



Bernadette Stark, Esq.



Coco Alinsug



Stephen Hartley, as Miss Kitty Litter



Bobby Rodriguez



Jenn Tracz Grace



Corey Yarbrough



Bryan Couzens



Gunner Scott



Jim Morgrage



Wilfred Labiosa



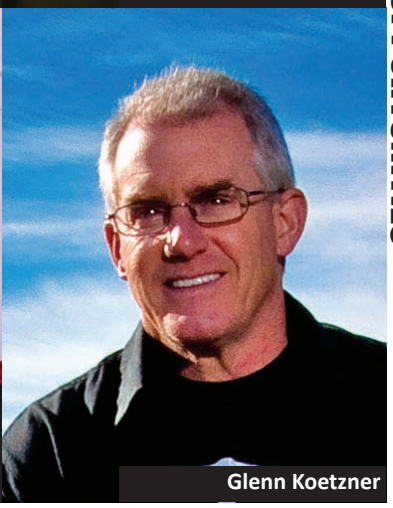
Belle Pellegrino



Robin McHaelen



Nelson Roman



Glenn Koetzner



# TRT Heroes Wall Calendar/Sponsorship Opportunities

## FACT:

**Partial proceeds will go to fund several local non-profit 501 (c)(3) organizations who also serve the LGBT community in New England.**

Beneficiaries include those dedicated to the betterment of the LGBT community such as health organizations, HIV/AIDS, domestic violence groups, youth organizations, etc.

## FACT:

**By supporting these heroes, you are standing up to anti-gay bullying, youth suicide, homelessness, and homophobia—all which are disproportionate figures in the LGBT community.**

Recognizing these individuals sends a positive message that “you care.” It also encourages others to do the same.

**The Rainbow Times**  
*The Freshest Lesbian, Gay, Bisexual and Transgender Newspaper in New England*

351 Pleasant Street, Suite B, #322  
Northampton, MA 01060  
[www.TheRainbowTimesNews.com](http://www.TheRainbowTimesNews.com)

E: [publisher@therainbowtimesnews.com](mailto:publisher@therainbowtimesnews.com)  
P: 617-444-9618 or 413-282-8881  
F: (888) 442-2421

## TRT Heroes Wall Calendar



*The Rainbow Times' First Annual 2012 Heroes Calendar* will be produced from 12 stories of real LGBT Heroes that have run in The Rainbow Times, TRT. The individuals highlighted in this calendar were nominated by the LGBT community and their stories were showcased in TRT, beginning in late 2010 and ending in November 2011.

The TRT Heroes' Nominations are based on the exemplary work these Heroes do for the betterment of our community and the community in general. Their selfless actions, which have assisted in the advancement of LGBT causes and rights, have earned them this prestigious recognition. They are amongst a few formidable leaders in New England. TRT applauds and recognizes their work.

As a result, **TRT is creating the *First Annual 2012 TRT Heroes Calendar*, which will showcase the 12 Heroes, selected by the community, and the organizations that sponsor them.** It will also give other major organizations and opportunity to sponsor the Calendar, whose **partial proceeds will go to fund several non-profit 501(c)(3) organizations' work throughout New England that also serve the LGBT community.** It is important to recognize the work that these community members and allies do for us.

In November, 2011, our valued readers will vote for their Top 12 TRT Heroes. Based on the voting, 12 candidates will be part of the First Annual 2012 TRT Heroes Calendar.

It is TRT's way to say thank you for their exemplary work!

## Getting the Calendar OUT

The First Annual 2012 TRT Heroes Calendar will be produced and freely distributed throughout New England, inserted via The Rainbow Times. TRT will produce 25,000 Calendars that will be distributed via TRT at all of the New England locations it serves, approximately 2,000 distribution points. The wall calendar is sure to be a yearly keepsake.

## What can you/your organization do?

You can start by sponsoring the *First Annual 2012 TRT Heroes Calendar* through the various sponsorship levels available to you/your company or organization. Each sponsorship level has been tailored to provide you the level of exposure that you wish to have for your company or the Hero that you wish to sponsor or promote. Please note that the highest sponsorship level includes the backpage ad AND an inside ad too!

