



**Black & White Party, Inc.**

P.O. Box 7131

York, PA 17404

717.814.8862

[www.theblackandwhiteparty.com](http://www.theblackandwhiteparty.com)

## **LETTER FROM THE PRESIDENT**

Dear Friends,

The Black and White Party is about to embark on a very exciting year as the region's largest fund raising event devoted solely to improving the lives of people living with HIV/AIDS in Central Pennsylvania.

This year's event will be held at the Zembo Shrine Event Center and Auditorium in Harrisburg, PA on May 5, 2012. Over the past five years, this event has raised over \$90,000. Proceeds from the Black and White Party will be donated to Family First Health's Caring Together Program and Alder Health's HIV/AIDS Services and Prevention Program.

Enclosed you will find information about Black and White Party, Inc. and the 2012 Black and White Party. For more information, you can also visit our website at: [www.theblackandwhiteparty.com](http://www.theblackandwhiteparty.com).

Thank you for taking the time to review the enclosed packet for the 6th annual 2012 Black and White Party – HIV/AIDS benefit. We hope that you will join us in making a difference in the lives of many people living with HIV/AIDS in Central Pennsylvania.

Sincerely,

Charles R. King  
Board President



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## **SPONSORSHIPS OPPORTUNITIES**

### **Diamond Level Sponsorship- \$5,000 +**

- Center of program (two full pages) advertising
- Web link AND Banner Ad placed prominently on our website's homepage for one year
- Eight (8) VIP tickets to the event.
- Promotional media distributed in VIP gift bags and with sales/merchandise at event\*
- Large company banner will be displayed most prominently at the event\* (Compliments of Black and White Party, Inc.)
- Top Billing and Logo placement on all promotional event media, and marketing\*\*
- Naming rights to VIP reception lounge
- Complete ownership of main-stage advertising. Consistent recognition of Diamond Sponsorship, as part of all official remarks and announcements throughout the event.

### **Platinum Level Sponsor - \$2,500 +**

- One (1) full page of advertising in program: choice of inside front cover or inside back cover
- Logo Placement on all promotional event media and marketing
- Web link for a period of 1 year on our website
- Four (4) VIP tickets to the event
- Promotional media distributed in VIP gift bags\*
- Sponsor's banner prominently displayed inside venue (size not to exceed 8'w x 4'h)\*

### **Gold Level Sponsor - \$1,000 +**

- One (1) full page of advertising inside the program
- Logo Placement on all promotional event media and marketing\*\*
- Web link for a period of 1 year on our website
- Six (6) general admission tickets to the event
- Promotional media distributed in VIP gift bags\*
- Sponsor's banner will be displayed inside venue (dimensions not to exceed 5'w x 2.5'h)\*

### **Silver Level Sponsor- \$500 +**

- Half (1/2) page of advertising inside the program
- Logo Placement on all promotional event media and marketing\*\*
- Web link for a period of 1 year on our website
- Four (4) general admission tickets to the event
- Promotional media distributed in VIP gift bags\*
- Sponsor's banner will be displayed inside venue (dimensions not to exceed 3'w x 1.5'h)\*

### **Bronze Level Sponsor - \$250 +**

- Quarter (1/4) page of advertising inside the program
- Web link for a period of 1 year on our website
- Two (2) general admission tickets to the event
- Promotional media distributed in VIP gift bags

### **Friend of the Black & White Party - \$50 +**

- Recognition in the program

\* All printed promotional media/ web graphics is the responsibility of the sponsor. Necessary materials and artwork must be received by our media team in a timely manor for guaranteed inclusion.



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## ADVERTISING OPPORTUNITIES

### Advertise in the Black & White Party Program

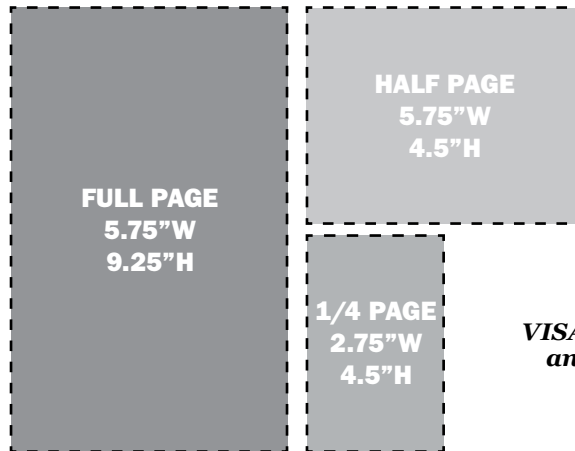
Distribution will be to approximately 750-1000 high-profile businesses and people in the Central PA region.

