

Sponsor Benefits

2012 Out & Equal Workplace Summit

October 30 - November 2 in Baltimore



LGBT TALENT ADVANCEMENT | RECRUITMENT
CUSTOMER LOYALTY | COMMUNITY SERVICE

About Out & Equal

Founded in 1998, Out & Equal Workplace Advocates is a national nonprofit organization that champions safe and equitable workplaces for lesbian, gay, bisexual, and transgender (LGBT) people. The organization advocates building and strengthening successful organizations that value all employees, customers and communities.



I learned so many new and interesting things at the Workplace Summit.

My biggest takeaway was this: It's in my company's best interest to encourage workplace equality and to cultivate a culture where all employees feel comfortable being their authentic selves.

Why? Because when employees no longer have to hide parts of their identity, they feel energized.

This energy unleashes potential and creativity . . . which enhances employee commitment, fosters growth and gives us a competitive advantage.

—2010 Summit Attendee

Highlights



It felt like utopia being surrounded by several thousand LGBT people, colleagues, allies and advocates.

The plenary speakers were beyond inspiring. I walked away invigorated, educated and newly dedicated to fulfilling my role as an advocate.

—2010 Summit Attendee

The 2012 Out & Equal Workplace Summit—set for Oct. 30–Nov. 2 in Baltimore—offers you inspiring plenary sessions that showcase well-known speakers, expert panels discussing emerging trends and more than 100 workshops designed to empower you in your workplace.

The four day Summit includes interest-specific receptions and luncheons, full- and half-day training seminars and the Out & Equal Workplace Awards.

Attracting over three thousand participants each year, the Workplace Summit is presented by Out & Equal Workplace Advocates—the nation’s largest nonprofit organization devoted exclusively to achieving lesbian, gay, bisexual and transgender workplace equality.

YOU ARE INVITED TO...

- **Experience four full days of Summit events**
- **Be a part of daylong leadership seminars**
- **Take part in more than 100 inspiring panels and innovative workshops**
- **Meet the leaders in workplace diversity and equality issues**
- **Network at lunches, receptions and the Gala Dinner**
- **Learn best practices from top corporate and business leaders**

Business Case Summary

Intensive working **diversity conference** > Attended by over **3,000** participants > Builds **employee skills** and **company loyalty**
Demonstrates **corporate support** for diversity > Explores **emerging best practices** and issues > Opportunities for LGBT talent **recruitment** and **retention** > Enjoy **high profile speakers** from business & community > Choose from 100+ top quality **workshops** > Stay for full-day **leadership training seminars** > Approved as diversity training by **federal government** and **SHRM** > Highlights **employee resource group** accomplishments > Provides **business to business** networking
Attended by **HR diversity & inclusion** professionals > Industry-specific **networking** > Inspiring **Awards & Gala Dinner**

Complete Business Case for participation available at <http://outandequal.org/2012-sponsorship-opportunities>

Gateway to \$743 Billion LGBT Market

*Recent estimates gauged the lesbian, gay, bisexual and transgender consumer market as having more than \$743 billion in buying power in 2010.**

**Packaged Facts/Witeck-Combs Communications*

Benefits for Executives & Allies

SENIOR EXECUTIVE OPPORTUNITIES

- Opportunity to visibly support LGBT workplace equality
- Discuss unique scenarios and share best practices with peers
- Provide leadership as role models
- Strengthen business-to-business relationships
- Reinforce organizational values
- Recognize employees for their talent and expertise

ALLY OPPORTUNITIES

- Learn about LGBT concerns
- Participate in achieving inclusive workplaces
- Promote the work of employee resource groups (ERG)
- Share best practices with other allies
- Engage effectively with corporate decision makers



Attendance Demographics*

Metrics

2010 Summit attendees:	2,481
Volunteers:	160
Unique Educational Programs:	136
Workshops:	110
Featured Events:	20
Leadership Seminars:	6
Plenaries:	3
Luncheons:	3
Workshop Presenters:	224
2011 Sponsors:	125

