

Sacramento



Hello Fred,

First and foremost, a resounding thank you to all who attended and supported our annual Farm 2 Scholar dinner last month. Your participation made the evening a remarkable success, further solidifying our commitment to education and the empowerment of LGBTQ+ and allied students in our community.

As we head into the final stretch of the year, we look forward to seeing you at more of our upcoming networking events and programs, including our annual **Boas & Bow Ties Gala** on October 10th and our **Holiday Party** on December 11th. Sponsorships available for both events! don't miss this great opportunity to showcase your business and your support of our chamber.

As always, thank you for being a part of our business community! If you have any questions or are interested in event sponsorship opportunities for 2024/2025, please **contact us**.

P.S. Happy LGBTQ+ History Month & Hispanic Heritage Month!

Warmly,

Samuel N. Jones, Chair

Pictured Below: (Left to Right) Barbara Aho (Drag Queen Bingo Grand Prize Co-Winner), Samuel N. Jones, SRCC Chair, JoAnn Chance (Drag Queen Bingo Grand Prize Co-Winner)



Upcoming Chamber Events

Relationship Marketing - Virtual Lunch & Learn with Celia - Oct. 2th

Join us for an interactive workshop on Relationship Marketing, led by Celia Surridge, Business & Marketing Consultant! Discover how technology, including AI tools like ChatGPT, can help you build stronger customer connections and streamline your marketing efforts.

In this engaging session, you'll learn the essential strategies for cultivating customer loyalty and enhancing your brand's reputation through personalized, meaningful interactions. We'll explore how leveraging technology can simplify your marketing tasks, making it easier to foster lasting relationships with your customers.

Whether you're new to marketing or a seasoned pro, this workshop will provide

Lunch & Learn

RELATIONSHIP MARKETING WITH TECHNOLOGY – CULTIVATING LASTING CUSTOMER CONNECTIONS

In this workshop, you will learn how to:

- Develop a customer-centric mindset to build loyalty
- Utilize AI tools like ChatGPT to personalize communications and deliver exceptional customer experiences
- Implement effective communication and engagement tactics with the help of technology
- Monitor and optimize your relationship marketing efforts using tech-driven insights

**Wednesday October 2, 2024
12:00pm - 1:00pm**

 **Via Zoom**



Hosted By:
Celia Surridge
Business and Marketing
Consultant

CELA ROSE
CREATIVE CONSULTING

Sacramento



FREE for all to join

 **REGISTER NOW**

WWW.RAINBOWCHAMBER.COM

Sponsored by:



**Register
Here!!**

you with valuable insights and strategies to elevate your customer relationships and position your business for long-term success. Don't miss this chance to learn from a leading expert and take your marketing capabilities to the next level! RSVP is required for this FREE Event. Learn more and [register online](#).

Drag Queen Bingo - October 3rd

Join us every first Thursday of the month at Mango's for Drag Queen Bingo with hostess, DoMe Moore. Our October beneficiary is Chalk It Up.

The fun starts at 7 PM but we always suggest getting there early - seating is first come, first served! \$20 to play all 8 games. Cash only! Learn more [here](#).

Sacramento's Original Drag Queen Bingo
October 3, 2024
7:00 - 9:00 PM
Hosted By: DoMe Moore
mango's
1930 K STREET
Sacramento RAINBOW CHAMBER OF COMMERCE
This Month's Beneficiary
Chalk IT UP
\$20 CASH Donation
8 games...
8 Chances to Win
DRAG QUEEN BINGO

October Networking Mixer - October 15th

Join us at Elevation 10 Winery in Clarksburg for a night of networking and fun! Attendance is free for Rainbow Chamber members and \$10 for Non-Members. Advance online registration is required. [RSVP here](#).

[Register Here!](#)

Sacramento Rainbow Chamber of Commerce
Monthly Networking Mixer
ELEVATION TEN WINERY
The Old Sugar Mill, 35265 Willow Ave.,
Clarksburg, CA 95612
October 15, 2024
6:00 - 7:30
Special Offers for Rainbow Chamber Members during the Mixer:
Enjoy Wine Specials and Small Bites
Exclusive Offer for New Wine Club Members
FREE for members
\$10 For Non-Members
Register Online
www.RainbowChamber.com
Sacramento RAINBOW CHAMBER OF COMMERCE

Boas & Bow Ties - October 10th

Join us for a night of vibrant fun at our annual Boas & Bow Ties Gala! Get ready to dazzle in your brightest orange, yellow, or green attire as we celebrate with a splash of tropical flair. Enjoy refreshing cocktails, delicious bites, and electrifying entertainment.

We are especially excited to celebrate the recipients of our scholarships, who will be honored and rewarded during the event. Your presence will help us recognize and support these remarkable individuals as they take the next step in their journey to becoming tomorrow's leaders.

Tickets are on sale now! More information and sponsorship opportunities can be found [here](#).

Get your tickets here, while they last!!

