Sponsorship Opportunities
Executive Summary

The Loving Day Project is an educational project that teaches through genuinely “cool” events and professionally designed media. The name comes from Loving v. Virginia (1967), the landmark Supreme Court decision that legalized interracial marriage in the United States. The Loving Day Project’s mission is to fight racial prejudice through education and to build multicultural community.

The Loving Day Project is actively engaged in its mission all year through a combination of live events and a strong online presence. The Loving Day Flagship Celebration in New York City is the most prominent of these activities; it commemorates the anniversary of the Loving decision every year on or around June 12th. The Loving Day Flagship Celebration has been an annual event since 2004, and attracts a culturally savvy audience. Our flagship event draws over 1000 guests and the best of New York City’s recognized musical talent. The event is open to all ages, but our core audience is between 18-35 years old.

This event is the inspiration for a steadily growing number of Loving Day Celebrations nationwide. The result is a strong grassroots movement to create a new “holiday” or tradition that is passed among friends and family, and handed down through generations. Our goal is to create a new, positive tradition. We are working to make Loving v. Virginia a familiar part of the Civil Rights vocabulary, like Brown v. Board of Education, Rosa Parks, and Martin Luther King Jr. And now, with the election of President Barack Obama, there has never been a better time to be a part of the multicultural movement.

By supporting Loving Day, you will be associating your brand with a progressive educational project that is seamlessly connected with popular culture. We offer a range of sponsorship tiers, allowing us to partner with everyone from community groups to brands like Puma, Asahi, and Zipcar. In return for your support, we will promote your brand to our audience through multiple channels including a physical presence at the event, placement in event-related promotions (invitation graphics, email blasts, list servers, blog posts, etc.), and a presence on LovingDay.org. Our work has been regularly featured in national and international press such as Time, NPR, The Washington Post, ABC News, and BBC World.
Mission

Loving Day fights racial prejudice through education and builds multicultural community.

Education

Education is a key part of the Loving Day Project and the Loving Day Flagship Celebration. Our volunteers are leaders and active members of the multicultural community. They are well-versed in the history of civil rights and multicultural issues in the United States.

Nearly half of the guests first learn of the Loving decision from their event invitation. The warm atmosphere of our events and the deep knowledge provided through our website and volunteers form the core of Loving Day.

Community

The Loving Day Celebration provides a festive community event for those who value racial equality and intercultural exchange. This celebration fills a void that exists within the social spectrum of our country.

The project speaks deeply to a broad audience, both within the multicultural community and in other ethnic and cultural communities. In this way, Loving Day bridges communities and brings an unusually diverse group of people together.
Loving Day in New York City
The Loving Day Flagship Celebration is a unique blend of culture, education and community. The balance of “cool” and content is rarely achieved by other community events. It is the project’s core differentiator.

Since our first event in 2004, the Loving Day Flagship Celebration has grown from an informal gathering of 100 people into a 1,100 person event. The event has benefitted from the support of well-recognized corporate sponsors (Puma, Asahi, Zipcar, Ben and Jerry’s, etc.) and the support of other non-profits (MAVIN Foundation, Association of Multiethnic Americans, Multicultural Americans of Southern CA, World Up, Swirl, etc). The Flagship Celebration is a relaxed, enjoyable afternoon of free barbeque and world-class music for a good cause.

The Celebration has appeared on the social calendar of hip publications like the Village Voice, Time Out New York, Good Magazine and The Urb Magazine. The celebration attracts everyone from college students to young families. The annual Loving Day Celebration has become a much-anticipated early-summer event.
National and Global Loving Day Celebrations

Loving Day Celebrations go far beyond the flagship event in New York City. There are Loving Day Celebrations all over the country. Celebrations are even spreading worldwide to cities like Tokyo and Barcelona. They range from backyard cookouts and family gatherings to weekend-long cultural events hosted at museums. This broad web of events is connected through the Loving Day website.

The Celebrations encourage people to share the experience and to spread the word in their own communities. They are also a place for open and comfortable dialogues. The timing could not be better; this is a critical moment in our history, where race is on the pages of every major newspaper and magazine.

