



2021 PARTNERSHIP OPPORTUNITIES

THE NEW YORK CITY ANTI-VIOLENCE PROJECT (AVP)

OUR MISSION

AVP empowers lesbian, gay, bisexual, transgender, queer, and HIV-affected communities and allies to end all forms of violence through organizing and education, and supports survivors through counseling and advocacy

OUR VISION

AVP envisions a world in which all lesbian, gay, bisexual, transgender, queer, and HIV-affected people are safe, respected, and live free from violence.

ABOUT AVP

ACTIVITIES + IMPACT



“AVP is the only organization with a sole focus — and experience, expertise and resources — to support survivors of violence in our community.” – AVP Supporter

20,000+ PEOPLE REACHED ANNUALLY THROUGH COMMUNITY OUTREACH

3,000+ CALLERS TO OUR 24-HOUR BILINGUAL HOTLINE

1,500 COUNSELING CLIENTS

4,000 PARTICIPANTS TRAINED

INCLUDING COMPANY EMPLOYEE RESOURCE GROUPS, POLICE, HEALTHCARE PROVIDERS, SOCIAL SERVICE AGENCIES AND MORE ON ISSUES OF SAFETY, DIVERSITY, AND INCLUSIVITY FOR LGBTQ AND HIV-AFFECTED COMMUNITIES IN NEW YORK CITY.

AVP REACHES ALL 5 BOROUGHS + NATIONAL FOOTPRINT

- Nearly 400 community members supported with legal services
- Two annual national reports on LGBTQ Hate Violence and LGBTQ Intimate Partner Violence
- 2011 White House Champion of Change

AVP was key in pushing for groundbreaking protections for LGBTQ people in the 2013 reauthorization of the Violence Against Women Act (VAWA), working closely with the Obama Administration, including Vice President Joseph R. Biden.



OUR REACH

80,000+ ANNUAL WEBSITE VISITORS

11,700+ FOLLOWERS ON FACEBOOK

8,000+ E-MARKETING SUBSCRIBERS

7,800+ FOLLOWERS ON TWITTER

POPULATION SERVED

20,000 INDIVIDUALS

SERVED THROUGH OUTREACH EVENTS, HOTLINE CALLS, TRAININGS, COUNSELING, AND LEGAL SERVICES

DONOR BASE

12,000 ACTIVE CONSTITUENTS

RECENTLY SEEN ON



OVER **9.3 MILLION** FACEBOOK USERS ENGAGED WITH VICE PRESIDENT JOE BIDEN'S ACCEPTANCE SPEECH AT OUR 2017 COURAGE AWARDS VIA "NOW THIS POLITICS"