### Ad Sizes (see diagram below)

Full-Page (5.75" wide x 9.25" high) - \$350

Half-Page (5.75" wide x 4.50" high) - \$200

Quarter-Page (2.75" wide x 4.50" high) - \$100



**VISA, MC, DISCOVER, AMEX  
and Checks are accepted.**

### To place an ad, please return the form below to:

**Black and White Party, Inc.**

**P.O. Box 7131**

**York, PA 17404**

Or, you may call 717-814-8862 and we will be happy to place your order over the phone. Mail ads to the address above or email it to: **advertising@theblackandwhiteparty.com** NO LATER than Monday, April 2, 2012. Ads received after April 2 will NOT be accepted.

All ads must be in black and white, high-resolution (300 dpi) and should be in PDF, EPS or JPEG format. Return the form by mailing it to The Black & White Party, Inc, or give it to any board member or planning committee member.

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### Black & White Party Program Advertising

Name: \_\_\_\_\_

Company / Organization: \_\_\_\_\_

Street Address: \_\_\_\_\_

City, State & Zip: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax Email: \_\_\_\_\_



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## HISTORY

The Black & White Party was created to allow a new business to establish an event which would support the local community. Charles King, as the manager of the new Club XS night club in York, PA, brought the group together which would stage the first Black & White party in May of 2007. With the help of dozens of volunteers and club patrons, it was a success beyond all expectations and \$12,500 was donated to Family First Health's Caring Together Program.

The Black & White Party has returned to Club XS every year in early May, raising over \$70,000 in the first four years. Growing bigger and better every year, the early al fresco portion of the evening feature food from local restaurants, silent & live auctions, and local entertainment. The excitement builds as the party moves inside later in the evening for a stage show and dance party, culminating in a featured headliner performance at midnight. The first year of the Black and White party, the outdoor entertainment included the club's best karaoke singers entertaining the crowd. Each year, the program has expanded to include more entertainment; in 2009, the party featured three hours of top-notch entertainment, food from local restaurants, silent and live auctions, and other diversions under two large tents.

The late evening stage show has grown to include over an hour of original entertainment by a cast of local entertainers that works for months to perfect every note and dance step under the direction of volunteer professional director, choreographers and musicians. The stage show, as well as the outdoor entertainment, has grown to be supported by an amazing crew of volunteer make-up artists, hair stylists and costumers. Midnight headliners after the self-produced stage show have included CeCe Peniston, RuPaul, Sandra Bernhard and Deborah Cox.

Not only has the event grown, but the group of volunteers who want to be a part of this exciting event grows every year as well with over 175 people donating their time and expertise in 2010. The Black & White Party also became incorporated in 2009 and is now a 501(c)3 approved organization run by an independent board of director who work year round.

The first party in 2007 also launched the John Folby Award for Excellence. Named for the inaugural recipient, the award is presented to a person who has displayed excellence in the field of HIV/AIDS. Past recipients have included volunteers or professional and those with a focus on service/support or education/prevention. Along with Mr. Folby, the roster of honorees includes David Leas, Connie Scott and Deborah Gable.

Past sponsors and supporters of The Black & White Party have included many local and national companies - just to name a few:

Starbucks

Roche Pharmaceuticals

Three Olives Vodka

Merck Pharmaceuticals

Capital Wine & Spirits

Tibotech Pharmaceuticals

Atlas Rubber Stamp & Printing

Isaac's Family Restaurants

Make Believin' Costumes

Kim Bracey - Mayor of York

PA State Rep. Eugene A. DePasquale

Ace Spirit Distributor

Uhden Designs

East Prospect Factory Outlet

US Food Service

Lancaster County Women Newspaper

Gilead Sciences



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## **HISTORY (CONTINUED)**

But most importantly, all this effort now benefits all of Central Pennsylvania. Half the proceeds still go to Family First Health's Caring Together Program where the funds are used to fill in the vast gaps left by restrictions placed on their other funds. The other half of the proceeds are donated to The Aids Fund of Central PA which is a project of The Foundation for Enhancing Communities. For every two dollars donated to The AIDS Fund of Central PA, the National Aids Fund matches it with a dollar. The AIDS Fund makes grants to HIV/AIDS service and support organization, right here in Central PA.

New for its 5th anniversary year in 2011, The Black and White Party will move to a new, much larger location. Sure to be a turning point in its history, the beautiful Zemba Shrine Event Center and Auditorium in Harrisburg will host the party on Saturday, May 14th. Retaining all the elements that make regulars call it, "the best party you'll ever attend", the next party will reach a level that could hardly have been imagined less than four years ago.



