



The  
**OPEN·ROAD**  
non-alc beverages

*are proud to present*

**Pride AF**

# ***2024 Non-alcoholic Pride Gala & Fundraiser Sponsorship Information***

*Celebrating Diversity, Fostering Inclusivity and  
Making a Positive Impact on Our Communities*





The  
**OPEN-ROAD**  
non-alc beverages

*Hello!*

We extend our warmest greetings and gratitude for considering sponsorship of the Inaugural Non-alcoholic Pride Fundraising Gala by New Wave Libations and The Open Road. Dive into the glitz and glamour of the evening, where sophistication meets celebration in a dazzling fusion of elegance and pride. As advocates for inclusivity and positive change, we invite you to be a key partner in this vibrant celebration.

Thank you for considering this opportunity to make a meaningful impact and showcase your commitment to a diverse and inclusive world.

With sincere appreciation,



*Heather Somerville*  
Founder  
New Wave Libations



*Mel Babitz*  
Founder  
The Open Road

For more information or to discuss customized sponsorship packages,  
please contact:

**Heather Somerville and Mel Babitz**  
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**Phone:** 720-949-5409

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# Mission Statement

At New Wave Libations and The Open Road, we are united by a shared commitment to fostering inclusivity, celebrating diversity and making a positive impact on our communities. Our mission is to redefine social spaces by championing non-alcoholic choices and creating environments that embrace all individuals.

We proudly organize events like our upcoming Gala, where we leverage our passion for celebration to support queer non-profits. Through this, we aim to contribute to the well-being of the LGBTQ+ community while promoting the idea that joyous occasions can be enjoyed without alcohol.

## Heather Somerville Founder of New Wave Libations



Heather is a fifth generation North Sider and a three time boomerang; she mainly grew up in Orlando and spent 15 years in Colorado; she has been back for six years. She lives with her husband and two adorable chihuahuas. She

loves traveling, listening to all sorts of music and spending time with her parents who are very close: her mom is one mile away while her dad and step-mom, also one sister and brother-in-law live next door in their own homes. It is a corner full of puppies and magnificent sunsets.

She started New Wave Libations in 2023 with a passion for inclusivity, sustainability and community front and center. It was created for others and is committed to mindful drinking and a tribute to dear friends in recovery. Rooted in inclusivity and proudly queer and black-friendly, NWL is committed to serving the underserved. Heather has been an ally for more than 20 years, is a proud HRC supporter, former editor of a company Pride newsletter, member of the Three Rivers Business Alliance, Stand in Pride Northeast and is constantly on her way to being a better ally while supporting her friends and family openly and consistently.

## Mel Babbitz Founder of The Open Road



I'm Mel, the founder/operator of The Open Road.

I like non-alc drinks and I want to share them with you.

### Find your new drink

The Open Road Non-Alc Beverage Shop is Western PA's primary resource and destination for all things in the emerging adult non-alcoholic beverage category.

The Open Road Non-Alcoholic Bar + Bottle Shop in Pittsburgh, PA launched January 2020 as a pop-up bar and currently operates as a thriving retail store offering in-person shopping, local delivery, and popping up at local events. We are womxn, minority, and LGBTQ+ owned and operated and focusing on sustainable and eco-friendly business practices.



# Event Overview

## DATE & TIME

June 22, 2024, 7:00 pm - 11:00 pm

## VENUE

Allegheny Elks Lodge #339, 400 Cedar Ave. Pittsburgh, PA

## THEME

**Glamorous Pride:** This theme encourages you to showcase the full spectrum of colors in the LGBTQ+ Pride flag. Think sequins, metallics, and bold accessories as we celebrate love in all its dazzling forms.

## GOALS

Revolutionize social spaces, advocate for non-alcoholic choices, and cultivate environments that embrace and celebrate all individuals, while concurrently fundraising to support local LGBTQ+ non-profits.

