

MONARCH

SPONSORSHIP OPPORTUNITIES

TRANSGENDER DAY
OF REMEMBRANCE

FRIDAY, NOVEMBER 20, 2020

IDOR
2020



Transgender Health
and Wellness Center

MONARCH MAGAZINE

SPONSORSHIP OPPORTUNITIES 2020



Violence has erupted in this nation, and the transgender diverse community is feeling the brunt of it. In July alone, there were seven known murders. Transgender women of color were found dismembered in a river, stabbed to death in an abandoned house, shot, and even hit by a car at a Black Lives Matter rally. The founder of the Transgender Day of Remembrance (TDoR) vigil, Gwendolyn Ann Smith, has come to our event and commented on how we have brought TDoR to a level she had never seen before. Through the years, we have raised funds to create the first Transgender Day of Remembrance memorial cenotaph statue inspired by Yaz'min Sanchez's murder in Florida. It has globally increased needed conversations about the violence against the transgender, gender non-conforming and intersex (TGI) populations while we protect our local community.

Transgender Day of Remembrance is a time for the LGBTQI+ community and its allies to come together in the Coachella Valley in solidarity and be one voice to protect this community from violence, oppression and discrimination. The funds that we raise from this event are used to help those that are particularly vulnerable in our community.

Last year's TDoR was challenged by last-minute high winds and a rain storm that forced us to quickly move the event inside and still honor the names of those murdered in America for no more than being their true selves. This year, we face yet another challenge with the Covid-19 pandemic and intend to accommodate supporters with the health and safety standards required while still honoring the names of those lost this year. Any necessary changes will be made as health officials continue to address Covid-19.

This year, TDoR will again be at the stairs outside Palm Springs City Hall and will also stream the event to accommodate those with autoimmune conditions. We will have members of the community spaced six feet apart holding candles to honor those murdered and we will have additional masks for those in need. We will have hand sanitizer as well.

We hope that you can continue to support us and our vital work to protect the Coachella Valley from homophobic and transphobic violence during this time. In Brawley, just one-and-a-half-hours away, Marilyn Monroe Cazares was found stabbed to death in an abandoned house. She was misgendered and her male birth name was used in the case reporting which prevented gathering accurate information from people who knew her as Marilyn. As of August 2020, her killer is still free.

We attended Marilyn's vigil and offered to help with her funeral expenses. We would not be able to do things like this for the transgender community without funding. We also train police and sheriff departments to ensure that accurate information is used with the public and media as quickly as possible in hopes that this information will lead to the arrest of the perpetrator.

Covid-19 has exacerbated the needs of the TGI community. We recently completed a survey and found that in the Inland Empire, 81% of the TGI community is contemplating suicide and 54% have made an attempt. We believe this is due to previous issues now being further impacted by the current pandemic. It is sometimes just too much to handle when a person has so many barriers before them. We now have a Transgender Crisis Case Navigator on staff to help these individuals through these difficult times.

TDoR founder, Gwendolyn Ann Smith blessed our successful TDoR and was impressed how the entire community comes together so that a trans-led organization can continue to make the Inland Empire a better and more inclusive place.

Thank you for your continued support.



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MONARCH MAGAZINE TRANSGENDER DAY OF REMEMBRANCE 2020



There is an estimated 27,000 transgender people in the Inland Empire.

Transgender Day of Remembrance (TDoR) was founded in 1999 by Gwendolyn Ann Smith when she held a vigil for Rita Hester, a transgender woman that was murdered. It has become a global event to address the violence and oppression against this community. It is a time when the community that supports LGBTQI+ equality comes forward with their direct support to end violence against the transgender, intersex, gender non-conforming and non-binary communities.

Your funds directly support Transgender Community Coalition's goal to end economic disparity, homelessness, violence, healthcare discrimination and lack of access. We educate about HIV, PrEP and PEP, provide linkage to healthcare and life-saving medications, educational materials, youth empowerment, suicide prevention, policy reform, homelessness, housing rights and public accommodations. This highly-recognized event in the transgender community works as a means to connect to the transgender, intersex, gender non-conforming and non-binary community for linkage to care listed above and more.

2017 was a historical year for the City of Palm Springs. The Transgender Community Coalition donated the first Transgender Day of Remembrance Memorial Cenotaph in memory of those transgender people that have been murdered and committed suicide due to a world that is not understanding nor accepting.