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## IN THE NEWS

### Health & Medicine

#### Dance the Night Away at the Black and White Party

by Susan Rosen  
Once upon a time...the Mad Hatter asked Alice, "Why is a raven like a writing desk?" As the Fourth Annual Black and White Party, themed "Alice in Boogie Wonderland," the world may finally find the answer. Called "the best party you'll ever attend," this year's gala on May 7th is sure to be a crowd-pleaser, with all proceeds going to benefit AIDS programs in the area, including Family First and the AIDS Fund of South Central Pennsylvania.

"It's going to be an amazing show, and we're very excited. We have some new, fresh ideas, and we're anxious to see how

they turn out," said Charles Oswald, benefit creator, lead coordinator and President of the Board.

Highlights include a Silent Auction of lounge wear, hotel packages and house wares, performances by local singers and dancers, and food donated by local eateries, including a VIP room catered by Lancaster's Belvedere Inn. At midnight, party goers will be treated to a performance by platinum recording artist Deborah Cox.

According to the U.S. Center for Disease Control, 1.1 million Americans are living with AIDS, and often, funds for care are lacking. As a bar manager

in cities such as Las Vegas and Phoenix, AZ, Oswald was well acquainted with fund raising for charitable organizations, including the Make a Wish Foundation.

"After moving to York, I toured one of our local HIV facilities, and was impressed with its high level of care," he explained, adding that these facilities have since become models for other communities. "After investigating, I knew I wanted to do something to help these facilities financially."

Oswald had attended a Black and White Party in Las Vegas, but took the idea and expanded it on a larger scale. Now, four years later, the Black and White

Party has become a non-profit organization, with other cities interested, including Washington D.C., Phoenix, AZ, Detroit, MI, and Charlotte, NC. All money raised will benefit local AIDS charities or will be used to continue efforts to expand into other places of need.

"We're very grateful for our success. We believe in giving back to the community, and this is the perfect way—having a great time while supporting a worthy cause," said Oswald. For more information, or to order tickets, visit their website at [www.theblackandwhiteparty.com](http://www.theblackandwhiteparty.com).








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## IN THE NEWS

### *Falling Down a Rabbit Hole Has Never Been So Much Fun;*

**Her Royal Majesty Invites All Funlovers to Her Black & White Party** *By Greg King*



The reigning line of this party has a straight talk with her galle entourage.

**A**s Alice learned when she tumbled down the rabbit hole, no one throws a party like the Queen of Hearts. On Friday, May 7 you can join Her Majesty's honored guests, including Alice and the Mad Hatter, just to name a couple, at the Fourth Annual Black & White Party. (Often called "the best party you'll ever attend.") This year's party is themed "Alice in Boogie Wonderland."

All funds raised from The Black & White Party support HIV/AIDS programs in the region through Family First Health in York and The South Central Pennsylvania AIDS Fund which funds programs throughout the region. In its first three years the event has raised \$52,000 to support these local programs.

According to the US Center for Disease Control there are 1.1 million Americans living with HIV/AIDS and according to the Pennsylvania Department of Health the South Central Pennsylvania region ranks second in the Commonwealth in cases of HIV/AIDS. The highest-risk populations are heterosexual women, men aged 13-24, injection drug users, and men who have sex with men (MSM). Communities of color, specifically African Americans and Hispanics, have disproportionately higher rates of HIV/AIDS. But in today's economy of dwindling resources, funds for care are often lacking. That's where The Black and White Party takes center stage.

Charles Oswald, the chairman and emcee of the Black & White Party explains, "After moving to York, I had the opportunity to work with Family First Health in York in another capacity. After learning about their Caring Together Program, which provides HIV/AIDS services and support, I realized there was a significant lack of funding and a great opportunity to make a difference." As the bar manager of Club XS, a massive newly-remodeled venue, he decided it was the perfect place to hold the first event. The event also had the full support of

the owner Joel Weinstein. "With need and opportunity lining up so perfectly," adds Oswald, "the only thing missing were people to help make it all happen. Shortly after telling a few people about my vision, I had many people from the community



Ladies of remarkable beauty and grace appear.

knocking on my door to participate." The Black and White Party is an all volunteer effort and this year's party has over 100 volunteers working on the entertainment alone. Including all the other volunteers who are involved with the event, there are well over 150 dedicated folks, some who work all year long, to make the party a success.

The party kicks off at 6 p.m. You arrive at the venue and upon stepping through Alice's looking glass you will find Club XS's parking lot transformed into a tennis garden featuring the Mad Hatter's Tea Party with taste-tempting

food provided by local restaurants. There will be a silent auction and an auction fashion show. And you will be sure to encounter many of the characters familiar to fans of Alice in Wonderland — but as imagined in the era of 1870s Discs. The Mad Hatter and the March Hare will host a cast of characters featuring various entertainment by some of the area's best local talent.