SACRAMENTO RAINBOW CHAMBER OF COMMERCE



Sacramento RAINBOW CHAMBER OF COMMERCE Sacramento RAINBOW CHAMBER FOUNDATION

BOA'S & BOW TIES

ANNUAL GALA

October 10, 2024

ONLY 1 TABLE LEFT

Sneak Peak Live Auction Item:



Autographed Taylor Swift Guitar

Live Entertainment:



ELTON JOHN TRIBUTE
Featuring Lee Alverson
ONE MAN! ONE PIANO! ONE NIGHT!



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LOS RIOS COMMUNITY COLLEGE DISTRICT



SACRAMENTO BUSINESS JOURNAL

Scan QR code to secure your spot



www.RainbowChamber.com

Shout out to our current Boas and Bow Ties Sponsors!
(It's not too late to add your logo to this list!)

Sacramento



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RAINBOW CHAMBER FOUNDATION

Boas & Bow Ties Thank You Sponsors

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Pucci's Pharmacy AARP Steele Financial
Los Rios Community Colleges Siemens Mobility

Sacramento Stonewall Foundation

Western Health Advantage Visit Sacramento

Diamond Defense YOLO Federal Credit Union

Hospitality & Service Hosts



Annual Holiday Party - December 13th

Celebrate the end of another great year at the Rainbow Chamber's annual Naughty or Nice Holiday Party! This event is FREE

for Members and \$10 for Non-Members.
Attendees MUST RSVP in advance.

Your business can now sponsor this event! Showcase your business and support of our Sacramento LGBTQ+ Rainbow Chamber of Commerce while space is available! Email Fred.Palmer@rainbowchamber.com for more information on sponsorship opportunities!

Register Here!



Naughty or Nice
Holiday Mixer

Sacramento


December 11, 2024
6:00 - 7:30 PM

Free for Members
\$10 for Non-Members

RSVP Through our Event Calendar
www.RainbowChamber.com

Hilton Arden West
2200 Harvard Street
Sacramento, CA 95815

Naughty or Nice

Holiday Mixer

Sacramento



Sponsorship Opportunities

	Winter Wonderland Sponsor	Festive Cheer Partner	Jingle Bell VIP	Holiday Spirit Supporter	Grinch
	\$5,000	\$2,500	\$1,000	\$500	\$0
Newsletter + Eblast Highlight	x	x	x	x	
Social Media Mentions	8	5	3	1	
Table Top Signage with Company Logo	x	x	x		
Logo listed as Sponsor	x	x			
Logo on all Marketing Materials	x	x			
Logo on Welcome Signage	x	x			
Post event "Thank You" with photos in Outward Magazine	x	x			
Judge at the Ugly Sweater Contest	x	x			
Opportunity for Company Holiday Swag at Check in*	x	x			
Branded Signature Cocktail-Ex: Mistletoe Martini	x				
Exclusive Presented by Holiday Sponsor Status	x				
Branded Holiday Selfie Station**	x				
Branded Holiday Ornament with your Company Logo***	x				
Shopping Tote with your Company Logo****	x				

*Company Provides Swag items

**Pop up with Company Logo provided by RCC

***Ornament made and provided by RCC - 100pcs

****Canvas shopping tote made and provided by RCC- 100pcs



916-266-9630



info@rainbowchamber.com



www.RainbowChamber.com

COMMUNITY EVENTS & NEWS

LGBTQ+ Historic Experience Project - Oct. 2nd + Oct. 9th

Join us at these two upcoming events to hear about the research added to the Sacramento LGBTQ historic context statement since the first draft was released over the summer. The updated draft will be released at the end of September, so this will be an opportunity to hear about stories that have been collected by the project team and to pick up a printed copy of the draft to take home. The second draft will be available for comments until October 27th, so there is still time to share your stories! Plus, we will be serving dinner at the meetings!



JOIN US TO LEARN ABOUT THE **LGBTQ+ HISTORIC EXPERIENCE PROJECT**

City of SACRAMENTO
Community Development

Scan the QR code on the left to visit the project website to learn more

The second draft historic narrative will be released at the end of September!

Join the City of Sacramento's Preservation team to hear about the stories found in the second draft LGBTQ+ historic narrative. We are seeking public input on the draft to make sure we capture a well-rounded overview of community history. Please join us to learn more about the project and make sure your story is told.

UPCOMING PUBLIC MEETINGS:

WHEN: October 2nd, 2024 @6pm	WHEN: October 9th, 2024 @6pm
WHERE: Eskaton Land Park, 3225 Freeport Blvd, Sacramento, CA	WHERE: Hagginwood Community Center, 3271 Marysville Blvd, Sacramento, CA

Dinner will be served!

Questions?
Email us: LGBTQ-Experience@cityofsacramento.org Call: 916-250-3124

October is Breast Cancer Awareness Month!

October is Breast Cancer Awareness Month and Rainbow Chamber of Commerce member Albie Aware Breast Cancer Foundation recommends a clinical breast exam and screening mammogram annually for individuals 40 years or older. If an individual has a family history, genetic markers, or any symptoms they may need a mammogram more frequently and/or before age 40. They are LGBTQ+ led, if you need help scheduling a breast cancer screening or have questions, contact Albie Aware at Info@AlbieAware.org or 916-927-1592.



