

**National Marriage Equality Tour
2009/2010**

**Sponsorship Package
Information**

Introduction

As you may or may not be aware marriage equality is gaining ground in the United States, it has extreme grassroots support and is a great opportunity for any brand to gain a new market share within the GLBT (Gay, Lesbian, Bisexual, and Transgendered) community.

We as Husband & Wife have always been in the forefront of the marriage equality fight, but we would like to take it a step further with a marriage equality tour. The plan is to tour the entire United States over a twelve month period, having a marriage ceremony in every state we visit, (legal or not) inviting the entire GLBT community to attend the ceremony and have marriages of their own if they wish. The start of the tour will be Reno Nevada on November 7th, 2009. We will be working in conjunction with local equality groups to get each local event planned and executed properly.

The schedule of dates for all subsequent states will be posted on our website, via an interactive map and passed out at each of our weddings. We will be touring in a large drivable RV. On this RV we will be placing the logo of every one of our sponsors. Each sponsor will have a designated placement specified by their level of sponsorship.

National Marriage Equality Tour

Date: All 50 states and dates are all listed on the official tour website, via an interactive map.

Time:

Press Conferences (Local Time Nationwide):	4:00pm
Marriage Ceremonies (Local Time Nationwide):	5:00pm
Reception/Celebration (Local Time Nationwide):	9:00pm

Attendance: 2,000+ per city, per stop

Marketing Spectrum:

LGBT Men & Women 21+

Advocacy

Local Businesses

Entertainment & Nightlife

Cost: Free

National Marriage Equality Tour

Sponsor Benefits

Hersband and Wife are dedicated to helping the community, local businesses, and organizations in mitigating the challenges of LGBT inequality. Sponsors of the National Marriage Equality Tour will play an integral role in the group's mission and overall purpose. Sponsors are given the opportunity to introduce and market their product/service to attendees throughout the nation in a highly cost effective fashion.

Hersband and Wife's National Equality Tour presents a 50 week National Tour that will raise awareness about the increasing number of LGBT community members who seek to establish equal rights and opportunities for themselves and their families. Held at major cities in every state throughout the country, caters to virtually the entire LGBT demographic – young, elderly, professional, blue collar, public servant, and beyond.

The National Marriage Equality Tour is set to commence on November 7, 2009 In Reno Nevada.

Highlights

Each stop on the Marriage Equality Tour will call for marriage ceremonies and a celebration at a nearby LGBT gay or gay-friendly bar/restaurant/lounge. Each event resonates with the diversity of today's LGBT community. During these events, and for the full 50 week span, we give you the opportunity to put your image – and your product – directly into the hands of potential customers.

Sponsorship will benefit your company in the following event-related promotions:

- High traffic location
- Product Sampling
- High visibility signage
- Use of event logo in product promotion
- Special parking
- Restaurant/Bar cross promotions

Make an Impression

Your advertising message will be seen during the event's promotional period (50 weeks). The Nationwide Marriage Equality Tour targets current supporters, the local business community, and the entire GLBT professional and entertainment industry.

This targeted audience will see your message in a dynamic, unique and attentive environment that will help raise awareness about your product.

- Sampling
- Print promotion
- Website
- Brochures
- Flyers
- RV Signage
- Social media/ twitter/ facebook/ myspace/ weekly youtube vlog/ daily blog etc...

National Marriage Equality Tour

Benefits details

The following is a list of overall benefits to National Marriage Equality Tour Sponsors:

Advertising

- Web Site Listing on Official tour web page with links
- Social Media Sites.

Press Releases

- Sponsor mention in press releases relating to your involvement.
- Press release to be distributed prior to every local event, with all event details.

Printed Material

- Promotional Poster
- Flyers

On Site Recognition

- Banner
- On-site booth space set aside for your product or service.
- Signage on tour RV
- Master of Ceremonies Announcements

Additional Benefits

- Industry Exclusivity (with higher level sponsorship)
- A chance for business-to-business networking in
- Logo/company name recognition

National Marriage Equality Tour

Sponsorship Levels

General Sponsor - \$500.00

- 1) Acknowledgment on the Official Tour Website
- 2) Acknowledgment in the Tour Program Program
- 3) Acknowledgment on Husband and Wife Tour signage

Bronze Sponsor - \$1,000.00

- 1) Acknowledgment on Official Tour Website
- 2) Acknowledgment in the tour Program
- 3) Acknowledgment on tour Wife signage
- 4) Acknowledgment in National Marriage Equality Tour Itinerary

Silver Sponsor - \$2,000.00

- 1) Acknowledgment on Official Tour Website and logo link
- 2) Acknowledgment in the Tour Program
- 3) Recognition in the Reception/Ceremony Area (nationwide)
- 4) Acknowledgment in Tour Guide
- 5) Special signage in high traffic areas

Gold Sponsor - \$3,000.00

- 1) Acknowledgment on official tour Website and logo link
- 2) Recognition in the Reception/Ceremony Area
- 3) Acknowledgment in the tour Program
- 4) Acknowledgment in Tour Guide
- 5) Special signage in high traffic areas
- 6) Announcements acknowledging sponsors during appropriate events
- 7) Table space for your company literature in the reception/ceremony area
- 8) Product/Service Sampling

Platinum Sponsor - \$4,000.00-\$5,000.00

- 1) Acknowledgment on official tour website and logo link
- 2) Recognition in the Reception/Ceremony Area
- 3) Acknowledgment in the Technical Program
- 4) Acknowledgment in Tour Guide
- 5) Special signage in high traffic areas
- 6) Announcements acknowledging sponsors during appropriate events
- 7) Table space for your company literature in the registration area
- 8) Recognition sign at Event Entrance
- 9) Large sign in the Ceremony and Celebration venue listing the sponsor's name, logo
- 10) Product/Service Sampling
- 11) Complimentary use mailing list of Tour attendees
- 12) One-time use of Husband and Wife mass e-mail list to promote your exhibit booth or other event

National Marriage Equality Tour

Addendum A

I. Tour Stops

- A. Each stop will include both a marriage ceremony venue and a celebratory venue.
- B. Each stop consists of local and statewide press contacts that will devote at least one story on the tour, including sponsor mentioning.
- C. Each stop will include a clergy person to perform the ceremonies.

II. Marriages

- A. All marriages ceremonies will be held at 5pm local time
- B. Prior to ceremony taking place all sponsors are to be thanked vocally, with participants encouraged to support. A press conference will be conducted one hour prior to each ceremony.
- C. All couples will enter area and voice vows together in unison.

III. After Party / Reception

- A. Sponsors will be mentioned and thanked. Sponsors are invited to give a speech about the importance of marriage equality and the community efforts to get laws passed in their states.
- B. Toast will be performed in recognition of all couples who exchanged vows
- C. Master of Ceremonies will congratulate all the couples who exchanged vows and invite them to have the first dance.

IV. Following Reception

- A. Invite attendees to support sponsors.
- B. Invite attendees to spread the word on the tour with friends and on their social media outlets (I.E Blogs, twitter, youtube) while including sponsors names and logos where possible.
- C. Thank attendees for coming and showing their support for National Marriage Equality.