

NATIONAL LGBTQ TASK FORCE GALA

PRESENTS THE ALL-NEW

BE YOU

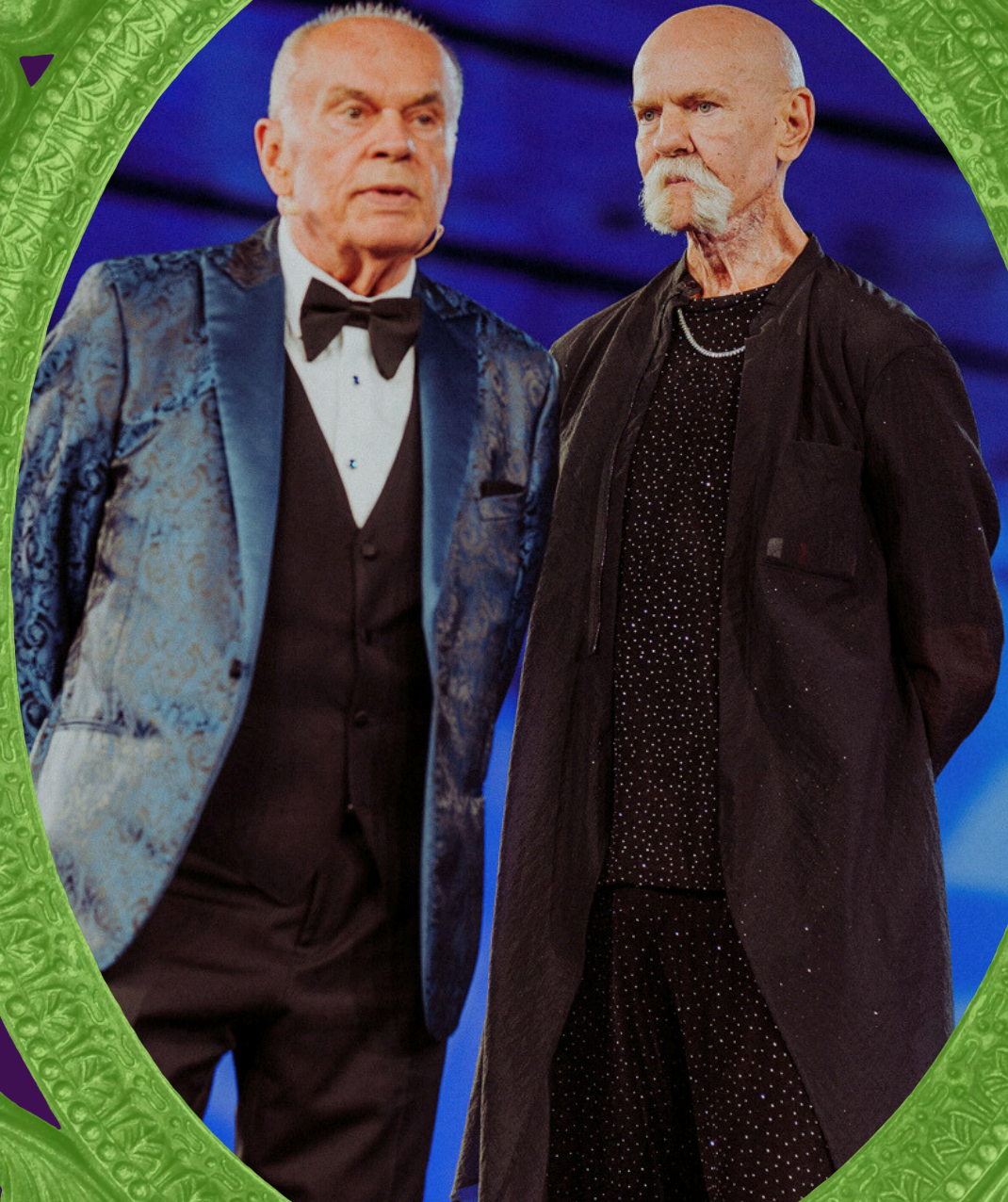
Ball

INVITATION TO SPONSOR
THE DIPLOMAT BEACH RESORT | HOLLYWOOD, FLORIDA
OCTOBER 11, 2025

**Karamo Brown accepts the 2024
National Leadership Award**



**Roger Thomson and Jim Tyrrell accept the 2024
Eddie McIntyre Community Service Award**



For nearly three decades, the National LGBTQ Task Force Gala has been the premier annual celebration of South Florida's LGBTQ community.

It's an evening for LGBTQ people and our allies to unite as a community, honor our local and national heroes, and support the work of advancing equality for all. The Gala is also a vital fundraiser supporting the National LGBTQ Task Force, the oldest national organization dedicated to achieving equality for LGBTQ people.

In 2025, the Task Force is excited to present the all-new BE YOU BALL! We're thrilled to welcome you to this newly re-imagined event, in a new city and a beautiful new venue, The Diplomat Hollywood Beach Resort. The BE YOU BALL will honor the rich legacy of the Gala that came before in a fresh new way. The event will feature popular elements like the red-carpet entrance, open bar, passed hors d'oeuvres and a delicious meal, live entertainment with surprise guests, an awards ceremony, and dancing with a live DJ. As always, a portion of the proceeds raised will benefit the LGBTQ+ Equity Fund - a philanthropic collaboration between the National LGBTQ Task Force, Our Fund Foundation, and The Miami Foundation.



