

PROUDLY PRESENTING

THE 4TH ANNUAL



Catfight
FOR THE
CROWN



PHILANTHROPIC PARTNERSHIP
OPPORTUNITIES SUPPORTING
RUTH ELLIS CENTER

For more information, visit: www.RuthEllisCenter.org





Ruth's Voice

CORE PURPOSE

"Building Positive Futures with Lesbian, Gay, Bi-attractional, Transgender and Questioning Young People Experiencing Interpersonal and Systemic Barriers to Housing, Health & Wellness."

Ruth Ellis Center (REC) is named in honor of the life and work of Ruth Ellis, who was respected and loved for her longevity and endurance as one of Detroit's oldest and proudest African-American lesbians and for her many years of service to all people in need. Ruth was born in 1899 and came out as a lesbian in 1915. Beginning in the 1930s, Ruth provided shelter, physical support and spiritual affirmation to those whose race, sexual orientation or both set them apart from the dominant culture. Ruth lived to the age of 101, seeing the Center come to being prior to her passing in 2000. The work we continue to do at the Ruth Ellis Center is built upon her model of responsibility to oneself and one's community.

Over a 24-year history, REC has established a national reputation for quality and innovation in providing trauma-informed services for runaway, homeless and at-risk lesbian, gay, bi-attractional, transgender and questioning (LGBTQ) youth and young adults of color. What began as a 500-square-foot safe space in Highland Park, MI has evolved into a multi-faceted organization, operating a 10,000 square foot facility in Highland Park, providing outreach and safety-net services, integrated primary & behavioral health care services and case management, skill building workshops, HIV prevention programs, and family preservation programming; as well as the operation of the only State licensed and contracted residential foster care program specifically for LGBTQ youth in the Midwest, Ruth's House located a short drive from the Center in Detroit.



Vision

CATFIGHT FOR THE CROWN

is a farcical beauty pageant where amateur contestants dress and perform drag in categories of evening wear, swimsuit, talent, and interview segments.

Catfight is an elaborate, “tongue in cheek” drag show “beauty” pageant that features amateur performers as beauty contestants fighting for the title of Miss Kitty. The concept behind this show is to bring forward a unique, over-the-top, unapologetic, and interactive way of raising critical funding to support an incredible cause, all while contestants battle it out for the coveted title! In true Ruth Ellis Center form, this event is also designed to celebrate all forms of identity and expression. The pageant is judged by celebrity guests. The Goldies are the “goodwill ambassadors” who do everything from taking tickets and ushering guests to sweeping money across the stage and serving cocktails. These volunteer characters are all donning the same goldie apparel and are literally everywhere. Service never looked so good!

Catfight is a spin off from a very successful fundraiser in Los Angeles titled Battle for the Tiara. The original event raised over \$1,000,000 to support Aid for Aids during its incredible reign. It proved to be both a very successful and undeniably popular event of which everyone wanted to be a part. Since its inception in 2018, Catfight for the Crown has raised more than \$350,000 to support the programs and services at the Ruth Ellis Center. Now we are preparing for its fourth year in Detroit! Proceeds generated from Catfight for the Crown will support the Ruth Ellis Center’s operations and core programs, including Ruth Ellis Clairmount Center, Community-Based Family Support Services, Drop-In Center, and the Ruth Ellis Health & Wellness Center. For more information on the Center’s programs, please visit www.RuthEllisCenter.org.

PRESENT(ING) AND ACCOUNTED FOR

\$30,000+

(LIMITED TO ONE SPONSOR ONLY)

BRAND AWARENESS

- Ad/supportive message and logo/name on the first page and back cover of 2023 Catfight for the Crown Program Booklet and invitation
- Signature branding at event

MEDIA EXPOSURE

- Prominent Social Media Recognition
- Posts up to 2 mentions on each social media medium listed (Presence on Facebook, Twitter, Instagram and LinkedIn)
- Recognition in any print, radio and social media advertisements and event collateral
Dedicated segment Voices of Ruth Ellis Center podcast

VISIBILITY

- Name/Corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event
- A 30 sec. promo video or stage time is included