**TRANSGENDER
DAY OF REMEMBRANCE**
FRIDAY, NOVEMBER 20, 2020
PALM SPRINGS CITY HALL

TDoR 2020



The Cenotaph can currently be viewed in the front lobby of Palm Springs City Hall.

THE ARTIST

Heath Satow (b. February 6, 1969) is an American artist who works primarily in fabricated metals. He received national attention for his 9/11 Memorial sculpture of hands – created with 3,000 stainless-steel doves – lifting one of the twisted steel beams from the World Trade Center to the sky. His passion is art that expresses social justice issues and the inequality of the discriminated and oppressed. Inspired by the scale model that Thomi Clinton presented to him, he has created a unique piece of Cenotaph art – an empty tomb or a monument erected in honor of a person or group of people – that embodies the murders and injustices faced by the transgender community in hopes of increasing public conversation to support transgender equality. The piece was inspired by the murder of transgender woman of color Yaz'min Sanchez, who was thrown into a Florida alley and burned to death. The scorched burned marks from her remains inspired a breathtaking sculpture of a person laying in a somber fetal position covered in butterflies preparing to return to their creator in the heavens. Butterflies are the spiritual symbol of transgender people.

MONARCH MAGAZINE SPONSORSHIP LEVELS

**AS A 2020 COMMUNITY SPONSOR
YOU WILL RECEIVE THESE BENEFITS:**

PLATINUM ANGEL SPONSOR (\$3,000)

- Two full-page ads in *Monarch Magazine/Program*
- Your logo or name as Platinum Angel sponsor on all signage
- Your framed, 8"x10" photo or business logo on the donor wall in the Transgender Health and Wellness Center for one year

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- Half-page ad in *Monarch Magazine/Program*
- Medium logo on all signage
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BRONZE ANGEL SPONSOR (\$600)

- Quarter-page ad in *Monarch Magazine/Program*
- Small logo on all signage



Questions?

thomi@trans.health or 760.202.4308

www.trans.health

Please email a hi-res (300 dpi) color .jpg (or .eps if available) logo file by October 15 to mark@duebnerdesign.com

IN MEMORY OF THOSE WE LOST IN 2020



Dustin Parker – January 1, 2020



Monika Diamond – March 18, 2020



Dominique Fells – June 9, 2020



Marilyn Monroe Cazares – July 28, 2020



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MONARCH MAGAZINE ADVERTISING INFORMATION

IF YOU ARE UNABLE TO BE A SPONSOR BUT WOULD STILL LIKE TO ADVERTISE IN THE 2020 MONARCH MAGAZINE/PROGRAM (8.5"x11") HERE IS THE PRICING AND SPECIFICATIONS.

| AD SIZES (FULL-COLOR) | DIMENSIONS (WxH) | PRICE |
|---------------------------|---|-------|
| Full-page (interior only) | 8.75" x 11.25" (includes .125" bleed) 8.5" x 11" (trim) | \$600 |
| Half-page | 7.75" x 5" | \$400 |
| Quarter-page | 3.75" x 5" | \$250 |
| Business card | 3.5" x 2" | \$125 |

Advertisers (including sponsors) are responsible for submitting artwork in hi-resolution PDF format. Resolution for graphic files is a minimum of 300 dpi. Color format must be CMYK. Ad design is not included in price. Design can be provided for an additional fee.

ALL AD ARTWORK IS DUE BY OCTOBER 15, 2020

Email artwork to Mark at mark@duebnerdesign.com.

Questions? Email Thomi Clinton at thomi@trans.health





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MONARCH MAGAZINE SPONSORSHIP/AD FORM

Here is an amazing opportunity to promote your business/organization and support the Transgender Community. In addition to a digital version, printed copies of *MONARCH* will be available at the Transgender Day of Remembrance. This vital project financially helps us provide the necessary resources to help and elevate those that the system has oppressed or victimized for so many years. **Thank you for your support.**

SPONSORSHIP LEVELS

- PLATINUM ANGEL SPONSOR (\$3,000)
- GOLD ANGEL SPONSOR (\$1,200)
- SILVER ANGEL SPONSOR (\$900)
- BRONZE ANGEL SPONSOR (\$600)

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- BUSINESS CARD (\$125)

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Please complete this form and mail with check
(payable to *Transgender Health and Wellness Center*) to:

Transgender Health and Wellness Center
35325 Date Palm Drive, Suite 143
Cathedral City, CA 92234

**Full payment needs to accompany completed form.
Checks only. No service fees on orders by mail.**

- I wish to pay by credit card.
PLEASE CALL THOMI AT 760.202.4308

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