AVP AT 40

ADDRESSING THE PROBLEM

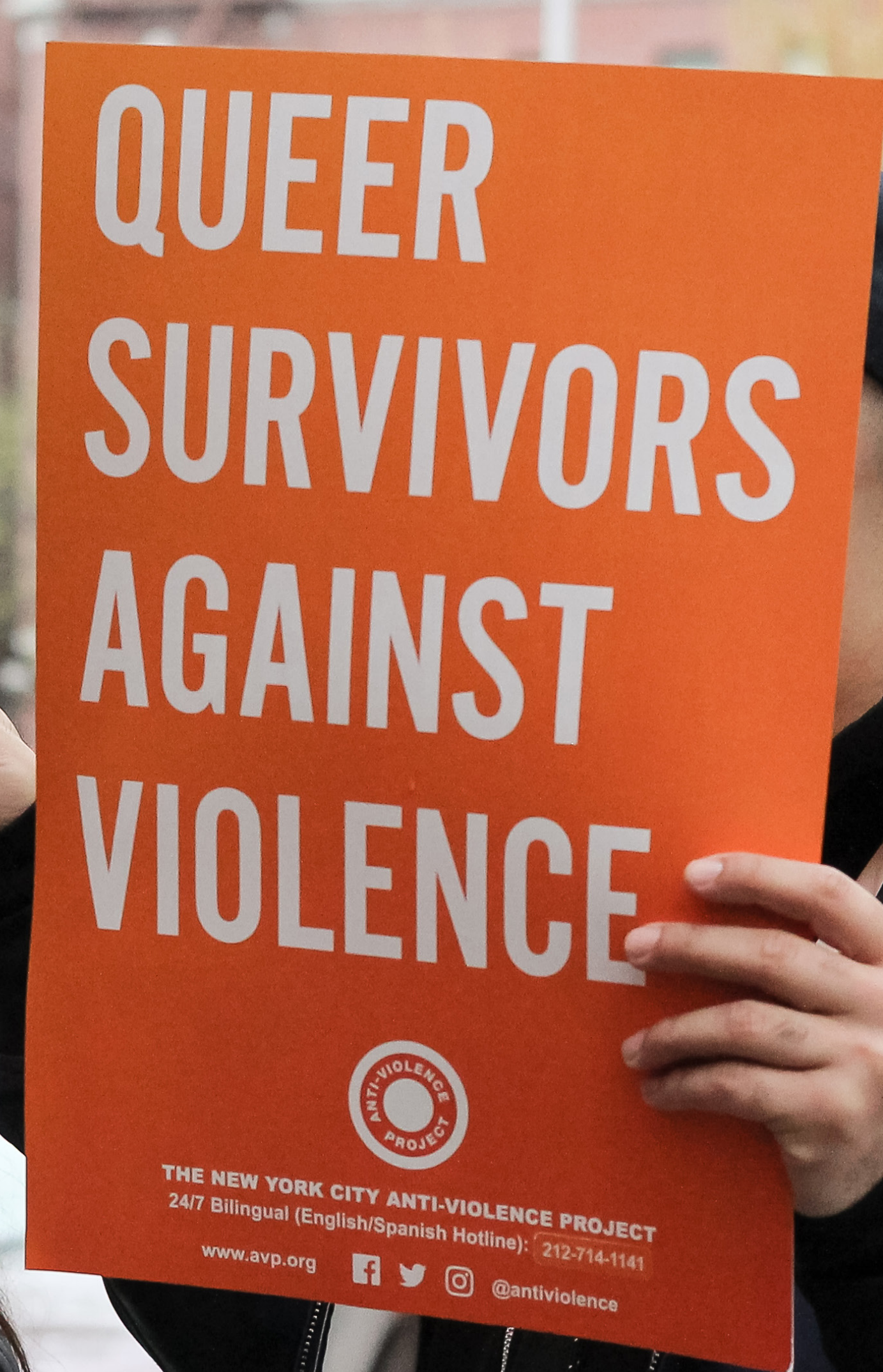
IN 1980, the New York City Anti-Violence Project (AVP) was born in response to a series of brutal attacks against gay men. Community activists took to the streets, pushed back on the police, and demanded safety and justice for the gay community.

In March 2020, the planned kickoff to AVP's 40th Anniversary shifted focus. AVP closed its physical offices and staff members tirelessly dedicated themselves to keeping clients, families, and one another safe as COVID-19 spread through New York and the LGBTQ community.

As we continued to battle a pandemic, uprisings against police violence targeting black people spread across the nation, bringing much needed attention to the work that the anti-violence movement does. Still, we saw the deadliest year for transgender and gender nonconforming people ever recorded.

As it has for 40 years, AVP continues to stand on the front lines, leading the anti-violence movement, and providing critical support to survivors.

The New York City Anti-Violence Project
116 Nassau Street, 3rd Floor, New York, NY 10038 · (212) 714-1184



