

2022 SPONSORSHIP PACKAGES

Partner with the OCRC in 2022 and Make a Community Impact

2022 SPONSORSHIP OPPORTUNITIES

Businesses looking for creative and engaging ways to make a difference in the lives of LGBT-formed families in Belize are invited to partner with OCRC (Our Circle Resource Center) to create a powerful, community impact. Sponsors are invited to participate in our signature events which provide critical funding for OCRC programs: events in 2022 include the Family Equality Day and PRIDE Week Activities. Also, sponsors are invited to partner with OCRC to provide community education events which provide free access to all in-house OCRC services.

WHY PARTNER WITH OCRC?

- OCRC is proud to offer a variety of sponsorship opportunities that can be tailored to your marketing/communications goals and budget
- Sponsorship allows your company to show support for the work we do at OCRC
- Event cross-marketing will increase your business exposure within the community through event promotion on the OCRC website, e-newsletter and social media as well as on event materials distributed during the event

HOW YOUR SUPPORT HELPS

Your sponsorship supports the only Resource Center whose primary focus is to support LGBT persons and their children in Belize.

- Run the legal and anti-violence programs;
- Provide family-focused programming to LGBT couples, parents and their children;
- Staff weekly Physical and Mental Health Support Groups
- Provide food, vital documents, transportation and other basic needs to clients and their families
- Reach more people through community education, outreach and prevention efforts

Continue to support the leading provider of family focused programs, interventions and support services for LGBT-formed families in Belize.



OUR CIRCLE

Supporting LGBT - formed families in Belize

For more information on OCRC visit www.ourcirclebze.weebly.com

2022 EVENT INDEX

International Family Equality Day Commemoration



**International
Family
Equality
Day**

This empowering event celebrates the diversity of LGBT-formed families around the world. Taking place May 1st, 2022, this special event attracts over 80 attendees and is the largest fundraiser hosted by OCRC each year. The IFED program features a powerful and educational keynote speaker and in addition, OCRC honors one community member who has shown immense strength and courage to advocate on behalf of LGBT-formed families in Belize.

Belize's PRIDE Week Activities



The PRIDE Week activities housed at OCRC caters commemorates the ruling of the Section 53 case and the impact the ruling has had on supporting the lived and legal equality of LGBT-formed families in Belize. PRIDE Week will be held from August 7th - August 13th, 2021. Taking place at OCRC, this week of activities usually attract 250 attendees collectively. PRIDE week usually features artwork and tapestry done by 10 - 20 local clients of the Center.

Community Education Events Sponsors



OUR CIRCLE
Supporting LGBT - formed families in Belize

In 2022, OCRC is offering the opportunity to be recognized as a Community Education Events Sponsor. OCRC works throughout the Belize, Cayo and Stann Creek Districts to raise awareness about inequality which exists for LGBT-formed families, the services available through the Center to alleviate those disparities and support LGBT-formed families. Events are held in multiple community locations throughout the three districts.

5TH ANNUAL IFED CELEBRATION

2022 Sponsorship Levels



**International
Family
Equality
Day**

AUDIENCE DEMOGRAPHIC

- 85 anticipated physical guests and 800 virtually
- 100+ guests invited physically
- Event marketed through website, e-blasts, traditional media, and social media
- Audience type: business and community leaders, LGBT-formed families and allies

LEADERSHIP SPONSOR \$5,000 (ONE AVAILABLE)

- 2 tables at luncheon with preferred seating
- 2 speakers at Keynote Speaker table
- Special recognition at luncheon (85 physical and 800 virtual guests)
- Logo with hyperlink prominently displayed on OCRC website
- Company Spotlight on sponsorship on OCRC social media
- Prominent acknowledgement in Event Program
- Opportunity to give "Sponsor Message" in the opening remarks of the luncheon
- Opportunity to have a OCRC Community Education presentation at your company

PARTNER SPONSOR \$1,000

- 1 table at luncheon with preferred seating
- Special recognition at luncheon (85 physical and 800 virtual guests)
- Logo with hyperlink displayed on OCRC social media

SUPPORTER SPONSOR \$500

- 1 table at luncheon
- Logo with hyperlink displayed on OCRC social media

ADVOCATE SPONSOR \$250

- 1 table at luncheon
- Company name displayed on OCRC social media

6TH PRIDE WEEK CELEBRATION

2022 Sponsorship Levels



AUDIENCE DEMOGRAPHIC

- 200 anticipated physical guests and 800 virtually
- 300+ guests invited physically
- Event marketed through website, e-blasts, traditional media, and social media
- Audience type: business and community leaders, LGBT-formed families and allies

