



## The Signature Annual Fundraising Event for

The North Shore Alliance of Gay, Lesbian,  
Bisexual, and Transgender Youth (NAGLY)

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### Event Overview

"Red Party" is NAGLY's largest annual fundraising event, attracting a largely LGBTQ+ audience with many allies, elected officials, and local community leaders also attending each year. Proceeds from "Red Party" are used to fund NAGLY's comprehensive program of social and emotional support for LGBTQ+ youth on Boston's North Shore. Tickets to the 2022 Red Party sold out weeks in advance and we anticipate another sold out event in 2023.

DATE: April 22, 2023

TIME: VIP Admission – 6:30pm  
General Admission – 7:30pm  
Dancing until midnight

LOCATION: Colonial Hall at Rockafellas  
227 Essex Street  
Salem, MA

CELEBRITY EMCEE: Kris Knievel, legendary Show Director of Jacques Cabaret in Boston, named as one of the most important people in Boston Nightlife by Boston Magazine.

PERFORMERS: Red Party III will feature a cast of drag performers (queens, kings, and things) all vying for the Red Party Crown. Unlike most sovereigns, this royal personage will be elected by popular vote of the party-goers who will cast their votes with their tips (which will be donated to support the programs and services of NAGLY). The drag performer with the most tips at the end of the night will be coronated on the spot.

CLUB DJs: Jimmy Tilt & Andrea Stamas

TICKETS: VIP Admission - \$150  
General Admission - \$50

*NOTE: This is a 21+ event, all attendees will be asked to show ID.*

EVENT DETAILS: **VIP ticket holders**  
Doors open at 6:30pm and VIP guests will be welcomed to a private VIP reception where they will be treated to an array of passed tapas/small plates and complimentary wine. Guests will have an opportunity to mingle with some of the performers and pose for selfies. DJs will provide appropriate cocktail music during the VIP reception.

Prior to the opening of the doors for General Admission ticket holders, VIP patrons will have the opportunity to find seats/tables of their choice either on the Mezzanine or on the main level of the Hall near the stage and dance floor. A dessert buffet will be set up for all guests accompanied by complimentary Prosecco punch.

#### **General Admission ticket holders**

Doors open at 7:30pm for General Admission guests. Complimentary Prosecco punch and a cash bar will accompany a combination of passed desserts and dessert items on a buffet available for all guests.

#### **Silent & Live Auction**

A silent auction featuring a limited number of high-end items (6-8) will be conducted throughout the evening. A brief live auction will be held for one premier item.

#### **Dance Party**

At the conclusion of the drag performance/competition, DJs Jimmy Tilt and Andrea Stamos will take over and spin club music for dancing until midnight.



Founded in 1992 as the North Shore Alliance of Gay and Lesbian Youth (hence the acronym), the mission of NAGLY is to honor, respect, educate, and empower LGBTQ+ youth. Operating out of 5,200 square feet of rented space in the Witch City Mall in historic Salem, Massachusetts, The NAGLY Center provides a wealth of programs, resources, and services to help LGBTQ+ youth successfully navigate the many challenges of growing up queer and emerge as the authentic individuals they know themselves to be. At the heart of NAGLY's programming are peer-led youth groups, health education and risk reduction programs, health & wellness screenings, and a variety of social clubs and events. The Center also boasts a free clothing boutique, a large multi-purpose recreation/meeting room known as The Harrington Room, and a well-stocked library & tech center.

NAGLY is a 501(c)(3) nonprofit organization. Donations to NAGLY are tax-deductible to the full extent allowed by law.