AVP 40TH ANNIVERSARY

A JUST WORLD IS OUR CALLING

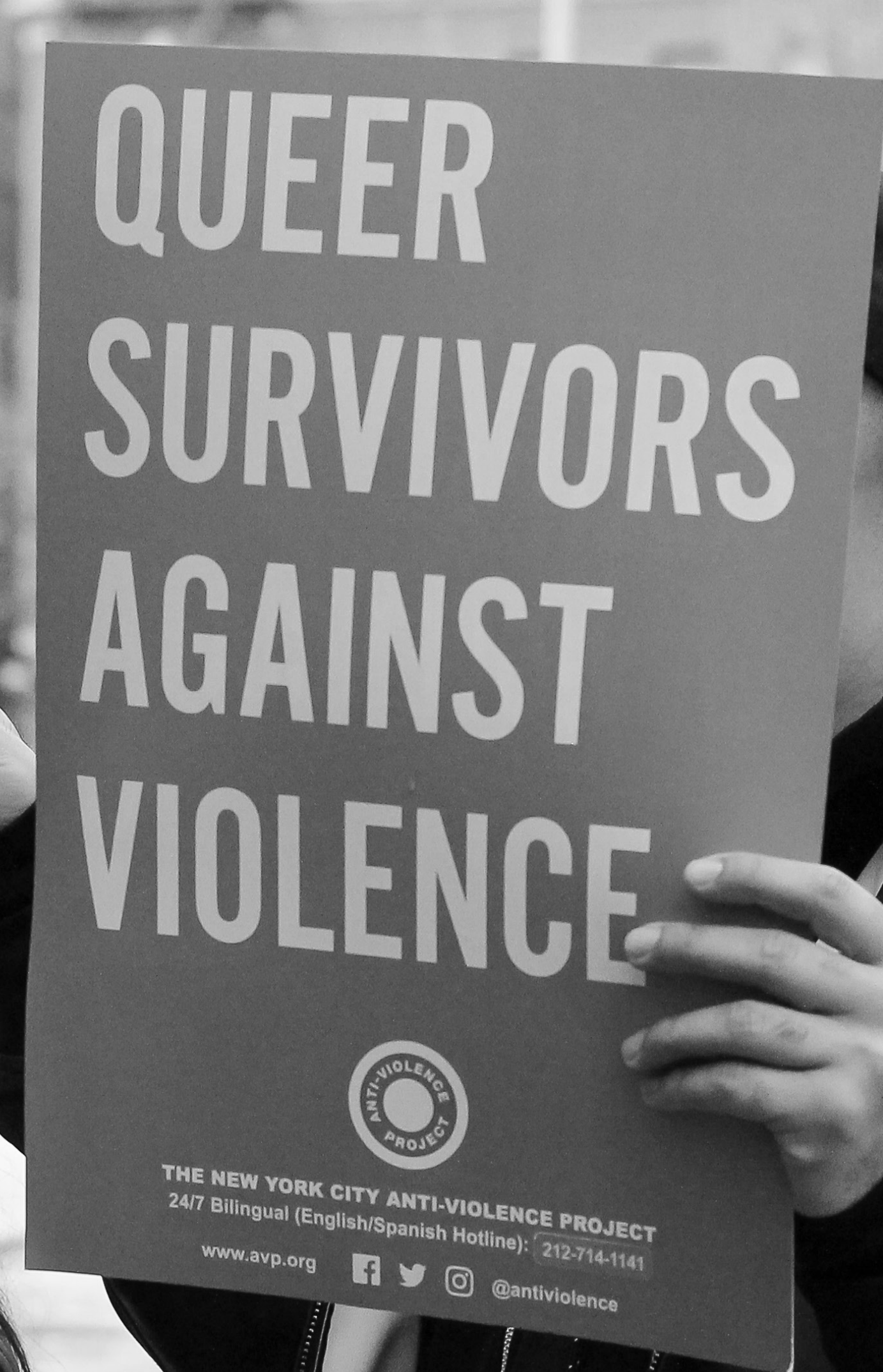
“CRISIS RESPONSE IS CORE TO AVP’S UNIQUE APPROACH, AND WE ARE SKILLED AT NAVIGATING AND RISING ABOVE THESE CHALLENGES.”

BEVERLY TILLERY, EXECUTIVE DIRECTOR

AVP continues to stand on the front lines of anti-violence work with the knowledge that **“a just world is our calling.”**

We invite partners to join us to reimagine our 40th Anniversary celebration and create a critical convening and celebration of our community. Together we will serve as both a source of support for LGBTQ and HIV-affected survivors of violence, and a fierce advocate for change.

