

# OPPORTUNITIES DECK



[www.inclusiontn.org](http://www.inclusiontn.org)  
2817 West End Avenue #126-166  
Nashville, TN 37203



# FROM OUR EXECUTIVE DIRECTOR

Dear Friend,

We are an organization committed to enriching the lives of the diverse LGBTQIA+ community in Tennessee.

Since our formation in August 2021, we have been ceaselessly working to provide a broad spectrum of programs and support services for our community. Our initiatives range from youth programming and peer support groups for older adults to health and wellness initiatives and a comprehensive suite of services for our transgender and gender-expansive community members.

Inclusion Tennessee was born out of a deep commitment to justice, equity, and liberation for all, especially those within the LGBTQIA+ community. We see our work as more than just providing services – we are building a future where everyone can thrive, regardless of their identity.

The past year has seen us rise to the challenge of supporting our community during the height of significant legislative attacks on the queer and trans communities across Tennessee, the South, and the country. We activated support programming for transgender and gender-expansive families to access out-of-state care, developed a drag support fund for entertainers whose livelihoods were threatened by legislation, and in partnership with multiple agencies, organized rallies, protests, phone banks, vigils, and community events.

While we are proud of our accomplishments, we recognize that there is still much work to be done. This is where we hope you can help. Your sponsorship can help us continue to provide these vital services and expand our reach further within the community.

Your support will directly impact lives and contribute to the creation of a world where everyone can belong and thrive.

We are deeply grateful for your consideration and look forward to the possibility of partnering with you in our mission to serve the LGBTQIA+ community. If you have any questions or would like further information, please do not hesitate to contact me.

Thank you for your time and consideration.



phil cobucci (they/them)  
Executive Director + Founder  
inclusion tennessee  
phil@inclusiontn.org



**2024**

**CONTENTS**

**01 ABOUT US**

**02 OUR PROGRAMS**

**03 OPPORTUNITIES**

**04 SPECIFICATIONS**



## OUR STORY

**inclusion tennessee** was conceived following a one-year community needs assessment of the lesbian, gay, bisexual, transgender, and queer community throughout Middle Tennessee in 2019. In 2021, the organization was founded by our Executive Director, Phil Cobucci, and thirteen community members, the new year started off with development of community-led task forces that were charged with creating additional proposals as companion elements to the five specific recommendations from the aforementioned community visioning project. After uncertainty from the pandemic, the continual rise of violence on black, brown, gold and transgender bodies, the diminishing of latinè people, criminalization of our friends experiencing homelessness, failed support mechanisms for mental health needs, the rapid increase in gun violence, and the overall lack of belonging for the most marginalized, we felt the need to act in a way that focused on the justice and liberation for all people — especially those who are part of our LGBTQIA+ community. The need to do something with a bold vision for our people galvanized these community leaders and inclusion tennessee was born with the mission to connect people, opportunities, and resources to enrich and enhance the lives of the multi-faceted LGBTQIA+ community.

## OUR VISION

**TO LIVE IN A PLACE  
WHERE WE ALL  
BELONG  
AND THRIVE.**



# OUR PROGRAMS

## embrace

our work dedicated to collaboration and collective impact throughout the lgbtqia community in the us south

## flourish

lgbtqia health + wellness



our multigenerational efforts focused on a whole health wellness from both physical and mental healthcare, with western and eastern practice.

## GATHER

our efforts related to curating and building safe spaces throughout the state of tennessee for the lgbtqia+ community to live authentically.



part of our efforts to support the transgender and gender expansive communities in need of name change services in tennessee.



our youth programming efforts targeted to 14-24 young people. these young leaders are trained, given opportunities, and projects to build initiatives.

## OUR PROGRAMS

inclusion tennessee engages in a variety of efforts from youth programming to older adult peer support groups and resources, health and wellness initiatives, networking groups, testing programs, sexual education, and a comprehensive suite of services for transgender and gender-expansive individuals. The organization is constantly assessing how best to serve the queer community throughout the region through research and community engagement to ensure community input is at the core of the program. The aim is to promote justice and equity for our trans, queer, black, brown, and gold communities throughout the state by collaborating with those who share a bold vision of a future where liberation is championed.