AARP - Social Security: Your Partner Through Life's Journey

Join us for an informative webinar on October 30th at 2 p.m. PT, designed specifically for the LGBTQ+ community. Social Security provides financial protection for nearly 68 million individuals and families, including older Americans, veterans, people with disabilities, and

survivors. Our commitment extends to everyone, regardless of sexual orientation or gender identity.

In this session, we'll cover entitlement and eligibility requirements for retirement, disability, Supplemental Security Income (SSI), Medicare, and survivor benefits. Discover the benefits available to same-sex couples, including recent changes to survivor benefits for same-sex partners and important policy updates regarding sex identification for Social Security number records.



For more information visit:

- [LGBTQ+ | SSA](#)
- [Same-Sex Couples | SSA](#)
- [Gender Identity | SSA](#)
- [With You Through Life's Journey \(LGBTQ+\)](#)



[Register Here](#)

HISPANIC HERITAGE MONTH HIGHLIGHT

We sat down with our incredible board member, Ashley Skeets, for an interview about Hispanic Heritage Month. Check out her response here!

Hispanic Heritage Month Highlight



Ashley Skeets
(She/Her/Hers)
Rainbow Chamber Foundation Board Member



Celebrating Hispanic Heritage Month



September 15th - October 15th

What does Hispanic Heritage Month mean to you?

"Hispanic Heritage Month holds special significance for me because I am part Mexican, and I grew up closely with my grandmother, who

What is one question business leaders should reflect on during this month?

"Business leaders should reflect on this question: How can we ensure that our workplace culture genuinely values diversity and actively

is 100% Mexican. Through her, I was exposed to this amazing culture, and it has always been a part of my life. Even though I don't visually appear Hispanic, it's a key part of my identity that I fully embrace. This month allows me to get in touch with that part of myself and reflect on the cultural traditions and values that have shaped me. It's a reminder to celebrate my heritage and the larger Hispanic community that continues to make lasting contributions to society."

Are there any Hispanic LGBTQ+ public figures who inspire you?

"One figure who inspires me is Amaranta Gómez Regalado, a Muxe activist and politician. The Muxe community, indigenous to Oaxaca near my family's home state of Guerrero, represents a unique and beautiful expression of gender diversity within Mexican culture. Amaranta has been a trailblazer, advocating for the rights of LGBTQ+ individuals and indigenous communities. Her dedication to bringing visibility to the Muxe community and challenging societal norms is incredibly inspiring. She reminds me of the importance of embracing all parts of one's identity and fighting for inclusivity and acceptance in every space."

How do you hope to see Hispanic Heritage Month recognized and celebrated by the Sacramento business community?

"I hope to see Sacramento businesses actively engage in recognizing Hispanic Heritage Month by spotlighting Hispanic-owned businesses, creating inclusive events, and offering educational opportunities about Hispanic history and contributions. It would be great to see more collaborations between Hispanic entrepreneurs and local companies, along with efforts to foster mentorship and networking opportunities for Hispanic professionals in the region."

supports the growth and visibility of Hispanic employees? By considering this, leaders can assess whether their company practices inclusivity not only in words but in meaningful actions that lead to equitable opportunities and representation."

Highlight your favorite business to support!

"One of my favorite businesses to support is La Costa Coffee Shop. They bring a rich and authentic Hispanic culinary influence to the Sacramento region. Their menu not only showcases incredible coffee but also reflects the vibrant flavors and traditions of Hispanic culture. La Costa offers a unique space where the community can experience and enjoy Hispanic-inspired food and drink, making it a local treasure. Their presence in Sacramento adds to the diverse culinary landscape and serves as a reminder of the cultural richness that Hispanic-owned businesses bring to the area."

Anything else you would like to add?

"Hispanic Heritage Month is a time to celebrate, but it's also an opportunity for education and advocacy. I'd love to see businesses and organizations use this month as a springboard for ongoing conversations about inclusion, equity, and the vital role Hispanic culture plays in shaping our future. Let's use this time to foster stronger relationships across communities and drive impactful change!"



Farm 2 Scholar 2024 Highlights

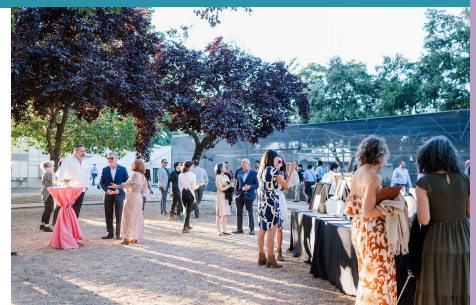




Photo Credit: Amy Medina of [Amy Medina Photography](#)

Wishing you a Happy LGBTQ+ History Month and Hispanic Heritage Month from all of us here at the Sacramento Rainbow Chamber of Commerce!

Get social with the Sacramento Rainbow Chamber!





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