> PO Box 22753 Alexandria, VA 22304 301-873-7365 <a href="http://www.boimarketing.com">www.boimarketing.com</a></p> <p><b>Transgender Health Empowerment (T.H.E.)</b> Brian Watson, 1414 North Capital Street NW Washington, DC 20002 <a href="http://www.theincdc.org">www.theincdc.org</a></p>

# THE 6TH ANNUAL CAPITAL QUEER PROM TO BENEFIT TRANSGENDER HEALTH EMPOWERMENT

## 2011-2012 SPONSORSHIP OPPORTUNITIES

### PLATINUM SPONSOR \$5,000 and above

#### BENEFITS

- Full page ad in the 6th Annual Capital Queer Prom Yearbook Program
- Sponsor level listing in the 6th Annual Capital Queer Prom Yearbook Program
- Logo or Company Name on all major newspaper ads for Prom
  - (over 200,000 print readers)
- Hyperlinked logo on Capital Queer Prom website
  - (which receives over 15,000 monthly page views)
- Logo and/or Company Name on Day of Event Continuous Slide Show
- Logo and Company Name on Transgender Health Empowerment Email Blast Sent Out Once A Month For Four Months
  - (Over 1000 on T.H.E. Listserv)
- Public acknowledgement & announcement at upcoming Transgender Health Empowerment events and functions prior to the Prom
- Public on-stage acknowledgment to over 400 Prom attendees
- VIP Table Sponsor at Prom event
- Table Sponsor at Prom Brunch on Sunday, March 25
- Listing in Prom-related press releases
- Opportunity to provide your own banner to be displayed at the Prom venue
- Provide a small gift for the “Prom Gift Bag” which will be given to over 400 Prom attendees
- Opportunity to provide promotional or informational materials for our give-away/information table
- Opportunity to provide premium gift item for the Silent Auction
- 4 complimentary tickets to the 6<sup>th</sup> Annual Capital Queer Prom valued at \$340

# THE 6TH ANNUAL CAPITAL QUEER PROM TO BENEFIT TRANSGENDER HEALTH EMPOWERMENT

## 2011–2012 SPONSORSHIP OPPORTUNITIES

### GOLD SPONSOR \$2,500 Contribution

#### BENEFITS

- Half page ad in the 6th Annual Capital Queer Prom Yearbook Program
- Sponsor level listing in the 6th Annual Capital Queer Prom Yearbook Program
- Logo or Company Name on all major newspaper ads for Prom
  - (over 200,000 print readers)
- Hyperlinked logo on Capital Queer Prom website
  - (which receives over 15,000 monthly page views)
- Logo and/or Company Name on Day of Event Continuous Slide Show
- VIP Table Sponsor
- Table Sponsor at Prom Brunch on Sunday, March 25
- Provide a small gift for the “Prom Gift Bag” which will be given to over 400 Prom attendees
- Opportunity to provide promotional or informational materials for our give-away/information table
- Opportunity to provide premium gift item for the Silent Auction
- 3 complimentary tickets to the 6<sup>th</sup> Annual Capital Queer Prom valued at \$255

# THE 6TH ANNUAL CAPITAL QUEER PROM TO BENEFIT TRANSGENDER HEALTH EMPOWERMENT

## 2011-2012 SPONSORSHIP OPPORTUNITIES

### SILVER SPONSOR \$1,000 Contribution

#### BENEFITS

- Quarter page ad in the 6th Annual Capital Queer Prom Yearbook Program
- Sponsor level listing in Capital Queer Prom Commemorative Yearbook
- Hyperlinked logo on Capital Queer Prom website
  - (which receives over 15,000 monthly page views)
- Premium Table Sponsor
- Opportunity to provide premium gift item for the Silent Auction
- Opportunity to provide promotional or informational materials for our give-away/information table
- 2 tickets to the 6<sup>th</sup> Annual Capital Queer Prom valued at \$170

# THE 6TH ANNUAL CAPITAL QUEER PROM TO BENEFIT TRANSGENDER HEALTH EMPOWERMENT

## 2011-2012 SPONSORSHIP OPPORTUNITIES

### **BRONZE SPONSOR** **\$500 Contribution**

#### **BENEFITS**

- Hyperlinked logo on Capital Queer Prom website
  - (which receives over 15,000 monthly page views)
- 1/8 page ad in the Capital Queer Prom Yearbook Program
- Sponsor level listing in the Capital Queer Prom Yearbook Program
- 1 ticket to the 6<sup>th</sup> Annual Capital Queer Prom valued at \$85