In terms of recent accomplishments, six months after our public launch in January of 2023, during the height of significant legislative attacks on the queer and trans communities across Tennessee, the South, and the country, inclusion tennessee answered a call to serve. We activated support programming for transgender and gender-expansive families to access out-of-state care in partnership with the Campaign for Southern Equality. We also developed a drag support fund for entertainers whose livelihoods were threatened by legislation. Further, in partnership with multiple agencies, we organized rallies, protests, phone banks, vigils, and community events to support our most marginalized members during a great time of need.

As the organization continued to grow over the last year, our programs expanded to embrace the lives of all different identities and lived experiences within our rainbow community. We desire to see everyone have the opportunity to flourish, so we can gather safely — and thrive in communities that are built around acceptance, love, and support.

Our vision is clear: To live in a place where everyone belongs and thrives. Everyday, our work is driven by this vision.

## HOW DO WE MEASURE IMPACT?

inclusion tennessee bases our programs and services on research and data. Just like we began with the Community Visioning Project, we do not build or launch a new effort without having completed focus groups and additional research. This ensures that the need in their communities exists and that real impact will be made through the creation of new services or programs.

Beyond this, each program and effort that we offer are clearly defined annual goals and quarterly key performance indicators. These are reviewed with program coordinators, the Executive Director, and the Board of Directors. We also engage with the community through a newly developed Community Advisory Board that meets on a quarterly basis. These CAB members have the opportunity to share their feedback about our programming, stay connected to our work, volunteer, and more. This helps inclusion tennessee ensure that our efforts are effectively meeting the needs of the community.

On an annual basis, we seek feedback from key stakeholders and partners to gauge satisfaction with the organization's work and identify areas for improvement through annual reviews and partnership meetings.

## SPONSOR A PROGRAM EVENT OR SERIES

Sponsoring inclusion tennessee would mean supporting an organization deeply committed to the LGBTQIA+ community throughout Tennessee. Through our crucial services such as youth and adult programming, health and wellness initiatives, and comprehensive suite of services for transgender and gender-expansive individuals — our community sees us as a resource for safety, connection and community. We are dedicated to promoting justice, equity, and liberation for all, especially for marginalized individuals within the LGBTQIA+ community. We act swiftly in our advocacy as a response to legislation affecting their community and have demonstrated their efficacy through successful initiatives like the name and gender marker change project. Our vision for the future is clear, and we are constantly assessing and developing our services based on community needs and feedback. Your support and sponsorship would contribute to the continuity and expansion of these vital services.

## SPONSOR A SIGNATURE FUNDRAISER

Throughout the calendar year, inclusion tennessee organizes two primary fundraisers that are integral to supporting our ongoing efforts within the LGBTQIA+ community. These fundraising events serve not only as the main source of our organization's funding, but they are also designed as a platform for the community to come together in a safe, inclusive and celebratory environment. Each event is an opportunity to honor and recognize the strides we have made so far in advocating for LGBTQIA+ rights and inclusivity. Furthermore, these occasions serve as a powerful reminder of the work that still lies ahead of us. They help drive awareness about the ongoing challenges faced by the LGBTQIA+ community and reinforce the collective responsibility to address them. Ultimately, these fundraisers are a testament to our community's resilience, unity, and unwavering commitment to equality and justice for all.

## RUN AN ADVERTISEMENT IN OUR JUNE MAGAZINE

Our annual magazine highlights the resilient, inspiring, and revolutionary stories of our community. This timeless publication features memorable articles, beautiful photography, and valuable resources, making it a keepsake for months to come. With a circulation of 15,000 copies, it reaches the proud and brand-conscious subscribers of Nashville Lifestyles magazine in June. Furthermore, it's distributed at various hotels, bars, restaurants, and exclusive events throughout Nashville and Middle Tennessee. The complete edition is also available online.