Celebration Kit

The Loving Day Celebration Kit is a free document that anyone can download. It’s an easy and fun way to spread the Loving Day message consistently and effectively. The Celebration Kit contains invitations, a speech template, celebration ideas, and a fact sheet that can be easily photocopied and distributed. The same sheets are handed out and circulated at the Loving Day Flagship Celebration.
Educational Events

Loving Day is more than an annual celebration. Throughout the year, our educational events engage audiences and encourage lively discussions. They also unite people of different backgrounds and encourage exploration.

SELECTED EVENTS:

Conference:
“Critical Mixed Race Studies Conference”
International academic conference with participants from South Africa, England, the United States, and more.
DePaul University
Chicago, IL

Panel Discussion:
“What’s race got to do with it?”
A Panel Discussion About Obama, Race, and Politics
New York University School of Law
New York, NY

Photography Exhibit:
“Part Asian, 100% Hapa”
Asian Pacific American Institute
New York University
New York, NY

Loving Decision Conference:
The Next 40 Years of Multiracial Communities
Roosevelt University
Chicago, IL

Panel Discussion:
“Exploring the Hapa Identity”
Columbia University
New York, NY

Free Film Screening:
“SILENCES”
Columbia University
New York, NY

Community Event and Gallery Show:
“GOOD December”
Hosted by GOOD Magazine
Openhouse Gallery
New York, NY
Website

The Loving Day website, LovingDay.org, provides free and accessible educational resources. It also encourages visitors to share their stories and Loving Day experiences with the world.

Share Your Story
Visitors are encouraged to share their personal experiences that relate to Loving Day and the multicultural community. Anyone can create an account and contribute content directly to LovingDay.org, including event listings, photos, and stories in a variety of categories including Couples, Personal, and Weddings.

Answers By Email
Loving Day responds to email inquiries every day. We help students from grade school through PhD candidates, teachers, and the press to find the information and resources they need. We also provide assistance to the general public. Email is another way that Loving Day serves as a connection point for communities

Legal Map
The Legal Map shows which states banned interracial relationships between 1662 and 1967. Users can watch the legal landscape of the country change. Also, by clicking on a state, they can read an example of the law in that state. The Legal Map makes this important history free and available to anyone. It has also referenced frequently by other research projects.

Resources
In addition to directly providing educational resources, LovingDay.org is a connection point to other resources and to the multiethnic community. The Resources page is a curated list of books, films, websites, and other resources of educational value.

Social Networking
Loving Day maintains an active presence on major social networking pages, such as:
Selected Press

Loving Day has been featured in national and international press including Time, Washington Post, NPR, ABC, and BBC World.

TIME
(06.11.10) - Brief History: Loving Day
THE GRIIO
(06.12.10) - Loving Day creates translators across racial divides
WICHITA EAGLE
(06.11.10) - Wichita's first Loving Day planned for Sat.
NICHI BEI TIMES
(07.15.09) - Check the Label
HUFFINGTON POST
(06.12.09) - Never Mind the Race Haters, Remember Loving Day
(06.08.07) - Loving Day: It's Not a Hallmark Holiday
NEW YORK TIMES
(06.12.09) - The Local: The Day: Celebrating Interracial Marriage
NPR
(06.12.08) - Morning Edition
(06.11.08) - Celebrating 40 Years of Loving Day
(05.05.08) - All Things Considered
VOICE OF AMERICA
(06.11.08) - American Life
SAN FRANCISCO CHRONICLE
(06.18.08) - Opening the box
PHILADELPHIA INQUIRER
(06.12.08) - Loving Day: When race matters less
DENVER POST
(06.12.08) - It’s Loving Day
NICHI BEI TIMES
(05.15.08) - A Mixed Dozen: 12 Resources on Multiracial/Multiethnic Matters
BAKERSFIELD CALIFORNIAN
(06.11.08) - Heard of Loving Day? Celebration of diversity reflected in ads
TANGO MAGAZINE
(05.08) - Why We Celebrate Loving Day
VILLAGE VOICE
(06.10.06) - An Interview with Ken Tanabe
KOREAM JOURNAL
(06.01.08) - Love Actually: Law-changer Mildred Loving leaves a legacy