### **COMMUNITY PARTNER** **\$250 Contribution**

#### **BENEFITS**

- Hyperlinked logo on Capital Queer Prom website
  - (which receives over 15,000 monthly page views)
- Sponsor level listing in Capital Queer Prom Yearbook Program

### **DEADLINES FOR CONTRIBUTIONS:**

**PLEASE NOTE THAT ALL DONATIONS MUST BE RECEIVED BY  
FRIDAY, MARCH 9, 2012.**

## SPONSOR PLEDGE FORM

Name: \_\_\_\_\_

Company/Organization: \_\_\_\_\_ Title: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_ Web site: \_\_\_\_\_

### Sponsor Levels

Platinum Sponsor (\$5,000)

Gold Sponsor (\$2,500)

Silver Sponsor (\$1,000)

Bronze Sponsor (\$500)

Community Partner (\$250)

I am not able to attend. Enclosed is my contribution \$ \_\_\_\_\_

### Method of Payment

Please send an invoice. I (we) understand payment is required prior to the event.

A check is enclosed. (Please make checks payable to Transgender Health Empowerment)

Transgender Health Empowerment is a 501(c) (3) not-for-profit organization. Please return this pledge form along with payment to:

**Transgender Health Empowerment  
Attn: Brian Watson, Capital Queer Prom  
1414 North Capitol Street NW  
Washington, DC 20002**

Email: [info@boimarketing.com](mailto:info@boimarketing.com)

Email: [bwatson@theincdc.org](mailto:bwatson@theincdc.org)

[www.capitalqueerprom.com](http://www.capitalqueerprom.com) ~ [www.theincdc.org](http://www.theincdc.org)

Please make your checks payable to "Transgender Health Empowerment".  
**All Sponsor Contributions Are Tax-Deductible.**

## **ABOUT TRANSGENDER HEALTH EMPOWERMENT:**

Transgender Health Empowerment, Inc. (T.H.E.) was originally founded in 1996 by transgenders for transgenders. Initially, T.H.E. operated as an African American focused, non-profit, community-based organization to address the housing, employment, health care, and disease prevention needs of transgender clients. However, based on the results of numerous community needs assessments, it became clear there was a need to be more inclusive in serving diverse populations. Thus, as part of an ongoing strategic planning process, T.H.E. broadened its mission to enhance the quality of life of the diverse transgender populations we serve by advocating for and supporting a continuum of health and social services. In fulfilling their mission, they seek to unify and empower the transgender, lesbian, gay, and bisexual communities.

Based on more than a decade of experience, T.H.E. is uniquely positioned to positively reach and serve diverse TGLB populations. Since its inception, the agency has grown from a handful of volunteers to an organization of highly dedicated, culturally competent staff with a wealth of experience in serving the needs of their clients. Their successful track record in providing supportive housing, health promotion, disease prevention, and related programs not only continues to positively impact the lives of the populations we serve, but also contributes to a steadily increasing number of partner agencies that are sensitive to the needs of transgender, gay, lesbian, and bisexual individuals.

T.H.E. envisions a world where all human beings living the transgender experience possess basic human rights. They are dedicated to ending discrimination and stigmatization targeting the transgender, gay, lesbian, and bisexual communities. They strongly support each person's ability to declare his or her own gender identification and sexual orientation without fear of reprisal.

## **ABOUT B.O.I. MARKETING & PROMOTIONS, LLC:**

Since 2006, B.O.I. Marketing & Promotions, LLC (formerly B.O.I. Productions) has been "Bringing OUT Ideas" to achieve exceptional results for clients and create popular events for the LGBT Community. The company continues to develop new and exciting events for the queer community, such as the Capital Queer Prom, Ladies First, Capital Pride & Reel Affirmations festival parties, and the 2009 Women's Bar Crawl.

B.O.I. is also committed to giving back to the community. Their involvement includes support of numerous non-profit organizations through B.O.I. promotional events, sponsorships, and hands-on volunteer efforts. In addition, young adults have the opportunity to learn about marketing, while assisting with grassroots promotional efforts for local firms. B.O.I. has donated to and supported such organizations as DC Black Pride, Capital Pride, Capital Area Gay & Lesbian Chamber of Commerce, The Mautner Project, Whitman-Walker Clinic, One In Ten/Reel Affirmations, Lesbian Services Program, The Women's Collective, The Wanda's Will Project/ Women in the Life Association, and The Wanda Alston House.

B.O.I. Marketing & Promotions continues to offer premier social events in an open and accepting environment and create a variety of opportunities for the queer community to connect, network, socialize, and have fun.