

SEATTLE  
Red Dress  
PARTY



02.18.12  
FREMONT STUDIOS

FEATURING

DEBORAH COX  
IN HER SEATTLE DEBUT

WITH SEATTLE'S INCOMPARABLE  
DJ BRIAN GORR  
GAYSHA STARR  
DJ ALMOND BROWN

## SEATTLE RED DRESS PARTY

The Seattle Red Dress Party is a Pacific Northwest community tradition, one that draws crowds as diverse as Seattle itself. Each year, on this one special evening, people of all backgrounds come together for a celebration full of dancing and music, spirits and laughter. This light-hearted fun provides the background for the real purpose of Red Dress, the opportunity for supporters from all walks of life to unify behind the common goal of ending the HIV/AIDS epidemic. As an annual symbol of hope and solidarity, with every last attendee donning the signature-color red dress, the Seattle Red Dress Party is a true testament to the power of our community coming together to affect positive change.

## A CLOSER LOOK

With the color red as an international symbol of HIV/AIDS awareness, The Seattle Red Dress Party is an event dedicated to raising funds for Seattle area HIV/AIDS service organizations and to building a strong, unified LGBT and allied community.

While the exact origins of The Red Dress Party are unknown Seattle's event is fashioned after our sister city to the south, Portland. The Portland event started out as a small band of committed supporters has grown to a grand scale that today welcomes more than 2,000 attendees each year. Now in its fourth year in Seattle, Red Dress continues to grow by leaps and bounds. In 2012, at the amazing and elegant Fremont Studios, we anticipate a sold out crowd of more than 1,000 guests.

## BENEFICIARIES

A great deal of time and thought was spent in selecting the charities to benefit from the Seattle Red Dress Party. The four amazing organizations we've chosen, Gay City Health Project, Lifelong AIDS Alliance, Multifaith Works, and Rise N' Shine, represent the leading AIDS service organizations in the Pacific Northwest. Together, they provide a holistic continuum of care and prevention services to our community. They work to stop the spread of HIV and care for people living with HIV/AIDS. Their services include:

- Free HIV and STD testing
- Safer-sex education and provision of free condoms
- Delivery of fresh meals and groceries
- Transitional and permanent housing services
- Counseling and emotional support programs for youth
- Full payment of medical insurance premiums
- Outreach and companionship to the ill and isolated
- Faith-based and spiritual support programs
- For more information, please visit the beneficiary web sites.

Gay City Health Project  
Lifelong AIDS Alliance  
Rosehedge Multifaith Works  
Rise N' Shine

[www.gaycity.org](http://www.gaycity.org)  
[www.llaa.org](http://www.llaa.org)  
[www.multifaith.org](http://www.multifaith.org)  
[www.risenshine.org](http://www.risenshine.org)

[WWW.SEATTLEREDDRESSPARTY.ORG](http://WWW.SEATTLEREDDRESSPARTY.ORG)

# SEATTLE Red Dress PARTY



## MARKETING PLATFORM

Our wide-reaching marketing platform for the 2012 Seattle Red Dress Party includes an incalculable number of audience impressions within a highly sought-after demographic:

### Print Advertisements

- Multiple weeks of high-visibility print campaign

### Red Dress Party Web Site

- Receiving upwards to 5000 unique hits annually

### Social Media Campaign

- Facebook group with approximately 1,000 followers, and growing
- Facebook event invitation reaching more than 10,000 people

### Promotional Posters

- Hundreds are printed and distributed throughout Seattle

### Promotional Postcards

- 10,000 are printed and distributed throughout Seattle

### Seattle Gay Pride Parade Float

- Opportunities for company integration to reach an audience of over 400,000

### Event On-site Exposure and Product Demonstrations

- Company giveaways/promotional table in high-traffic area
- Company Logo and name inclusion in event audio/visual production

*Have some more creative ideas? Let us know and we'll work with you to make them happen!*

## SPONSORSHIP OPPORTUNITIES

A sponsorship of the Seattle Red Dress Party offers your business the unique chance to connect with a socially aware, progressive, and devoted audience. Opportunities for onsite visibility, advertising exposure and product demonstrations ensure that your company's personal marketing message will be delivered to a broad cross-section of Seattleites. Your public support and interaction with the Red Dress audience will help strengthen your community-consumer relationships by enhancing their positive experiences associated with this beloved event. All sponsorship packages can be tailored to meet your individual marketing goals.

### Red Dress Sequin Sponsor — \$10,000

As Presenting Sponsor receive full integration with the Red Dress event throughout all marketing vehicles. This includes integration with the Red Dress logo and above title placement for company logo as well as placement at the Official Pre and After Parties as well as main event VIP section.

### Red Dress Velvet Sponsor — \$5,000

Our Supporting Sponsors receives high-priority visibility through a customized package of benefits from the Red Dress marketing platform. Let's talk about what works for you and your brand!

### Red Dress Silk Sponsor — \$2,500

Completely customizable we will work with you to find the best placement for your logo, product and message offering you the most impressions from this diverse crowd. Call or email us to begin a conversation! This would be an ideal level where a business could sponsor our VIP area

### Red Dress Official Pre-Party Sponsor — \$1,500

Are you searching for a unique marketing partnership? We will work with you to create a mutually-beneficial plan to drive our 1,000+ attendees to your venue for the Official pre-function.

### Red Dress Official After Party Sponsor — \$1,500

After party sponsor receives rights to the exclusive marketing space of the Red Dress after party. Don't miss out on aligning your bar or company with the party that keeps going until dawn. Please note that local bars and venues are given priority.

### Red Dress Community Sponsor — \$1,000

A favorite among small businesses and community individuals looking for an affordable option to maximize their donation dollars. Get your name or your business name in lights with a special thank you from The Seattle Red Dress Party. You may also donate in memory or in honor of a loved one, or anonymously.

Thank you!

PLEASE CONTACT US FOR MORE INFORMATION AT:

info@seattlreddressparty.org