# PROGRAM SPONSORSHIP

# OPPORTUNITIES

	SILVER   ONE EVENT	GOLD   TWO EVENTS	PLATINUM   ALL YEAR
	\$750	\$1,500	\$3,000
	\$1,500 MULTIPLE AVAILABLE	\$4,000 3 SPONSORSHIPS AVAILABLE	\$10,000 2 SPONSORSHIPS AVAILABLE
	\$2,500 MULTIPLE AVAILABLE	\$5,000 3 SPONSORSHIPS AVAILABLE	\$10,000 2 SPONSORSHIPS AVAILABLE
	\$1,500 MULTIPLE AVAILABLE	\$4,000 3 SPONSORSHIPS AVAILABLE	\$10,000 2 SPONSORSHIPS AVAILABLE
	\$1,000 MULTIPLE AVAILABLE	\$3,000 4 SPONSORSHIPS AVAILABLE	\$6,500 2 SPONSORSHIPS AVAILABLE
	\$1,250 Provides 5 Legal Name Changes	\$3,000 Provides 10-12 Legal Name Changes	\$5,500 Provides 20-22 Legal Name Changes
	\$1,000 MULTIPLE AVAILABLE	\$3,500 4 SPONSORSHIPS AVAILABLE	\$5,500 2 SPONSORSHIPS AVAILABLE
	\$1,000 MULTIPLE AVAILABLE	\$2,000 4 SPONSORSHIPS AVAILABLE	\$5,500 2 SPONSORSHIPS AVAILABLE

Your support of our programs at inclusion tennessee will not only increase visibility and awareness of our organization and its mission, but more importantly, it will create a lasting impact for the people we serve throughout Middle Tennessee. Our advocacy for LGBTQIA+ justice in our communities is carried out through meaningful and enduring partnerships with other organizations. These partners may not have specific funds allocated for this population, but they believe in equity and belonging.

Your financial contribution allows us to bring these programs to towns and neighborhoods where LGBTQIA+ support is most needed. It also aids in expanding our efforts in major markets where our communities continue to grow and require resources to flourish.

	SILVER   ONE EVENT	GOLD   TWO EVENTS	PLATINUM   ALL YEAR
<b>SPONSORSHIP INCLUDES</b>	Supporting Sponsor Title Digital / Print Logo Presence Social Media Mention(s)	Supporting Sponsor Title Digital / Print Logo Presence On Stage Moment Social Media Mention(s) Email + Web Listing	Presenting Sponsor Title Event Activations Digital / Print Logo Presence On Stage Moment Social Media Mention(s) Brand Mention in Press Email + Web Listing

## SPONSOR A SIGNATURE FUNDRAISER

Inclusion Tennessee holds two key fundraisers annually, which are vital to our LGBTQIA+ programmatic and advocacy efforts. These events not only fund our statewide efforts, but also provide a safe, inclusive, and celebratory platform for the community. They celebrate our achievements, highlight ongoing challenges, and reinforce collective responsibility. They represent our community's resilience, unity, and commitment to equality and justice.



The All Ages LGBTQ Prom provides a safe and inclusive space for people of all ages in the LGBTQIA+ community to gather and celebrate. This event is designed to provide a safe, inclusive, and celebratory space for members of the LGBTQIA+ community of all ages. It's a chance to enjoy a traditional rite of passage that some may have missed out on due to societal prejudices and discrimination.

The event is filled with music, dance, and a welcoming atmosphere where everyone can freely express themselves. It's an opportunity for attendees to make memories, form friendships, and experience a sense of belonging and acceptance.

Please note that while the event is all-inclusive, it also ensures safety and appropriateness for all attendees, with particular consideration given to younger participants and older adults.

**Our next All Ages LGBTQ Prom is scheduled for June 8th.** We are looking forward to a fabulous night of celebration, acceptance, and joy.



Sparkle is an electrifying evening honoring the vibrant talents of Nashville's queer community! It's a celebration of unique music and captivating performances.

The event features live performances, allowing attendees to experience the raw talent and passion of local LGBTQ+ artists. They take the stage to share their stories through music and performance art.

There is also an art exhibition, where attendees can dive into a world of creativity. This exhibition showcases works by talented queer artists from across Nashville. It's a chance to discover unique pieces that encapsulate the heart and soul of the LGBTQ+ experience.