## Sponsorship Opportunities

**Presenting Sponsor** (one only) **\$25,000**

- Name/logo with "Presenting Sponsor" locked-up with event logo in all marketing materials, invitations, and event signage—both print and digital media
- Presenting Sponsor acknowledgement in press releases, newsletters, etc. released in conjunction with Red Party III\*
- Full-color, full page, back cover advertisement in event program booklet
- Opportunity for sponsor representative to speak at the event
- Ten (10) VIP tickets to Red Party
- Other benefits to be determined in partnership with the Presenting Sponsor

**Champion Sponsor** (one only) **\$10,000**

- Name/logo below with "Champion Sponsor" included in marketing materials, invitations, and event signage—both print and digital media
- Full-color, full page, inside front cover advertisement in event program booklet
- Champion Sponsor acknowledgement in press releases, newsletters, etc. released in conjunction with Red Party III\*
- Champion Sponsorship acknowledgement from the stage during event
- Eight (8) VIP tickets to Red Party III
- Other benefits to be determined in partnership with the Champion Sponsor

**Pageant Sponsor** (one only) **\$7,500**

- Name/logo below with "Pageant Sponsor" included in marketing materials, invitations, and event signage—both print and digital media
- Pageant Sponsorship acknowledgement included in marketing materials, invitations, and event signage
- Full-page, full-color inside back cover advertisement in event program booklet
- Pageant Sponsorship acknowledgement from the stage during event
- Six (6) VIP tickets to Red Party III
- Other benefits to be determined in partnership with the Pageant Sponsor

**Dessert Buffet Sponsor** (one only) **\$5,000**

- On site signage recognizing "Tonight's Dessert Buffet is Generously Sponsored by..."
- Dessert Buffet Sponsorship acknowledgement included in marketing materials, invitations, and event signage
- Full-page, full-color advertisement in event program booklet
- Four (4) VIP tickets to Red Party III
- Other benefits to be determined in partnership with the Dessert Buffet Sponsor

**Ally Sponsors** (multiple) **\$1,500**

- Half-page, full-color advertisement in event program booklet
- Acknowledgement from the stage during event
- Two (2) VIP tickets to Red Party III
- Other benefits to be determined

**Event Partners** (multiple)**in-kind donation**

In-kind donations of table linens, floral arrangements, table décor, candles, etc. are most welcome. Sponsorship benefits will be negotiated on a case-by-case basis.

**Live and Silent Auction Donors** (multiple)**in-kind donation**

Auction items can be tangible objects like jewelry, artwork, food/wine, etc. or experiences like a vacation getaway, tickets to a concert or show, chartered boat ride, etc. NAGLY is seeking Auction Items with a minimum value of \$500. Sponsorship benefits will be negotiated on a case-by-case basis.

\* Inclusion of sponsor name in press release/media stories is dependent on timing of commitment

## Additional Opportunities for Support

**Program Booklet Ads**

Full-color, inside page advertisements are available in the evening's program booklet:

Full-page, vertical (5" x 8")	\$500
Half-page, horizontal (5" x 4")	\$350
Quarter-page, vertical (2½" x 4)	\$250

Camera-ready artwork must be submitted in digital format no later than March 31.

**Program Patrons**

Additional donations from event attendees are always appreciated. Likewise, those who are not able to attend the event but wish to contribute may make a donation of any amount in support of LGBTQ+ youth. All donors of \$250 or more will be listed in the program booklet as "Event Patrons." Donations can be made in memory or honor of an individual or in celebration of an occasion.

**CHECKS MAY BE MADE OUT TO NAGLY AND MAILED TO:**

2 E INDIA SQUARE MALL #121 ● SALEM, MA 01970

OR

**[CLICK HERE TO PAY WITH A CREDIT CARD](#)**

**FOR MORE INFORMATION:**

James Giessler, Executive Director/CEO

North Shore Alliance of Gay, Lesbian, Bisexual, and Transgender Youth, Inc. (NAGLY)

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*NAGLY is grateful for the opportunity to provide positive resources and programs to support the North Shore's LGBTQ+ youth. It is a responsibility and an honor that we do not take lightly. We depend entirely on the generosity of individuals, businesses, foundations, corporations, churches, and other groups to provide the funding to make this work possible. Thank you for considering the opportunity to sponsor Red Party III.*

— James Giessler, Executive Director/CEO