Sponsorship Opportunities	Presenting \$50,000	Champion \$30,000	Defender \$15,000	Protector \$10,000	Supporter \$5,000	Influencer* \$2,500
Exclusive "presenting sponsor" above-the-line billing	X					
Customizable Employee Resource Group training provided by the Task Force	X					
2-minutes on-stage (for a company rep to speak or a commercial to be shown)	X					
Opportunity to provide a branded item to be distributed to all guests	X	X				
One dedicated blast to the Be You Ball mailing list	X	X				
One sponsored media ad on the Gala's social networking sites	X	X	X			
Color ad in the digital Be You Ball Journal	Back cover	Full page	Full page	Full page	Half page	Quarter page
Recognition on event invitation and marketing materials promoting the event	X	X	X	X	X	X
Recognition on the Be You Ball website and on-screens throughout the event	X	X	X	X	X	X
Dinner tickets included with sponsorship	20	20	10	10	5	2

We offer a range of sponsorship packages with benefits that allow you to tie your name and brand to the Task Force and “own” a piece of the event. Join a class of businesses and organizations with strong ties to an affluent, brand-loyal LGBTQ consumer base. We need your support!

* Influencer Sponsorship is limited to individuals and couples, not available to businesses and organizations.The National LGBTQ Task Force is a registered 501(c)3 nonprofit organization. Sponsorships above fair-market value are tax-deductible to the fullest extent of the law.





Underwriter Opportunities






We are happy to work with your organization or company to create customized underwriting packages to meet your marketing objectives.

All underwriters will be recognized on the Be You Ball Journal, website, and on-screens at the event.

Below are examples of the opportunities we've tailored in the past.



Underwriter Opportunities

	Stage \$30,000	In addition to all the benefits of Champion sponsorship, your company will be recognized as the official Stage Sponsor of the Be You Ball. You'll have the opportunity to provide a 15-to-30 second video clip to be shown during the ceremony, expressing your company's pride in support of the LGBTQ community. We can also discuss and customize other ways to enhance your company's visibility from the stage.
	After Party \$15,000	Keep the party going and get your groove on at the official After Party, featuring a live DJ and open bar! The underwriter in this category will be recognized on signage throughout the After Party and on the Be You Ball marketing materials leading up to the event. In addition, the After Party Underwriter will receive ten tickets to the event and one full-page, full-color ad in the Be You Ball Journal.
	Cocktail Reception \$15,000	Task Force Be You Ball guests begin the evening with a cocktail reception where they enjoy a hosted premium bar and hors d'oeuvres with our honorees, presenters, and local dignitaries. For your support in making this portion of the event memorable, you'll be recognized on signage throughout the reception and on all Be You Ball marketing materials leading up to the event. The Cocktail Reception underwriter will also receive Protector level sponsorship benefits.
	Auction \$15,000	Our silent auction is one of the largest – and our items among the highest quality – of any auction in South Florida. As the Auction Underwriter, your logo will appear at the top of every guest's cell phone screen as they bid on auction items throughout the event. The Auction Underwriter will also receive Protector level sponsorship Benefits.
	Florals \$10,000	The Be You Ball wouldn't be complete without flowers! We'll place a floral centerpiece on each table and additional arrangements throughout the event. A great opportunity to showcase your business and personal creativity! The underwriter in this category will be recognized on Be You Ball marketing materials leading up to the event. In addition, the Florals Underwriter will receive a full-page, full-color ad in the Be You Ball Journal and four tickets to the event.

Underwriter Opportunities



**Be You Ball
Journal
\$5,000**

The Journal Underwriter receives inside the front cover placement in the digital journal received by all guests and in the limited run of printed journals we produce for sponsors, and two tickets to the event.



**Charging
Stations
\$5,000**

Guests at the Be You Ball appreciate the opportunity to plug-in and charge their mobile devices while they're sipping a cocktail and networking. Charging stations become focal points amount the crowd throughout the evening. The underwriter in this category will have the opportunity to brand three charging stations at the Be You Ball, each accommodating up to a dozen devices at once. In addition, you'll get two tickets to the event.



**Photobooth
\$5,000**

Everyone loves a good photo opp! The photobooth is a great way for your company or brand to interact with guests in a playful and memorable way. A 360 photobooth allows guests to feel fabulous and get the picture from every angle. The underwriter in this category will have the opportunity to brand the photobooth and will receive two tickets to the event.



**Volunteers
\$2,500**

It takes close to 100 volunteers working on the day of the event to help us produce the Be You Ball. The underwriters in this category help cover the costs of feeding our volunteers and producing an appreciation reception in the weeks following the event. Your name or logo will appear on signage in the Volunteer Hospitality Lounge and the Volunteer Appreciation Reception. Additionally, you will receive two tickets to the event. We can accommodate multiple underwriters in this category.

THANK YOU *to our* 2024 SPONSORS

PRESENTING SPONSOR



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ALEXANDER DIAZ, TOWN
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GOLDEN BEACH



BRADLEY
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MEDIA PARTNER



TABLE CAPTAIN

CHRISTIAN ULVERT
DONALD HAYDEN & BRIAN THOMPSON
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GEM GOVERNMENT SERVICES
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GREATER MIAMI CONVENTION & VISITORS BUREAU
GREATER MIAMI LGBT CHAMBER OF COMMERCE
MIAMI BEACH POLICE DEPARTMENT
NANCY BATCHELOR
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NATIONAL CORPORATE PARTNERS



CSAA Insurance Group,
a AAA Insurer



For decades, the Task Force Gala has been an institution in South Florida, an important community celebration for us to recognize and honor our heroes, refocus our efforts on the work ahead, and raise critical funds to sustain our movement. The Be You Ball will carry forward the rich legacy and important mission of the Gala in newly re-imagined and sustainable ways. Thank you for your continued support.

Kierra Johnson

EXECUTIVE DIRECTOR
NATIONAL LGBTQ TASK FORCE





For additional sponsorship information, please contact:

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LET'S CONNECT!

Ask us about other sponsorship opportunities offered by the National LGBTQ Task Force.

@TASKFORCEGALA | THETASKFORCEGALA.ORG

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