# SIGNATURE EVENT SPONSORSHIP

# OPPORTUNITIES

	Red \$20,000+	Orange \$15,000+	Yellow \$10,000+	Green \$7,500+	Blue \$5,000+	Purple \$2,500+
PRESENTING SPONSOR <i>only one available per event</i>	X					
SUPPORTING SPONSOR		X	X			
ON STAGE MOMENT <i>three minutes maximum</i>	X	X	X			
ON-SITE ACTIVATION	X 20x10	X 20x10	X 10x10	X 10x10	X 10x10	
FULL PAGE AD IN DIGITAL PROGRAM	X	X	X			
HALF PAGE AD IN DIGITAL PROGRAM				X	X	X
STATIC LOGO INCLUSION IN VIDEO REEL	X	X	X	X	X	X
COMMERCIAL REEL PLAYED AT EVENT	X	X	X			
LOGO PRESENCE ON EVENT SIGNAGE* <small>Digital Invitations, Corporate Sponsor Page, Digital Event Program</small>	X	X	X	X	X	X
BRAND MENTIONS IN PRESS RELEASES	X	X	X <small>SELECT RELEASES</small>			
DEDICATED SOCIAL MEDIA FEATURE	X	X	X			
INCLUSION IN SOCIAL MEDIA FEATURE				X	X	X
YEAR ROUND LISTING AS BRAND SUPPORTER	X	X				
PRIDE JEDI TRAINING FOR YOUR BUSINESS	X	X	X	AVAILABLE AT DISCOUNT	AVAILABLE AT DISCOUNT	AVAILABLE AT DISCOUNT
FEATURE IN WEEKLY 5	X	X	X	X		
EVENT TICKETS	20	12	8	6	4	2

\*MUST CONFIRM 90 DAYS BEFORE EVENT

Our 2024 events are set to create iconic moments that convey a powerful message and demonstrate the purpose and mission of our work in Tennessee. Your brand's support will connect with a broad audience of tastemakers and influencers from the LGBTQ+ and allied communities. This opportunity allows your brand to make a significant impact and connect with communities that need our support the most.

Commitment Deadline: May 15, 2023

To learn more about corporate partnership opportunities, please contact:  
info@inclusiontn.org

Custom Sponsorship Opportunities Available Upon Request

# RUN AN ADVERTISEMENT IN OUR JUNE MAGAZINE

Inclusion Tennessee was founded with the mission to connect the multi-faceted LGBTQIA+ population to programs, services, and resources through the state of Tennessee. Our annual magazine is focused on telling the stories of our community, who are resilient, inspiring and revolutionary. This evergreen production will be a piece that you will want to hold on to for months with memorable articles, beautiful photography, and resources worth staying connected to.

## CIRCULATION

15,000 copies sent to Nashville Lifestyles magazine's most proud, trendy brand aware subscribers this June, and will be distributed various hotels, bars, restaurants, and exclusive events around Nashville and Middle Tennessee. Complete edition also available online.



FULL PAGE W/ BLEED 8.75 X 8.75 (TRIM: 8.5 X 8.5)	1/2 VERTICAL 3.85 X 7.95	QUARTER 3.825 X 3.9	1/2 HORIZONTAL 7.75 X 3.9
		QUARTER 3.825 X 3.9	

\*quarter and half ads do not bleed

TWO PAGE SPREAD  
BLEED 17.25" x 8.75" NON-BLEED 17" x 8.5"



# ADVERTISING RATES IN JUNE MAG

OPPORTUNITIES

## Three ways to partner with us...

### Display Ad Pages

These ads allow creative freedom and are placed throughout the book.

2 Page Spread	\$2,980
Full Page	\$1,920
1/2 Page	\$920
1/4 Page	\$520
Back Cover	\$2,900
Inside Front Cover	\$2,330
Inside Back Cover	\$2,230
Page 1	\$1,990

#### Add 10% for premium or guaranteed positions:

Table of Contents: 1/2 page horizontal

Editor's Letter: 1/2 page vertical

Masthead: 1/2 page vertical

Illustrative and special, map-related content: full page

### LGBTQ+ Resource Guide

As part of our commitment to connect our multi-faceted community to services and resources, choose to be included in our resource guide in the back of our magazine. 1/8 page ad, exclusive opportunity. Nonprofit only.

1/8 Page	\$279
1/4 Page	\$419

### Digital Ads

Participate in a digital ad campaign via our robust social, email and video channels. Custom packages are available when combined with a print ad component.

## STATS

#### IN THE NEXT 12 MONTHS

**94%** PLAN TO SPEND ON DINING AND ENTERTAINMENT

**81%** PLAN TO SPEND ON WOMEN'S APPAREL

**68%** PLAN TO SPEND ON MEN'S APPAREL

**65%** PLAN TO SPEND ON TRAVEL & VACATIONS



**70%**

OF READERS ARE BETWEEN THE AGES OF 25-54



**65%**

PRIMARILY IDENTIFY WITH THE MALE EXPERIENCE



**35%**

PRIMARILY IDENTIFY WITH THE FEMALE EXPERIENCE

**THANK YOU FOR SUPPORT**

**[inclusiontn.org/sponsor](https://inclusiontn.org/sponsor)**