Demographics

States represented:	44 + DC
Countries represented:	22
Human resource/ diversity officials:	20%
Gender identity	
Male:	61%
Female:	37%
Transgender:	2%
Sexual orientation	
Gay:	53%
Lesbian:	20%
Heterosexual:	19%
Bisexual:	3%
Other/Queer:	5%

Income & Age

Annual Income	
> \$200k	12%
\$150-199k	12%
\$100-149k	31%
\$65-99k	28%
<\$64k	17%
Age	
18-25:	3%
26-35:	27%
36-45:	33%
46-55:	29%
56-65+:	8%

Top Industries Represented

Advertising/Marketing:	5%
Aerospace/Defense:	6%
Banking/Financial:	22%
Chemical/Biotech:	5%
Consulting:	8%
Energy/Oil/Gas:	3%
Engineering/Construction:	1%
Food/Beverage/Grocery:	4%
Government:	4%
Higher Education:	7%
Nonprofit:	7%
Retail/Consumer Products:	6%
Various other industries:	22%

**Demographics reflect 2010 attendance. Note: 2012 Summit attendees anticipated to be more than 3,000.*

2011 Sponsors

PRESENTING

Dell
Hewlett-Packard
IBM
Northrop Grumman

TITANIUM

American Airlines
Deloitte
Ernst & Young
JCPenney
Paul Hastings
Target
Xerox

GOLD

Accenture
The Advocate
Citi
Corning
Genentech
Intuit
Marsh & McLennan Companies
Wells Fargo

CHAMPION

Aetna
Alcoa
Anheuser-Busch
AT&T
Bank of America
Barclays Capital
BCD Meetings & Incentives
Clorox
DuPont
Fidelity Investments
Goldman Sachs
Kimberly-Clark
Lockheed Martin
MassMutual
Microsoft
Morgan Stanley
PepsiCo
Pfizer
Texas Instruments
Toyota
The Walt Disney Company

ADVOCATE

Abbott
ADP
Allstate
AON Corporation
ARAMARK
Best Buy
BlackRock
Boeing
Booz Allen Hamilton
BP
CB Richard Ellis
CH2M HILL
Chevrolet
Chevron
Chrysler
Chubb
CNA
Darden
Deutsche Bank
Dow
Eli Lilly
EMC
GlaxoSmithKline
Google
Hallmark
Harris Interactive
Hilton Worldwide
HSBC
Intel
Johnson & Johnson
JP Morgan Chase
Kaiser Permanente
KPMG
MasterCard
Mattel
McDonald's
McKesson
Merck
MetLife
MillerCoors
Moody's
NationalGrid
New York Life

The Nielsen Company
Olivia
Oracle
OUTMEDIA
Perkins Coie
Procter & Gamble
Raytheon
Rockwell Collins
SCJohnson
Sears Holdings
Southwest Airlines
State Farm Insurance
Symantec
TD Bank
Thomson Reuters
Towers Watson
Travelers
UBS
UCLA Anderson School
of Management
UnitedHealth Group
United Technologies
Viacom
Volkswagen
Waste Management
Whirlpool
Witeck-Combs Communications

FRIEND

Central Intelligence Agency
Federal Deposit Insurance
Corporation
Human Rights Campaign
International Gay & Lesbian
Travel Association
Lambda Legal
NASA
National Security Agency
National Gay & Lesbian
Chamber of Commerce
OUT for Work
OutNow
OutServe
PFLAG National

Sponsor Benefits at a Glance

SPONSORSHIP LEVELS 1-3

L1

PRESENTING (\$100,000)
TITANIUM (\$75,000)

L2

GOLD (\$55,000)
CHAMPION (\$30,000)*

L3

ADVOCATE (\$20,000)*
PUBLIC SECTOR FRIEND* (\$10,000)

**Available only to government*

COMMUNITY FRIEND** (\$5,000)

***Available only to nonprofit organizations*

AUCTION DONORS

Contact Sponsor Team member

* DISCOUNTS AVAILABLE

Contact a Sponsor Team member (see page 14) to discuss “Early Bird” discounts!”

