

It's time to Celebrate!

Want to be part of something big? We invite you to come along with us as we empower the work of LGBTQ+ non-profit organizations across the Charlotte region.



The Plus Collective is a giving program and foundation whose goal is to positively impact non-profit organizations serving the LGBTQ+ community.

Since our founding in 2003 as the Charlotte Lesbian and Gay Fund, The Plus Collective has awarded over \$1.8 million in grants to organizations throughout Charlotte-Mecklenburg that directly support the LGBTQ+ community and fund programs that seek to cultivate alliances in the broader community.

WHY THE PLUS COLLECTIVE?

Simply put, we take the guesswork out of which organizations need support the most and we make it easy!

With so many LGBTQ+ non-profit organizations in the Charlotte area, it can sometimes be a daunting task to figure out where your support and donations will make the largest positive impact. The Plus Collective allows you to be strategic with your donations supporting the LGBTQ+ community through our aggregated fundraising and grant model.

We award grants to local community non-profit organizations doing the most for LGBTQ+ individuals and help to ensure your thoughtful gift goes as far as it can.

Our grants provide funds for general operating costs, as well as support initiatives such as providing insurance premium assistance to LGBTQ+ individuals living with HIV, providing funds for transgender medical services, providing economic mobility assistance to LGBTQ+ individuals, and providing access to summer camps for LGBTQ+ youth.

Through our robust grantee application and selection process, we ensure funds are going towards organizations whose programs will generate the most impact for the Charlotte LGBTQ+ community.



CONTACT US AT INFO@THEPLUSCOLLECTIVE.ORG



Impact & Dollars

47

Unique Local
LGBTQ+ and Ally
Organizations Funded

\$1.8M

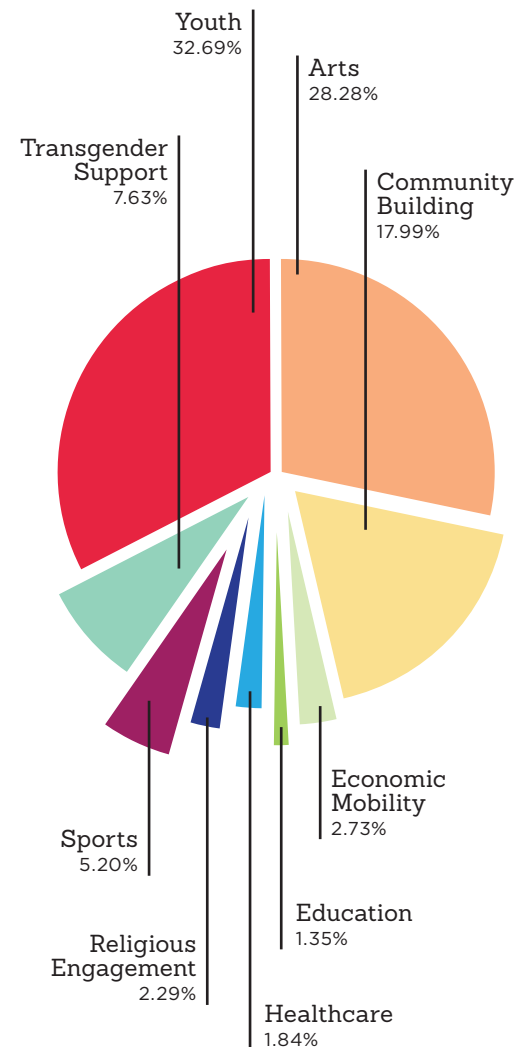
Grants Awarded to
Charlotte Area
Organizations

3,500+

SOCIAL MEDIA FOLLOWERS

2,500+

EMAIL CONTACTS



HOW CAN YOU GET INVOLVED?

One of the most impactful ways to support The Plus Collective is through our Corporate & Community Sponsor program. Supporting The Plus Collective through one of our sponsorship opportunities gives your business or organization visibility across the Charlotte LGBTQ+ community and signals that your organization values diversity, belonging and inclusion.

We invite you to review the various Corporate & Community Sponsor levels listed within – and encourage you to reach out with any questions. The benefits can be customized to meet your corporate goals and strategic needs.



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It's time to Celebrate...
and we want you to be part of it.
We look forward to welcoming you
as a sponsor.

Levels of Sponsorship

	Presenting \$25,000	Diamond \$10,000	Platinum \$5,000	Gold \$2,500	Silver \$1,000	Bronze \$500	Partner \$250
Speaking role/video at signature fundraising event	+						
Verbal recognition at signature fundraising event	+	+	+				
Logo included in printed event promotional materials	+	+	+	+	+	+	+
Logo included in event slideshows	+	+	+	+	+	+	+
Logo and website link included on TPC's website	+	+	+	+	+	+	+
Logo included on ticketing/donation platform for all ticketed events	+						
Tickets to each ticketed fundraising event throughout the year	10	8	6	4			
Tickets to each ticketed community event throughout the year	10	8	6	4	4	2	2
Promotion on TPC's social media platforms	4x/year	2x/year	1x/year	1x/year			
Employee volunteer opportunity at signature in-person fundraising event	+	+					
Invitation to all virtual and donor events	+	+	+	+	+	+	+

Sponsorships at amounts between the levels listed will be aligned to the lower of the two levels (i.e. \$1,500 sponsorship would be aligned to Silver.) Sponsorship level calculated at 50% of total retail cost of goods/services for in-kind donations. Benefits customization available on case-by-case basis.