## BENEFITTING

### **Tru-T**

*Celebrating Queer People of Color through Creative Art, Community Health, and Social Activism*  
[truetpgh.com](http://truetpgh.com)

### **Pittsburgh Equality Center**

*PGH EQUALITY CENTER serves as a bridge that promotes education, advocacy, and social justice for all LGBTQIA+ people and allies in Western Pennsylvania.*

[pghequalitycenter.org](http://pghequalitycenter.org)

### **3 Rivers Business Alliance Foundation**

*3RBF's mission is to educate, inspire, and empower members of the LGBTQIA+ business community and their allies in the Pittsburgh/Greater Allegheny region and build a stronger overall economy and community.*

[3rba.com](http://3rba.com)

## EXPECTED ATTENDEES

150

## FEATURED

Heavy hor d'oeuvres dancing, entertainment, silent auction and a joyous atmosphere filled with unity and acceptance.

## BENEFITS TO ATTENDEES

Attendees revel in the glamour and festivities of Pride AF, experiencing a night of opulence and entertainment that serves as a memorable celebration of diversity and self-expression.

### **Community Bonding and Unity:**

Attendees have the opportunity to connect with fellow community members in a joyous and uplifting atmosphere, fostering a sense of unity and solidarity within the LGBTQ+ community and its supporters.

### **Inspiration and Empowerment:**

The Pride Gala serves as a source of inspiration, empowering attendees through the celebration of achievements, milestones, and contributions within the LGBTQ+ community, creating a positive and uplifting environment.

## Why Sponsor?

**POSITION YOUR BRAND AS A CHAMPION FOR LGBTQ+ ADVANCEMENT, INCLUSIVITY, DIVERSITY AND HEALTHY LIFESTYLES**

**IMPROVE BRAND VISIBILITY & LOYALTY**

**59%**

59% of Americans believe that if businesses devoted resources to protecting the rights of the LGBTQ community, they could have a positive impact. (GLAAD)

**x2**

18-34-year-olds are almost twice as likely as the general population to prioritize brands allocating money and resources to protect LGBTQ rights. (GLAAD)

**\$1.4T**

Be seen by fastest growing minority community with \$1.4 trillion spending power (2021 US Government Census)

**76%**

76% of LGBTQ+ people say they are more likely to buy from a brand that they see as LGBTQ+ friendly.

## Why Non-alc?

**25%**

Alcoholism has historically been a problem for the LGBTQ+ community, with up to 25% of LGBTQ+ people being alcohol dependent. This is partially due to lack of non-alc queer spaces.

**20%**

Gen-Z drinks 20% less than millennials, who also drink less than the previous generation (World Finance Report). These are the most prominent generations in the LGBTQ+ community.

**45%**

39% of U.S. Americans wish there were more sober bars in their area and 45% are interested in going to a sober bar (Movendi International).

**24%**

24% of U.S. Americans do not use alcohol (NC Solutions).

# Allocation of Funds

## EVENT LOGISTICS



### **Venue Rental:**

Covering the costs associated with securing the Allegheny Elks Lodge #339, including rental fees and event space setup.



### **Catering:**

Providing a delightful dining experience for attendees, accommodating various dietary preferences and ensuring a memorable meal.



### **Inclusive Atmosphere:**

Decorations: Creating an inclusive and vibrant atmosphere through thematic decorations that celebrate diversity and the LGBTQ+ community.



### **Entertainment:**

Securing performers, DJs and activities that contribute to the joyous and accepting ambiance of the event.



### **Marketing and Promotion:**

Advertising: Funding promotional materials, online and offline advertising and social media campaigns to raise awareness and attract a diverse audience.



### **Printing:**

Producing materials such as banners, flyers and programs that showcase sponsors and contribute to the overall visibility of the event.

## EVENT OPERATIONS



### **Staffing:**

Compensating event staff, including bartenders and support personnel, to ensure the smooth operation of the Gala.



### **Technical Support:**

Covering costs associated with audio-visual equipment, lighting and technical support to enhance the overall experience.