WASHINGTON POST
(06.12.08) - What Mildred Knew
(05.06.08) - Mildred Loving Followed Her Heart and Made History
(06.13.06) - Loving Day Recalls a Time When the Union of a Man And a Woman Was Banned
ASSOCIATED PRESS
(05.05.08) - Mildred Loving, matriarch of interracial marriage, dies
BBC WORLD
(08.01.07 - 08.03.07) - Our World: Loving vs Virginia
GLOBO MULTISHOW - Brazil
(June 2007) - Unusual Place (in Portuguese, Lugar Incomum)
FOX News WXMI

WBAI-FM NEW YORK: PACIFICA
(06.12.07) - Wakeup Call
ABC NEWS
(06.14.07) - Groundbreaking Interracial Marriage
LOS ANGELES WAVE
(06.21.07) - Mixed Blessings
PACIFIC CITIZEN
(06.15.07) - 40 Years After Loving v. Virginia, How Far Have We Come?
PHILADELPHIA INQUIRER
(06.12.07) - Why not celebrate Loving Day here?
CANWEST
(08.29.07) - Interracial unions more accepted in Canada than U.S.: Report
CBS EARLY SHOW
(06.12.06) - Plaza segment
INDIANAPOLIS STAR
(06.18.06) - In loving color: Interracial couples find greater acceptance four decades after historic high court decision
TOLERANCE.ORG
(06.10.05) - Loving Day: How Will You Celebrate?
Audience

Most of our audience is made up of young adults between the ages of 18-34. However, Loving Day is accessible to people of all ages. Everyone participates, from babies to grandparents.

Loving Day Audience % By Age Group

- 35% 18-24 y.o.
- 35% 25-34 y.o.
- 15% 35-44 y.o.
- 10% 45-54 y.o.
- 5% 55+ y.o.

Loving Day: By The Numbers

- Annual Website Visitors: About 192,000
- National Email List: About 5,200
- Facebook Friends/Members: About 3,050
- NYC Local Email List: About 2,000
- MySpace Friends: About 1,000
- Other Connections: Twitter, Yahoo Groups, Flickr, YouTube, Vimeo, WeAreHapa
Growth

In 2004, Loving Day began as a single celebration in New York City with about 100 guests. Today, the New York City Celebration has expanded to over 1000 guests. The project has grown at a similar rate in terms of unique website visitors, email list subscribers, and major press.
Attributes

Guests, supporters, and volunteers will tell you: Loving Day creates an atmosphere that you can’t find anywhere else.
What People Say

“Loving Day is fantastic!”
Paul D. Miller, aka DJ Spooky
Turntablist/Producer/Fine Artist/Author/Professor

“Loving Day is amazing! It’s like I’m connected to everyone there, and I really feel like I’m a part of a growing multiethnic community.”
Sharon Dowdell
Consultant/Multiethnic Community Organizer, New York

“It is organizations like yours that gives us hope for our future.”
Cynthia Filmore

“I attended the NYC Loving Day celebration and had a blast.”
Samantha Chin-Wolner

“It really is encouraging to see a campaign like this.”
Willie Grills

“I am more than excited to share Loving Day with the world.”
Cornelia Brown

“I LOVE what you guys do!! I cant wait to do my own Loving Day Celebration!”
Julieta and Narith

“I am getting married on Loving Day.”
Sharee Pierce

“Saw the BBC showing of the story of Loving Day...and was very impressed.”
Basil and Barbara Hilton

“I live in Hong Kong. I totally support your efforts - kudos to your good work!”
Chiang Kai Ming

“Thanks for putting so much information in one place.”
Dave Hedengren

“I hope June 12th becomes a national holiday SOON!”
Amy

“I’ve Waited 37 years for this.”
Deborah Cole

“We all will make Loving Day a part of our yearly celebrations.”
Barbara and family

“I’m always trying to spread the word about Loving Day.”
Catherine Smith

“I LOVE that there is a day to celebrate this wonderful milestone in American history!”
Sherry

“I really am so happy to hear about this site and all that it stands for.”
Amanda Guerrero
Event Sponsorship

Sponsor the Loving Day Flagship Event in New York City and become a part of the world’s most hip, popular and savvy multicultural events.