As the sun sets on the Mad Hatter's Tea Party, the Queen of Hearts will command all her subjects to join her inside Club XS for even more entertainment. The cast of the inside show has been working for months to put the "Boogie" in Wonderland, and not even Alice or The Queen of Hearts will be able to resist the urge to dance along.

The entire party culminates when Platinum Selling, awarding artist Deborah Cox takes the stage shortly after

midnight. Her latest album, "Destination Moon," is a tribute to Ditch/Washington, who like Cox, delved into blues, jazz, big band and pop ballads.

"Cox is the highest level of entertainment ever offered at Club XS," says Oswald. "We're glad that the event can bring her here to help raise money for the HIV/AIDS effort."

Advance purchase tickets for the event are \$25 for standard admission. There's a \$100 VIP ticket available and that ticket includes an open bar beginning at 10 p.m., private boxes of oysters service, preferred seating and viewing of the inside show, and a gift bag. You can purchase tickets online at [www.theblackandwhiteparty.com](http://www.theblackandwhiteparty.com) or by calling 717-840-6909. Club XS is located at 30 West 11th Avenue, York, PA 17404. You can also get directions from the Club XS website at [www.clubxsyork.com](http://www.clubxsyork.com).

**TICKETS AVAILABLE NOW!**

**black white party**

*Alice in Boogie Wonderland*

**STARRING DEBORAH COX** PLATINUM SELLING RECORDING ARTIST

**FRIDAY, MAY 7<sup>TH</sup>**

**\$25 for General Admission in advance, \$35 at the door**  
**\$100 for VIP in advance, \$125 at the door**

**Ticket price includes all food and live entertainment on 2 stages**  
**Silent auction on a wide variety of items and services**

**Go to [www.theblackandwhiteparty.com](http://www.theblackandwhiteparty.com) to order and print tickets**

**XS** ALL PROCEEDS BENEFIT

30 West 11<sup>th</sup> Ave  
 York, PA 17404 • 717-840-6909  
[www.clubxsyork.com](http://www.clubxsyork.com) • [info@clubxs.com](mailto:info@clubxs.com)



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## **MARKETING EXPOSURE**

### **Who Comes to the Black and White Party?**

Corporate sponsors of Black & White Party will enjoy significant exposure within the Central PA market. In general corporate sponsors will be noted in all Black & White Party produced marketing material, in all online marketing as permitted, and every effort will be made to include them in news features and marketing materials that are produced by third parties. This exposure is more specifically described on the "Sponsorship Opportunities" sheet.

### **DEMOGRAPHICS**

The 35-45 age group is the largest among our guests with 45-55 following close behind. These two age groups represent nearly 80% of our guests who are almost equally divided between men and women. While we enjoy strong support from the LGBT Community, it only represents about 30% of our guests. About 60% identify as Caucasian, 15% African American, 15% Hispanic, and 10% as "other." From the limited data available we are able to safely estimate that the annual household income of our guests is over \$90,000 a year.

### **ONLINE MARKETING**

Our email list, and the email lists of our partners and supporters exceed over 15,000 people. Our social media marketing campaign exceeded over 3.7 Million impressions last year. Our website receives an average of 4,000 visitors per year with the vast majority of them visiting in the month leading up to our annual event. We are also the recipient of a Google AdWords Grant which provides us with free advertising with the potential for over 100,000 "paid" click-throughs to our website and online marketing.

### **DIRECT MAIL**

As we have done in the past, again this year we will mail nearly 1000 postcards to all our past supporters. Additional postcards will also be distributed through various outlets bringing the total number of postcards to 5000

### **BILLBOARDS**

Once again we have received a commitment from Lamar Outdoor Advertising for 5 billboards in the Harrisburg Area.

### **PRINT MEDIA**

It is difficult to predict the total print media exposure. However, in past years we have advertised in several specialty newspapers. Black & White Party is also frequently featured in articles in local newspapers and magazines including, Central Voice, Lancaster Women's Journal, York daily Record, Harrisburg Patriot, etc. Again this year, Black & White Party will be actively pursuing articles and advertising in as many print media outlets as possible.





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## **MARKETING EXPOSURE**

### **OTHER MEDIA**

A short video and a 30 second companion video are also available for distribution through our various media outlets. In the past we have also enjoyed interviews on local talk radio.

### **MARKETING SUPPORT**

We are very pleased that "3rd Idea", a marketing firm located in Gettysburg, PA is providing pro-Bono marketing support to Black & White Party for 2012.

### **EVENT ATTENDANCE**

Overall, annual attendance at our various events exceeds 2,500 people. Our primary annual fund raiser, The Black & White Party has had attendance ranging from 500 to 1200. With 2012 being our second year at the Zembo Shrine in Harrisburg, we expect to see attendance levels between 750-1,000.