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AVP 40TH ANNIVERSARY SPONSORSHIP

Join AVP as a 40th Anniversary sponsor to support our critical work and be a partner in celebrating this important milestone. Your support will be highlighted throughout the year at planned celebration events including the Courage Awards, Fusion Pride Party, and other virtual visibility and planned activities throughout the year.

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AVP 40TH ANNIVERSARY

SPONSORSHIP LEVELS

Due to circumstances surrounding the global pandemic, AVP has created a generalized yet flexible menu of sponsorship opportunities that will be tailored as specifics on in-person vs. virtual events are determined. AVP staff looks forward to working with 40th Anniversary sponsors closely, both to tailor opportunities and provide updates as determined.

VIRTUAL EVENT BENEFITS

	\$5,000 ADVOCATE	\$10,000 ACTIVIST	\$15,000 PROTECTOR	\$25,000 DEFENDER	\$50,000 SUSTAINER	\$75,000 PRESENTER
Annual Report or External Materials	✓	✓	✓	✓	✓	✓
Event Visibility + Digital Signage	✓ Courage Awards + Fusion	✓ All Events	✓ Noted (All Events)	✓ Key (All Events)	✓ Prime (All Events)	✓ Premium (All Events)
External Digital Materials Logo Placement		✓ Courage Awards + Fusion	✓ Courage Awards + Fusion	✓ Key (All Events)	✓ Prime (All Events)	✓ Premium (All Events)
Event Digital Ads Tribute			✓ Courage Awards + Fusion	✓ Key (All Events)	✓ Prime (All Events)	✓ Premium (All Events)
Tailored Visibility Opportunity				✓ One Tailored Opportunity	✓ Two Tailored Opportunities	✓ Year-Round Opportunities
Logo Placements gifts/materials					✓	✓
Sponsor Branded Video Statement						✓ Social Media Website

IN PERSON EVENT BENEFITS

INCLUDES ALL VIRTUAL EVENT BENEFITS + THE BELOW

NOTE: # OF GUESTS PER SPONSORSHIP LEVEL WILL BE GUIDED BY SOCIAL DISTANCING AND TABLE SEATING LAWS.

	\$5,000 ADVOCATE	\$10,000 ACTIVIST	\$15,000 PROTECTOR	\$25,000 DEFENDER	\$50,000 SUSTAINER	\$75,000 PRESENTER
Reserved Table	✓ 2 of Guests	✓ 2 of Guests	✓ 4 of Guests	✓ 8 of Guests	✓ 10 of Guests	✓ 10 of Guests
VIP Reception	✓ 2 of Guests	✓ 2 of Guests	✓ 4 of Guests	✓ 8 of Guests	✓ 10 of Guests	✓ 10 of Guests
After Party	✓ 2 of Guests	✓ 2 of Guests	✓ (Reserved Seating) 4 of Guests	✓ (Reserved Seating) 8 of Guests	✓ (Reserved Seating) 10 of Guests	✓ (Reserved Seating) 10 of Guests
Logo Placement	✓ Event Program	✓ Slide Show + Event Program	✓ Slide Show + Event Program	✓ Key Placement Slide Show + Event Materials + Program	✓ Prime Placement Slide Show + Event Materials + Program	✓ Stage + Premium Placement Slide Show + Event Materials + Program
Event Program Ads		✓ 1/2 Page Ad	✓ 1 Full Page Ad	✓ Prime Placement 1 Full Page Ad	✓ Prime Placement 2 Full Page Ad	✓ Premium Placement 2 Full Page Ad
Verbal Recognition During Event			✓ Special Group Recognition	✓ Recognition During Program	✓ Special Recognition from Stage	✓ Speaking Opportunity from Stage



CONTACT AVP FOR MORE INFORMATION OR TO DISCUSS A SPONSORSHIP OPPORTUNITY:

Contact **Sara Murphy**, Director of Development at **917-855-8455** or email smurphy@avp.org.