# Meet the Heroes



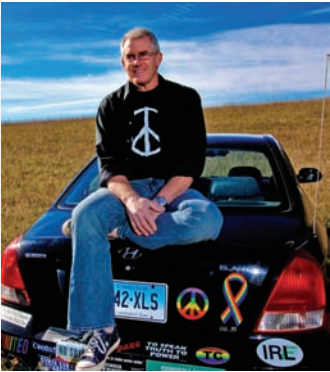
## Coco Alinsug

has tirelessly served the Greater Boston area as Executive Director of North Shore Alliance of Gay and Lesbian Youth (NAGLY) for 8 years and has been the Recruitment Manager at The Fenway Institute at Fenway Health for the past 5 years.

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**“Everybody has to do their share. It might be a small contribution or devoting your life to this cause — My dream is to see the end of HIV and AIDS and to see people regardless of their sexual orientation live in peace and harmony.”**

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## Glenn Koetzner

has served as an ally to the LGBT community for years through relentless volunteer and advocacy work for it. A freelance photographer based in Sharon, Connecticut, Koetzner's lens captures the struggles and celebrations of the LGBT community. He has also served on the board of directors for Love Makes a Family and CT Transadvocacy.

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**“ ... Revel in the diversity and don't buy the binary. Volunteer. There are so many great LGBT organizations working to fill so many different needs that if you can't find something to give your time and energy to then you're just not looking hard enough.”**

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## Bernadette Stark

is not only a member of the LGBT community, but a seasoned attorney whose practice is focused on issues affecting the LGBT community, based in Northampton, MA. Stark focuses much of her work on serving those often without a voice such as low-income survivors of domestic violence, immigration, and other social justice issues.

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**“I remember the struggles I faced as a young, LGBT woman of color ... The idea that people may be bullied, abused, discriminated against or harassed just because of who they are or who they love motivates me every single day.”**

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## Corey Yarbrough

is the Executive Director & Co-Founder of the Hispanic Black Gay Coalition, the 26-year-old leader is as his soul mate describes him, an “ambitious LGBT activist, who has committed his life to serving LGBT people of color.” He works to inspire and inspires with his actions at the HBGC in Boston, Mass.

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**“The LGBT or Ally community can make a difference by vocalizing their experiences and using their story to unite others and move a community towards action. Regardless if the action is viewed as big or small, you can make a difference ...”**

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## Stephen Hartley as Miss Kitty Litter

is known to the Rhode Island LGBT community as the flamboyant and irreverent drag queen Miss Kitty Litter, who has been raising money for HIV/AIDS for several years. For the past 6 years, Hartley has served as Director of Development for AIDS Care Ocean State.

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**“Do it for the cause and not for the glamour. I don't do it for awards or praise. I do it because I believe in all the organizations that I volunteer for. Everything that I have done for the LGBT community I am proud of, in one way or another.”**

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# Meet the Heroes



## Wilfred Labiosa

has been an active member of the Boston LGBT community for many years. Labiosa is the founder of Som@s Latinos LGBT Coalition of Massachusetts and Latino Pride, is a member of the Board of Directors of Unid@s - the National LGBT Latino Organization for Human Rights, and Boston Pride. He now also serves as the Executive Director of CASPAR.

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**"... You can make your dreams come true; each one of us has the capacity and the strength to overcome our problems. One needs to be proactive and not just sit and hope that our dreams will come true, instead stand up and make it happen!"**

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## Robin McHealen

is the founder and Executive Director of True Colors, a CT non-profit organization, which works with other social service agencies, schools, organizations, and within communities to meet the needs of sexual and gender minority youth.

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**"I had a really terrible adolescence. I felt so alienated and so isolated and so alone. I was suicidal through most of my adolescence. Being gay at that time felt like the worst thing in the world to me and I didn't want other kids to go through that."**

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## Bobby Rodriguez

is the Chief Diversity Officer of Baystate Health. He is not only a loyal LGBT ally, but a man who speaks avidly about civil rights. His sound support is at times mistaken. People who listen to his words often think he belongs to the LGBT community. He does. Bobby is one of the strongest allies that the LGBT community has in Western MA and his actions speak louder than his words.