PRESENTING SPONSOR \$5,000 (ONE AVAILABLE)

- 4 seat at each scheduled event
- Specific recognition at each scheduled event (200 physical and 800 virtual guests)
- Company Spotlight on sponsorship on OCRC social media pages
- Logo with hyperlink prominently displayed on OCRC website
- Prominent acknowledgement in Event Program

PARTNER SPONSOR \$1,000

- 1 seat at each scheduled event
- Logo with hyperlink displayed on OCRC social media pages
- Acknowledgement in Event Program
- 6 ft. table placed at 2 events for guests to visit

SUPPORTER SPONSOR \$500

- 6 ft. table placed at 1 event for guests to visit
- Logo with hyperlink displayed on OCRC social media
- Acknowledgement in Event Program

ADVOCATE SPONSOR \$250

- Company name displayed on OCRC social media

COMMUNITY EDUCATION EVENT

In 2022, OCRC is offering the opportunity for businesses to be recognized as a Community Education Events Sponsor. OCRC works throughout the Belize, Cayo and Stann Creek Districts to raise awareness about inequality which exists for LGBT-formed families, the services available through the Center to alleviate those disparities and support LGBT-formed families. Events are held in multiple community locations throughout the three districts.

OCR community education events for this year will focus on the following topics:

- Anti-violence
- Community Support
- Counselling
- Legal Initiative
- Financial

COMMUNITY EDUCATION EVENTS SPONSOR \$2,500

- A year's worth of recognition at Community Education events
- A table at the IFED Luncheon 2022 with preferred seating
- Special recognition at luncheon (85 physical and 800 virtual guests)
- Logo with hyperlink prominently displayed on OCRC website with sponsorship profile
- Company Spotlight on sponsorship on OCRC social media
- Press release announcing sponsorship and mention in media coverage for the event
- Invitation to focus group or discussion on emerging topics surrounding the needs of LGBT-formed families in Belize

Looking For Other Ways to Get Involved

Monthly Our Circle does small fundraisers to support the operational costs of the Center. 100% of the proceeds go to OCRC

AUCTIONS/RAFFLES

In addition to sponsorship, we are currently accepting donations for our annual live auction, as well as the raffles at each event.

FOR INFORMATION ON SPONSORSHIP LEVELS VISIT
WWW.OURCIRCLEBZE.WEEBLY.COM
OR CONTACT
ARIENE CASTILLO AT 6158232 OR
OURCIRCLEBZE@GMAIL.COM

2022 SPONSORSHIP TIER

Partner with the OCRC in 2022 and Make a Community Impact

BRONZE - \$1,000

- Quarter Page ad in OCRC's Annual Report
- 2 free use of the Resource Center Annually
- Joint Programming Opportunities
- Logo prominently displayed on OCRC website with sponsorship profile

SILVER - \$2,000

- Half Page ad in OCRC's Annual Report
- Quarterly Social Media Spotlight on all Our Circle platforms
- 3 free use of the Resource Center Annually
- Joint Programming Opportunities
- Logo with hyperlink prominently displayed on OCRC website with sponsorship profile

GOLD - \$3,000

- Full Page ad in OCRC's Annual Report
- Bi- Monthly Social Media Spotlight on all Our Circle platforms
- 4 free use of the Resource Center Annually
- A year's worth of recognition at Community Education events
- Joint Programming Opportunities
- Logo with hyperlink prominently displayed on OCRC website with sponsorship profile

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2022 SPONSORSHIP FORM

Please return this form by January 31st, 2022

SPONSORSHIP INFORMATION

Company Name: _____

Contact Name: _____

Address: _____

City: _____ District: _____

Sponsorship Opportunity: _____ Sponsor Level: _____

Sponsorship Opportunity: _____ Sponsor Level: _____

Total Contribution: \$ _____

Check is enclosed

Please invoice my company

Signature: _____

Please contact me about in-kind support for OCRC events: raffles, auctions

Please mail this form, along with your contribution, to:

Our Circle, 14 New Road(l/f), Belize City, Belize

Please make checks payable to Our Circle

Our Circle is a registered Belizean non-profit organization.

For a listing of upcoming events please visit

www.ourcirclebze.weebly.com

Contact Ariene Castillo at 615-8232 or ourcirclebze@gmail.com with questions or for more information about how you can make an impact in another way.