BENEFITS & VISIBILITY	PRESENTING	TITANIUM	GOLD	CHAMPION	ADVOCATE
Branding by level for chosen events	✓	✓	✓	✓	
Welcome by company rep	✓	✓	✓	✓	
Promo item in attendee gift bags	✓	✓	✓	✓	
Logo on chosen Regional Affiliate web page	✓	✓	✓		
Recognition in “The Advocate” ad by level	logo	logo	✓		
Recognition on conference bags	✓				
Promo item at chosen event	✓	✓	✓	✓	
Website, signage, materials by level	✓	✓	✓	✓	✓
10% discount on registrations	✓	✓	✓	✓	✓
50% discount on upgrades & purchases	✓	✓	✓	✓	✓
Complimentary 3-day registrations	10	8	6	4	2
VIP Reception tickets	10	6	4	4	2
Reserved Awards Dinner seating	premier	premier	priority	preferred	special
Exhibit Hall booth placement by level	premier	premier	priority	preferred	special
Ad in program book, placement by level	full	full	full	half	quarter
LGBTCareerLink free job posting	ten pack	ten pack	five pack	five pack	one pack

Sponsor Level 1

PRESENTING \$100,000

Your company receives top billing as Presenting sponsor (limited to 5 positions) with Out & Equal at the Summit; and top billing as host at your chosen event (first come first serve*); and co-branding all year.

EVENT BRANDING CHOICES:

Opening Plenary I	(1 sponsor position)
Plenary II	(1 sponsor position)
Executive Plenary III	(1 sponsor position)
Gala Dinner	(2 sponsor positions)

MORE BENEFIT DETAILS:

- Top billing on signage, gift bags; materials for chosen event; and logo in pre-Summit Advocate magazine advertisement (circulation 175,000)
- Top billing as host of your chosen event
- Podium welcome delivered by company representative and photo op with keynote speaker
- Reserved premier seating for company attendees for hosted event and Gala Dinner
- Opportunity to place one promo item on chosen event tables, and one item in attendee gift bags (both items provided by company)
- 10 complimentary three-day Summit registrations, plus 10% discount on company registrations
- Free “Ten Pack” job posting on Out & Equal LGBTQCareerLink.com
- Logo placement on one of Out & Equal’s 17 Regional Affiliate web pages
- 1 premier placement deluxe 10’x20’ booth
- 1-page color ad prominently placed in Summit program
- 10 tickets to VIP Reception

**Priority is given to cash contributors ahead of in-kind donors*

Sponsor Level 1

TITANIUM **\$75,000**

Your company receives top billing as Titanium sponsor with Out & Equal at the Summit; top billing as host at your chosen event (first come first serve); and co-branding all year.

EVENT BRANDING CHOICES:

Opening Reception

Gala Dinner Reception

Executive Luncheon

Executive Forum Alumni Roundtable & Reception

VIP Reception

Leadership Seminars Day

Registration

Exhibit Hall

MORE BENEFIT DETAILS:

- Top billing on signage; materials for chosen event; and listing in pre-Summit Advocate magazine advertisement (circulation 175,000); and podium welcome delivered by company representative at your chosen event
- Top billing as host of your chosen event
- Reserved premier seating for company attendees for hosted event and Gala Dinner
- Opportunity to distribute one promo item at chosen event; and one item in attendee gift bags (both items provided by company)
- 8 complimentary three-day Summit registrations, plus 10% discount on company registrations
- Free “Ten Pack” job posting on Out & Equal LGBTCareerLink.com
- Logo placement on one of Out & Equal’s 17 Regional Affiliate web pages
- 1 premier placement deluxe 10’x10’ booth
- 1-page color ad prominently placed in Summit program
- 8 tickets to VIP Reception

Sponsor Level 2

GOLD \$55,000

EVENT BRANDING CHOICES:

Summit Night Out

Human Resources Luncheon

Women's Leadership Luncheon

Out & Equal Regional Affiliate Luncheon

Special Topic Breakfast Roundtable

Special Topic Featured Panels (multiple options)