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**"Storytelling is powerful and helps others understand where a person is coming from. Educate those around you ... It's also important to speak out against injustice when you see it. Don't stand on the sidelines."**

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## Bryan Couzens

is the owner of the Chez nightclub in Hartford, CT. As the owner of the venue, he stays involved in many charity organizations for which the Chez does monthly fundraisers, like the Imperial Court of Connecticut and Our Companions Animal Sanctuary. He has also served president of Connecticut Pride for the past several years.

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**"Help the people in need, don't always put yourself first, and remember, it's not always about the money. It's good to do things for others and not always for yourself."**

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## Belle Pellegrino

is an LGBT equality champion and activist in Rhode Island for more than three decades. Pellegrino was one of the participants in the state's first-ever Gay Pride Parade held in 1976. She has also been a member of the Imperial Court of Rhode Island, which raises money for LGBT organizations.

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**"Stepping up to speak out about injustice; talking to family, friends and co-workers helping them understand who we are; volunteering to help any of our community organizations; all the 'little' things contribute to creating change in attitudes ..."**

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# Meet the Heroes



## Jenn Tracz Grace

is a business owner, consultant, and the first Executive Director for the Connecticut Alliance for Business Opportunities (CABO). CABO is CT's first and only state-wide gay and lesbian chamber of commerce. Under Jen's direction, CABO received the Chamber of the Year award from the National Gay and Lesbian Chamber of Commerce (NGLCC).

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**"When you think about LGBT rights and advocacy many people think of lobbying and the struggles to gain equality. But what I've learned and what keeps me going is that we all have an opportunity to make a difference each day ..."**

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## Nelson Roman

is the current leader of Holyoke For All-Holyoke Para Todos, formerly called the Holyoke LGBT Task Force. For the past five years, the group has organized the annual Western Mass Youth Pride Prom. This year, more than 700 young people attended the event designed to be safe and affirming for everyone, regardless of identity.

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**"They [young poor LGBTQ people of color] are having a really different experience coming out. There is really no place for them to go."**

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## Gunner Scott

is a founding member of the MTPC and has been involved with the transgender rights movement since 1998. He's a nationally recognized activist, educator, and community organizer on LGBT health issues, LGBT partner abuse, and addressing access issues for the transgender community.

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**"At MTPC, we are committed to creating a forum where transgender individuals' voices can be heard."**

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## Jim Morgrage

is the President of Harbor to the Bay (H2B) and co-owner of Boston's Club Cafe. He has given countless hours to serve non-profit causes such as HIV/AIDS. H2B has raised \$2M to support four local HIV/AIDS organizations; Fenway Health, Aids Support Group of Cape Cod, Community Research Initiative and Aids Action Committee of Massachusetts.

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**"H2B aims to lead a world-class event with personalized attention and community spirit. We celebrate that we are sustained by, and ultimately benefit, the people with whom we work and live"**

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## Polly Bixby & Karen Grzesik

established one of the state's first Gay Straight Alliances as they followed the lead of determined students at Ralph C. Mahar Regional School. Yet they brought convictions born of their own experiences with homophobia to their roles as GSA advisors.

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**"Back then, we couldn't even use the words. It was like [gay] was a dirty word. GSAs were all called something else. In North Adams, they were 'A Bunch of Grapes.'"**

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# Sponsorship Levels



## Platinum Sponsorship (\$3,500)\*

- **Back Cover Premium Ad (Size TBD)**
  - **Large Featured Spotlight Display Ad on Calendar with Preferential Placement based on Selected Hero (Size, TBD)**
  - 10-minute Podcast Interview on TRT Talk Radio and Sponsorship Mention in the Podcast
  - Small Company Logo/Mention on ALL TRT Heroes' Calendar Months (all 12 months)
  - Company information—provided by you about your Calendar sponsorship on why are you sponsoring the Calendar & highlighting your company's information (on a selected TRT Heroes Calendar page, 100 words max.)
  - Main Logo on The Pony Express (e-blast) highlighting companies' support of the 2012 TRT Heroes Calendar & company information
  - Sponsor Name — Listed on the Calendar as a Supporter in the Supporter Index
- 



