Hello XXXXXXXXX,

My name is Jim Obergefell. You may recall, 8 years ago, I was the named plaintiff in the U.S. Supreme Court case Obergefell v Hodges that struck down bans on same-sex marriage a unconstitutional, effectively bringing about marriage equality in the USA. After 20+ years, I was finally allowed to marry the love of my life, a joy that hundreds of thousands of other LGBTQ+ folks across the nation have experienced since.

As you are probably aware, recent Supreme Court decisions, and opinions expressed by those who seek to polarize America, have put our hard-won rights in jeopardy. On June 6th, the Human Rights Campaign (HRC) officially declared a “state of emergency for LGBTQ+ people in the U.S. following a dangerous spike in anti-LGBTQ+ legislative assaults sweeping the states.” It’s frightening, especially when we know that 71% of Americans support marriage equality.

The Absolut Company has stood with the LGBTQ+ community for 40+ years and is a part of our human rights story. At a time when American brands don’t seem to know which way to turn, I/we ask for your unwavering support once again. Telling our personal stories has been shown to be the LGBTQ+ community’s most powerful act. It has and can change lives, ignite compassion, and develop understanding. Absolut’s sponsorship of The JustMarried Project would bring 70 years of real LGBTQ+ heroes streaming into American homes. Iconic stories, from the famous to the reluctant, that will inspire a new generation and reaffirm our legacy.

It’s about love– at a time when the world may need it most.

This is why I joined The JustMarried Project. It’s a joyous and historic 18-month national celebration of the 10th Anniversary of Marriage Equality. It includes an artful coffee-table book and serialized podcast, followed by an 8-episode docuseries launched via a two-episode premiere with a fashion show extravaganza–all highlighting love, legacy, determination, and hope. This epoch-making 10th anniversary celebration is also of global significance. We recently learned that the BBC has plans for a documentary celebrating their decade milestone in the U.K. (Pink News). Unlike Britain, we do not have a national broadcasting system that readily supports the LGBTQ+ community. We need sponsorship, from steadfast companies like Absolut, who will champion and help co-create momentous projects like this one to reach new audiences, hearts, and minds.

The attached deck has more detail on our proposal. We are reaching out to you first–as our partnership would seem to align perfectly–in the hopes that Absolut can help us bring this unique, deeply aspirational, mutually beneficial, and loyalty building cross-platform celebration of the 10th anniversary of marriage equality to life in 2024 and 2025. Executive Producer Lynn Mueting or I will call you within the next week to discuss.

We’d be proud to make this an–Absolut–reality!

Regards,

Jim Obergefell