HOSPITALITY

- *Fit for a Queen* seating at event*
VIP Seating for 20 guests (complementary bar service and delectables *Fit for a Queen*)
- LGBTQ+ Cultural Competency Training for your organization/desired group in partnership with the Ruth Ellis Institute for up to 50 individuals





SPONSORSHIP OPPORTUNITIES

FIRST RUNNER UP

\$10,000+

BRAND AWARENESS

- Ad/supportive message and logo/name on the first page and back cover of 2023 Catfight for the Crown Program Booklet and invitation
- Signature branding at event

MEDIA EXPOSURE

- Posts up to 2 mentions on each social media medium listed (Presence on Facebook, Twitter, Instagram and LinkedIn)

VISIBILITY

- Name/Corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event

HOSPITALITY

- *Fit for a Queen* seating at event*
VIP Seating for 10 guests (complementary bar service and delectables *Fit for a Queen*)
- LGBTQ+ Cultural Competency Training for your organization/desired group in partnership with the Ruth Ellis Institute for up to 25 individuals



SPONSORSHIP OPPORTUNITIES

MISS CONGENIALITY

\$5,000

BRAND AWARENESS

- Recognition on Ruth Ellis Center website
- Recognized in event program

MEDIA EXPOSURE

- Social Media Publicity
(Presence on Facebook, Twitter, and Tumblr)

VISIBILITY

- Name/Corporate logo on event webpage, save the date, e-blasts about the event, and video screens during event

HOSPITALITY

- *Fit for a Queen* seating at event*
VIP Seating for 5 guests (complementary bar service and delectables *Fit for a Queen*)



SPONSORSHIP OPPORTUNITIES

MISS PHOTOGENIC

\$500 - \$1,000

\$500

- Quarter Page Ad in the Program Booklet
- 2.75" W by 4.25" T

\$750

- Half Page Ad in the Program Booklet
- 5.5" W by 4.25" T

\$1,000

- Full Page Ad in the Program Booklet
- 5.5" W by 8.5" T with .125" bleeds

SPONSORSHIP AGREEMENT

To become a sponsor, complete this agreement. For more information about **CATFIGHT FOR THE CROWN**, contact Nazarina Mwakasege or email Nazarina.Mwakasege@ruthelliscenter.org

To learn more about the Ruth Ellis Center, visit www.ruthelliscenter.org

_____ is pleased to support the event with a sponsorship of:

- | | |
|---|--|
| <input type="checkbox"/> \$30,000+: Present(ing) and Accounted For Sponsorship | <input type="checkbox"/> Miss Photogenic Sponsorship |
| <input type="checkbox"/> \$10,000+: First Runner Up Sponsorship | ___ \$1000: Full Page-Ad in Program Booklet |
| <input type="checkbox"/> \$5,000: Miss Congeniality Sponsorship | ___ \$750: Half Page-Ad in Program Booklet |
| | ___ \$500: Quarter Page-Ad in Program Booklet |

We are unable to provide sponsorship. Please accept our tax-deductible donation of \$ _____

BILLING INFORMATION PLEASE SELECT YOUR BILLING OPTION

- Charge my Credit Card below Check Enclosed Please send an invoice

Please make checks payable to **Ruth Ellis Center** (95 Victor Street, Highland Park, MI 48203)

Credit Card: Visa Mastercard American Express Discover

Card Number _____ Exp. ____ / ____ Code _____

Name (as it appears on card) _____

Billing Address _____

City _____, State _____ Zip _____

Total Amount to be charged: \$ _____

Signature _____

PERSON TO CONTACT REGARDING SPONSORSHIP

Name _____

Email _____ Phone _____

SEND COMPLETED FORM TO RUTH ELLIS CENTER

Via Mail: 95 Victor Street, Highland Park, MI 48203 via Fax: 313.865.3372

Via Email: nazarina.mwakasege@ruthelliscenter.org

Ruth Ellis Center is a 501 (c)(3) organization. Contributions are tax deductible less the fair market value of the goods and services provided. For other ways to support or to learn more about Ruth Ellis Center please visit www.ruthelliscenter.org or call Nazarina Mwakasege at (313) 444-0216