Overview of Benefits
- On-site promotion of your brand/name
- Placement of your logo/name on the graphic invitation and other promotional materials
- Mention of your brand/name in announcements
- Brand/name presence on our event web page
- Brand/name placement on all event email blasts and event messages sent via social networking pages such as Facebook
- Multiple sponsorship tiers are available

Your Contribution is Tax Deductible
In addition to the promotional benefits, there is a financial benefit to supporting Loving Day. We will provide you with written documentation for tax purposes.

Loving Day is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions in behalf of Loving Day may be made payable to Fractured Atlas and are tax-deductible to the extent permitted by law.
## Event Sponsorships

Event sponsorships include promotion of your brand/name before, during, and after the big day in mid June.

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<th>Presenting Sponsor</th>
<th>Title Sponsor</th>
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Annual Sponsorship

Showcase your diversity initiatives by sponsoring Loving Day. Use multiple media channels to reach a progressive young audience by supporting our multicultural community work.

Overview of Benefits

- All-year promotion of your brand/name
- Mention of your brand/name at educational and community events throughout the year
- Expanded brand/name presence on our website
- Continuous presence on our social networking pages such as facebook
- Includes the benefits of Event Sponsorship at our annual flagship event in New York City
- Multiple sponsorship tiers are available

Your Contribution is Tax Deductible

In addition to the promotional benefits, there is a financial benefit to supporting Loving Day. We will provide you with written documentation for tax purposes.

Loving Day is a sponsored project of Fractured Atlas, a non-profit arts service organization. Contributions in behalf of Loving Day may be made payable to Fractured Atlas and are tax-deductible to the extent permitted by law.
## Annual Sponsorships

Become a project-wide sponsor and enjoy the benefits of all-year promotion, including the Flagship Event.

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<th>Feature</th>
<th>Annual Silver</th>
<th>Annual Gold</th>
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<td>$25,000-$49,999</td>
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Creative Sponsorships

Are you a DJ, musician, director, designer, or other creative professional? Join our roster of talented collaborators, and let us expand your audience or clientele.

DJ Spooky
This multi-talented turntablist, producer, fine artist, author, and professor has collaborated with Check D. (Public Enemy), Brian Eno, Moby, and Yoko Ono. He has also performed at the Loving Day flagship event.

Broadway in South Africa
This dynamic group features top Broadway talent from shows like Wicked, The Lion King, Rent, and more. Their work in South Africa teaches life skills to underprivileged youth. They generously performed at a Loving Day fundraiser concert.

DJ Rekha
Rekha is a DJ, producer, curator, activist, and South Asian music pioneer. She has been featured in The New York Times, CNN, The Village Voice, and more. She also performed at the Loving Day flagship event.

Octavio Warnock-Graham
Octavio Warnock-Graham is an Academy Award nominated, Emmy Award winning producer, director and cinematographer. Loving Day moderated a discussion of his film “Silences” at Columbia University.
Design a Sponsorship

Do you provide a product or service that speaks to our audience? Would you like to make an in-kind donation, or a donation that’s outside of the box? Contact us!

In-Kind Donations
Loving Day gladly accepts in-kind donations. These donations can be tax deductible just like cash donations. In the past, we have accepted products such as beverages for our events, advertising through media sponsorships, and more. Contact us for other options.

Donate Your Services
Loving Day depends entirely on donations and volunteers. If you provide a valuable service that Loving Day could use, contact us to discuss the possibilities. Service are not tax-deductible, but we will gladly promote your service to our audience.

Donations Outside of the Box
Loving Day has grown and thrived by thinking outside of the box and using resources creatively. If you have an idea for supporting Loving Day that we haven’t thought of, let us know. We’re open to your suggestions!
Contact Us

Thank you for considering this opportunity to sponsor Loving Day. We look forward to promoting you to our audience and building a rewarding partnership.

Sponsorship Contact
Ken Tanabe
Founder/President, Loving Day
Telephone: 212-361-9756
Email: ken@lovingday.org

For More Information
- www.lovingday.org
- www.time.com/time/nation/article/0,8599,1996028,00.html
- www.washingtonpost.com/wp-dyn/content/article/2006/06/12/AR2006061201716.html
Thank You!

On behalf of all of the Loving Day volunteers, thank you for considering our sponsorship opportunities.