



# Noblesse Oblige

{ |nō'bles ō'blezh| the inferred responsibility of privileged people to act with generosity and nobility toward those less privileged }

## CORPORATE ANNUAL GIVING AND THE IMPERIAL COURT OF NEW YORK

**T**HE PRIMARY MISSION OF THE IMPERIAL COURT OF NEW YORK is to raise funds for LGBT- and HIV/AIDS-related charities. The Court, a 501(c)3 corporation, has raised over two million dollars in its twenty-five years for such worthy causes as amfAR's HIV/AIDS Treatment Directory, Bailey House, God's Love We Deliver, Broadway Cares/Equity Fights AIDS, Harvey Milk School, the LGBT Community Services Center, LIFEbeat (The Music Industry Fights AIDS), PFLAG (Parents, Families & Friends of Lesbians & Gays), SAGE (Services & Advocacy for GLBT Elders), and Sylvia's Place (a refuge for homeless gay youth), among many others. We also bring live entertainment to AIDS hospices in the metropolitan area.

**WE DO THIS IN OUR OWN UNIQUE FASHION**, by producing entertaining fund-raising events throughout the year. Some are small shows and others are major productions, including our most famous event, *Night of a Thousand Gowns*, a charity ball and silent auction held each spring. Attracting about 1,000 guests, the ball is a *the* gala social event of the gay charity calendar. In addition, we lend our support to other organizations for their own fund-raising efforts.

**OUR MEMBERSHIP INCLUDES** Lords and Ladies, Dukes and Duchesses, Princes and Princesses, and an Emperor and Empress — all enjoying the “game” of *court* and *royalty* while raising much needed social awareness and monies for deserving charities on local, national and international levels.

**BUT WE CAN'T DO IT ALONE.** We need the support of the community and especially the support of the generous organizations that share our dedication to these worthy causes as well as a love for the humor and high camp we uniquely bring to our every endeavor. Read on for details of how your organization can help us put the “fun” in fundraising.

[www.icny.org](http://www.icny.org)



## Sponsorship Pays Back

A recent important survey of 25,000 gay men and lesbians conducted by Community Marketing, Inc., revealed new insights into the demographics and consumer trends of the LGBT community. Among the findings:

- The median annual household income for both gay men and lesbians is \$80,000
- Equality in the workplace and support of LGBT charities and political causes have the most impact on gay consumers' buying decisions
- Of the top 15 LGBT-specific destinations sited as travel motivators, Imperial Court events ranked 13th.
- New York City is the top travel destination for gays and lesbians for both leisure and business.
- They are more likely to buy from companies that treat their LGBT employees well and advertise in gay media.
- Women and men cited the same top two career fields — medicine and education. Next were accounting and finance for gay men and the legal or government sectors for lesbians.
- 62% of survey respondents are in a loving relationship; the number of couples with children under the age of 18 is 6% overall and 16% for lesbians.

# THE IMPERIAL COURT OF NEW YORK, INC.

P.O. Box 613, New York, NY 10116-0613

www.icny.org

(212) 501-4797

## The Royal *We*

### PLATINUM SPONSORSHIP — \$50,000 PER YEAR

- Two Platinum tables at *Night of a Thousand Gowns*
- One table at the Annual Holiday Ball
- Logo on all event advertising (if desired)
- Logo on all printed and electronic collateral
- Listing by donor category in the *Night of a Thousand Gowns* Dinner Journal
- Full page ad on a cover or a 2-page interior spread in the *Night of a Thousand Gowns* Dinner Journal
- Free Admission to all Court events other than *Night of a Thousand Gowns* for twelve

### GOLD SPONSORSHIP — \$25,000 PER YEAR

- One Gold table at *Night of a Thousand Gowns*
- Six tickets to the Annual Holiday Ball
- Logo on all event advertising (if desired)
- Logo on all printed and electronic collateral
- Listing by donor category in the *Night of a Thousand Gowns* Dinner Journal
- Full page ad in the *Night of a Thousand Gowns* Dinner Journal
- Free Admission to all Court events other than *Night of a Thousand Gowns* for six

### SILVER SPONSORSHIP — \$15,000 PER YEAR

- One Silver table at *Night of a Thousand Gowns*
- Four tickets to the Annual Holiday Ball
- Logo on all printed and electronic collateral
- Listing by donor category in the *Night of a Thousand Gowns* Dinner Journal
- Half page ad in the *Night of a Thousand Gowns* Dinner Journal
- Free Admission to all Court events other than *Night of a Thousand Gowns* for four

### BRONZE SPONSORSHIP — \$7,500 PER YEAR

- Four Silver tickets to *Night of a Thousand Gowns*
- Two tickets to the Annual Holiday Ball
- Listing by donor category in the *Night of a Thousand Gowns* Dinner Journal
- Free Admission to all Court events other than *Night of a Thousand Gowns* for two

### PATRON — \$2,000 PER PERSON PER YEAR

- Two Gala tickets to *Night of a Thousand Gowns*
- Two tickets to the Annual Holiday Ball
- Listing by donor category in the *Night of a Thousand Gowns* Dinner Journal
- Free Admission to all events other than *Night of a Thousand Gowns* for two

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## The Court Calendar

Throughout the year, The Imperial Court of New York produces and hosts fund-raising events. Some are small, such as a club show or karaoke night to benefit a grass-roots organization; large shows for bigger organizations; a drag tag sale to finance the Court's Pride float; and social events just for the fun of it. Of course, the grandest event the Court produces is *Night of a Thousand Gowns* which has, over its 25-year history, become *the* fund raising event of the LGBT social calendar. Each year it raises substantial amounts for important beneficiaries, like PFLAG New York and New Alternatives for the 2012 ball.

Another important event is the Court's *Annual Holiday Ball*. Not a fund raiser, this annual party is held purely to thank our members and supporters for their hard work throughout the year. Last year it was a glittering formal affair held mid-January at The Waldorf-Astoria.

Events produced by other prominent LGBT organizations call upon our members to volunteer their services in our own unique fashion. Dressed in crowns and gowns, we help where help is needed and do it with glamour and glitz. Some of these include acting as hosts for the volunteers who distribute dinners for God's Love We Deliver each Thanksgiving; mingling with guests and helping with the auction at Bailey House's *Open Your Heart* event; opening the Pride festivities each year at Heritage of Pride's Bryant Park rally; handing out literature at the Easter Parade; and serving refreshments at the AIDS Walk. The list goes on and on. In any one year, the reigning monarchs and many of our members will attend over 80 fund raising and social events on behalf of the Court.

### CURRENT CORPORATE SPONSORS

#### REIGN XXV IS SPONSORED BY



Save the Date  
Saturday, March 31, 2012