LET'S ADVANCE THE MISSION OF LOVE YOUR LABELS, TOGETHER.

We fiercely advocate for LGBTQ+ youth.
OUR VISION IS A WORLD WITHOUT BIAS, STIGMA, AND SHAME.
QUEER & TRANS YOUNG PEOPLE

have far higher rates of depression, anxiety, substance use and suicide than youth who are heterosexual and cisgender (American Psychological Association). For queer young people of color, these challenges are compounded by racism and race-related stressors (HRC).

NEARLY 1/3

29% of LGB youth had attempted suicide at least once in the prior year compared to 6% of heterosexual youth (Trevor Project)

120%

LGBTQ young adults had a 120% higher risk of reporting homelessness compared to youth who identified as heterosexual and cisgender. (DHS)

1 IN 4

1 in 4 LGBT employees report experiencing employment discrimination in the last five years.

3X

The unemployment rate for trans people is 3 times higher than the national average.
These Sponsorship Opportunities Support LGBTQ+ Youth, Celebrate Diversity, and Create Lasting Impact in Greater Worcester and Beyond.

Programs Centering Queer Joy

Love Your Labels invites you to support our stigma-shattering Queer AF: Art+Fashion Show, our transformative Threads LGBTQ+ Youth Fashion & Identity Program, and our other mission-based programs like Drag Story Time. Your sponsorship will make a meaningful impact on LGBTQ+ youth in our community, providing them with the support, resources, and opportunities they deserve.
JUST ONE

Just one supportive adult in the life of an LGBTQIA+ young person can reduce their likelihood of attempting suicide by over 40%.
Our mission is to support LGBTQ+ youth through art, fashion, and design and work with families and communities to create inclusive and loving space everywhere.
Threads is a fashion design and identity development program for high school-age youth where students use fashion design as a lens to discuss personal expression, gender, and sexuality with the goal of helping youth on their journey of self discovery.

"It’s so loving and positive here. I feel that I can completely be myself."

— Van, Former Threads Student
SEEKING PARTNERS!

THREAD COUNTS: LOCAL FASHION & THRIFT

Thread Counts Local Fashion & Thrift Shop will be an innovative hub uniting art, fashion, and design. Imagine a donation-based thrift store with a genderless shopping experience that also features pieces by LGBTQ+ artists and designers. A center for the expressive arts, the space will feature a sewing studio and design lab that will house Love Your Labels’ programs like our Threads Youth Fashion Program. It will be designed as a community haven, where LGBTQ+ youth, families, and advocates can come together to gather, share resources, and build community.

Reach out to Joshua Croke, Love Your Labels cofounder at josh@loveyourlabels.org.
DRAG STORY TIME

At Story Time, Drag Queens read affirming, inclusive stories to show our kids they are valid and incredible just as they are. These free events bring people together and strengthen networks of queer and ally families looking for safe spaces.
Queer AF is elevating the visibility of diverse bodies and life experiences in an iconic nightlife event in New England.

This show not only raises money for Love Your Labels' programs but centers queer joy for folx across all ages and identities.
1 MILLION+
Pre and post event impressions on social media across Love Your Labels, community, and celebrity accounts. Participants have been featured in:

500+
Over 500 guests attended our 2022 show at The Palladium in Worcester. Next up; Mechanics Hall!

75+
Designers, models, and artists who participated in 2022’s show including representation from RuPaul’s Drag Race, Project Runway, and American’s Next Top Model.

REACH + IMPACT
Sponsor an unforgettable event
JOIN US IN SUPPORTING LGBTQ+ YOUTH

Your sponsorship will bring a range of benefits, including prominent visibility at events, recognition in marketing materials, logo placement, social media exposure, and exclusive access to our programs and workshops. We will work closely with you to ensure your sponsorship aligns with your values and business goals.
**Threads Fashion Program**

Prominent logo placement in Threads program materials and Threads Youth Fashion Show in addition to social media shoutouts and other benefits as discussed.

**$10,000**
MAX 5

Primary Audience: LGBTQ+ High School-age Youth, Families, Central MA Community

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**Drag Story Time**

Prominent logo placement, shout outs, and opportunities to speak at Drag Story Time events (currently quarterly) and additional media and benefits as discussed.

**$10,000**
MAX 5

Primary Audience: LGBTQ+ and Ally Parents, Families, and Children, Regional Community

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**Queer AF**

Prominent logo placement at Queer AF: Art+Fashion Show, tickets, media mentions, shoutouts, and opportunities to speak at the show. Additional benefits as discussed.

**$10,000**
MAX 5

Primary Audience: LGBTQ+ and Ally Young Adults, Regional Nightlife, National Online Audience, Fashion, Drag, & Entertainment Industry
GENERAL SPONSORSHIP

We will work closely with you to ensure your sponsorship aligns with your values and business goals.

PRISM
$5,000+
UNLIMITED

CHROMA
$2,500–$4,999
UNLIMITED

SPECTRUM
$1,000–$2,499
UNLIMITED

KALEIDOSCOPE
$500–$999
UNLIMITED

RADIANCE
$250–$499
UNLIMITED
We hope you'll join us! Thank you.

1. Connect
   For more information:
   Joshua Croke, President
   josh@loveyourlabels.org
   774.402.0339

2. Follow
   Connect with us on social media to follow our mission-based work and be part of the Love Your Labels Story:
   IG: @Love.Your.Labels