

The Pop Luck Club



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PopLuckClub.org

The mission of The Pop Luck Club (PLC) is to advance the well-being of gay dads and their children. We do this through mutual support, community collaboration, and public understanding. We provide information and guidance for gay men seeking to build families in various ways, including adoption, co-parenting, fostering, and surrogacy. We dedicate ourselves to creating a supportive community for gay men and their families by facilitating social interaction, the development of mentoring relationships among our members, and the sharing of positive images of gay parenting with the community at large.

The Pop Luck Club is a non-profit group that's the largest known organization of gay families, with over 300 member families throughout Southern California with an ever increasing number of prospective dads. Pop Luck Club members are an appealing demographic:

- High Income Households - more than a third report incomes of \$250,000+
- 83% of PLC Members are partnered
- 90% of PLC Members have one or more children

The Pop Luck Club provides you numerous opportunities to support and connect with our members and their families including a well referenced website, newsletters, and events.

Our list of sponsors in 2009 includes:

Growing Generations, R Family Vacations, The Buckley School of Los Angeles, Fountain Day School, Hollywood Lutheran Church, The Hollywood Bowl, KOOZA by Cirque du Soleil, Shrek The Musical, Legally Blonde The Musical, and Madame Tussauds Hollywood.



The Pop Luck Club, P.O. Box 69865, West Hollywood, CA 90069

Sponsorship Opportunities:

Platinum Partner \$1,500+

*PLC Website Preferred Sponsor List Exposure
PLC Family Fun Fair:*

- Title Sponsorship
- Table at Event to Promote Product
- Inclusion of logo in event promotion

*PLC Gay Pride T-shirts - Co-op Exposure
Newsletter 3" Banner Adverts - 4 issues*

*Preferred Sponsor of Monthly Meeting E-Blasts
Website Resource List Recognition - 1 year
Preferred Year-End Acknowledgement*

Gold Family Circle \$ 750+

*PLC Website Preferred Sponsor List Exposure
Newsletter Adverts - 4 issues, approx. 2" x 4"
Co-Sponsorship of Monthly Meeting E-Blast
Website Resource List Recognition - 1 year
Preferred Year-End Acknowledgement*

Silver Family Circle \$ 500+

*PLC Website Sponsor List Exposure
Newsletter Adverts - 4 issues, approx. 1" x 4"
Website Resource List Recognition - 1 year
Year-End Acknowledgement*

Bronze Family Circle \$ 250+

*PLC Website Sponsor List Exposure
Newsletter Adverts - 2 issues, approx. 1" x 4"
Website Resource List Recognition - 1 year
Year-End Acknowledgement*

PLC Supporter \$ 100+

*Website Resource List Recognition - 1 year
Year-End Acknowledgement*

In-Kind Donations

*Benefits Subject to Market Value
Year-End Acknowledgement*