## Gold Sponsorship (\$2,000)

- **Large Featured Spotlight Display Ad on Calendar with Preferential Placement based on Selected Hero (Size, TBD)**
  - Medium Company Logo on the Back Cover (underneath the Platinum/Premium Ad)
  - 7-minute podcast interview on TRT Talk Radio
  - Small Company Logo/Mention on 9 months of the TRT Heroes' Calendar
  - Small Logo on The Pony Express (e-blast) highlighting companies' support of the 2012 TRT Heroes Calendar
  - Sponsor Name — Listed on the Calendar as a Supporter in the Supporter Index
- 



## Silver Sponsorship (\$1,500)

- **Medium Featured Spotlight Display Ad on Calendar with Preferential Placement based on Selected Hero (Size, TBD)**
  - Small company Logo on the Back Cover (underneath the Premium Ad)
  - 5-minute podcast interview on TRT Talk Radio
  - Small Company Logo/Mention on 6 months of the TRT Heroes' Calendar
  - Small Logo on The Pony Express (e-blast) highlighting companies' support of the 2012 TRT Heroes Calendar
  - Sponsor Name — Listed on the Calendar as a Supporter on the Supporter Index
- 



## Bronze Sponsorship (\$1,000)

- **Small Featured Spotlight Display Ad on Calendar with Preferential Placement based on Selected Hero (Size, TBD)**
  - Small Company Logo/Mention on 3 months of the TRT Heroes' Calendar
  - Small mention on The Pony Express (e-blast) highlighting companies' support of the 2012 TRT Heroes Calendar
  - Sponsor Name — Listed on the Calendar as a Supporter in the Supporter Index
- 



## Hero Supporter Sponsorships (\$500)

- Sponsor Name — Listed on the Calendar as a Supporter in the Supporter Index (TBD)
- 



## Friendship Sponsorship/Individuals only, not for businesses (\$250)

- Sponsor Name/s— Listed on the Calendar as a Supporter on the Supporter Page (TBD)
- 

*Please continue below to fill out your sponsorship form.*



# Sponsorship Levels



*Please fill out this form and email, fax, or mail it back to The Rainbow Times.*

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ ST: \_\_\_\_\_ Zip: \_\_\_\_\_

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

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

Website: \_\_\_\_\_

The Rainbow Times  
351 Pleasant Street, Suite B, #322  
Northampton, MA 01060  
E: publisher@therainbowtimesnews.com  
F: 888-442-2421

**SELECT 3 HEROES TO SPONSOR. We will do our best to accomodate your ad with one of your choices.\***

- |   |   |  |
|---|---|--|
| <input type="checkbox"/> Coco Alinsug     | <input type="checkbox"/> Bernadette Stark | <input type="checkbox"/> Bobby Rodriguez             |
| <input type="checkbox"/> Glenn Koetzner   | <input type="checkbox"/> Bryan Couzens    | <input type="checkbox"/> Polly Bixby & Karen Grzesik |
| <input type="checkbox"/> Wilfred Labiosa  | <input type="checkbox"/> Corey Yarbrough  | <input type="checkbox"/> Jim Morgrage                |
| <input type="checkbox"/> Stephen Hartley  | <input type="checkbox"/> Robin McHaelen   | <input type="checkbox"/> Nelson Roman                |
| <input type="checkbox"/> Belle Pellegrino | <input type="checkbox"/> Jenn Tracz Grace | <input type="checkbox"/> Gunner Scott                |

## PAYMENT INFORMATION

Payment : ☐ Visa ☐ MC ☐ AmEx ☐ Check (payable to The Rainbow Times)

Name on Card: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Card Number: \_\_\_\_\_

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

Signature: \_\_\_\_\_

### DEADLINES:

Reservation Deadline: November 30  
Materials Deadline: December 15  
Payment Deadline: November 30

## SPONSOR YOUR HERO TODAY!

Fill out the form above. FMI: call 617-444-9618, 413-282-8881 or visit  
[www.TheRainbowTimesNews.com](http://www.TheRainbowTimesNews.com).



## SELECTION OF HEROES

\*Not all heroes will be included in the 2012 TRT Heroes Calendar. Heroes chosen for inclusion will be determined based on a community voting process and sponsorship support.