## SPONSORSHIP RECOGNITION



### **Sponsorship Benefits:**

Fulfilling the commitments outlined in sponsorship packages, including branding, recognition and exclusive opportunities for sponsors.



### **Sponsorship Boards:**

Designing and displaying sponsor boards at appropriate locations within the venue.

## COMMUNITY IMPACT



### **Charitable Contributions:**

Funds raised will support LGBTQ+ organizations and initiatives that positively impact the community.

## DIVERSITY AND INCLUSION INITIATIVES



### **Scholarships:**

Allocating funds for tickets or sponsorships to enable individuals facing financial constraints to attend the event.



# Sponsorship Levels

## UNITY

- Entry space and event sponsorship boards\*
- Specific sponsorship recognition for specific choices (eg: beverage, photographer, catering)
- Sponsor name and web link included on web-based advertising and social media
- Sponsor introduction at gala with three-minute info speech opportunity
- Sponsor name and logo on printed materials
- Admission for two with reserved seating
- Four drink tickets

**\$2500**

## ALLY

- Entry space and event sponsorship boards\*
- Sponsor name and web link included on web-based advertising and social media
- Sponsor name and logo on printed materials
- Two drink tickets

**\$250**

## LOVE IS LOVE

- Entry space and event sponsorship boards\*
- Sponsor name and web link included on web-based advertising and social media
- Sponsor name and logo on printed materials
- Event shout-out
- Admission for two with reserved seating
- Four drink tickets

**\$1000**

## FREE MOM HUGS

- Entry space and event sponsorship boards\*
- Sponsor name and web link included on web-based advertising and social media
- One drink ticket

**\$100**

## SAFE SPACE

- Entry space and event sponsorship boards\*
- Sponsor name and web link included on web-based advertising and social media

**\$50**

## INTERSECTIONALITY

- Entry space and event sponsorship boards\*
- Sponsor name and web link included on web-based advertising and social media
- Sponsor name and logo on printed materials
- Table sponsor of silent-auction with logo and QR code
- Two drink tickets

**\$500**

## RAINBOW

- Entry space and event sponsorship boards\*
- Sponsor name included on event web page

**\$25**

*\*to be placed where appropriate within venue*

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# Non-financial Additional Support Needed

Beyond financial contributions, the success of the Gala hinges on crucial non-financial support. Together, let's create an event that not only redefines social spaces but also leaves a lasting impact on the hearts and minds of all attendees. Join us in building a celebration that reflects the true spirit of unity, acceptance, and joy. We invite partners to join us in crafting an unforgettable experience through various avenues:

## **SILENT AUCTION ITEMS:**

We welcome donations of unique and enticing items for our silent auction. Your contributions will not only elevate the event but also contribute directly to our fundraising efforts.

## **PHOTOGRAPHY & VIDEOGRAPHY:**

Capture the magic of the Gala by offering photography or videography services. Your creative eye will help us immortalize moments of unity, compassion, and genuine connection.

## **COLLABORATIVE PROMOTION:**

Actively participate in promoting the Gala through your networks and platforms. Share our mission, encourage attendance, and help us create a ripple effect of positivity and acceptance.

## **NON-ALC BRANDS:**

This event is low and non-alcoholic beverages. We want to feature your brand and recipes at the bar, share your swag and highlight your sponsorship in print. Consider showcasing your brand at the silent auction with a package.

## **EVENT DESIGN:**

Collaborate with us to bring the Gala to life through creative event design. Whether it's providing decor, lighting, or innovative ideas, your expertise will help us create an atmosphere of celebration, acceptance, and joy.

## **ENTERTAINMENT CONTRIBUTIONS:**

Showcase your talents by contributing entertainment services or connecting us with performers who align with the spirit of the Gala. Your involvement will add an extra layer of joy to the celebration.

## **MEDIA PARTNERSHIPS:**

Join forces with us to amplify the message of inclusivity. Media partners are integral in spreading awareness about the Gala, sharing our mission, and promoting the importance of celebrating diversity.