2010 Topics included:

The Importance of Diversity and Inclusion in Driving Innovation

Intersections of Ability, Orientation and Identity

Inside LGBT: Being a Transgender Community Ally

We Count – Determining the Size of the LGBT Community

Workplace Bullying and LGBT Employees

Employee, Parent, LGBT: The Fun and Challenges at Work

Finally Out at Work: Serving Openly in the Military

Bigger, Bolder, Better: Leveraging Corporate Marketing for LGBT Good

ERG of the Year Finalists: Employees Making a Difference

MORE BENEFIT DETAILS:

- Top billing on signage; materials for chosen event
- Recognition as exclusive event host, with podium welcome delivered by company representative
- Reserved priority seating for company attendees for chosen event and Gala Dinner
- Promo items for gift bags and for chosen event (items provided by company)
- 6 complimentary three-day Summit registrations, plus 10% discount on company registrations
- Free “Five Pack” job posting on Out & Equal LGBTCareerLink.com
- Logo placement on one of Out & Equal’s 17 Regional Affiliate web pages
- 1 priority placement deluxe 10’x10’ booth
- 1-page color ad prominently placed in Summit program
- 6 tickets to VIP Reception

Sponsor Level 2

CHAMPION

\$30,000*

**Early Bird discount available*

EVENT BRANDING CHOICES:

Summit Workshop (multiple options)

MORE BENEFIT DETAILS:

- Recognition on signage; materials and website sponsor page
- Recognition as workshop host, with podium welcome delivered by company representative
- Reserved preferred seating for company attendees at Gala Dinner
- Promo items for gift bags and for chosen event (items provided by company)
- 4 complimentary three-day Summit registrations, plus 10% discount on company registrations
- Free “Five Pack” job posting on Out & Equal LGBTCareerLink.com
- 1 preferred placement deluxe 10’x10’ booth
- 1/2-page color ad prominently placed in Summit program
- 4 tickets to VIP Reception

Sponsor Level 3

ADVOCATE

\$20,000*

**Early Bird discount available*

BENEFIT DETAILS:

- Recognition with logo on signage, materials and website sponsor page
- Reserved special seating for company attendees at Gala Dinner
- 2 complimentary three-day Summit registrations, plus 10% discount on company registrations
- Free “Single Pack” job posting on Out & Equal LGBTQCareerLink.com
- One 10’x10’ booth in exhibit hall
- 1/4-page color ad placed in Summit program
- 2 tickets to VIP Reception

PUBLIC SECTOR FRIENDS

\$10,000 (Government only)

BENEFIT DETAILS:

- Recognition with logo on signage, materials and website sponsor page
- Reserved seating for organization attendees at Gala Dinner
- 2 complimentary three-day Summit registrations, plus 10% discount on organization registrations
- One 10’x10’ booth in exhibit hall
- 1/4-page color ad placed in Summit program

COMMUNITY FRIENDS

\$5,000 (Community nonprofits only)

BENEFIT DETAILS:

- Recognition with logo on signage, materials and website sponsor page
- Reserved seating for organization attendees at Gala Dinner
- 1 complimentary three-day Summit registration, plus 10% discount on organization registrations
- Shared 10’x10’ booth in exhibit hall with one other nonprofit
- 1/4-page color ad placed in Summit program

AUCTION DONORS - Contact a Sponsor Team member

MEDIA - Custom visibility packages may be negotiated

Sponsor Upgrades/ A La Carte Purchases



PURCHASE OPTIONS	REGULAR	SPONSORS
Lanyard name tag straps (co-branding with Out & Equal)	\$40,000	\$20,000
Conference t-shirts (co-branding with Out & Equal)	\$30,000	\$15,000
Key chain thumb drives (co-branding with Out & Equal)	\$30,000	\$15,000
Internet access cyber stations	\$20,000	\$10,000
Hotel room keys (co-branding with Out & Equal)	\$20,000	\$10,000
Gala Dinner live auction sponsor	\$20,000	\$10,000
Workplace Summit LinkedIn sponsor	\$10,000	\$5,000
Workplace Summit Facebook sponsor	\$10,000	\$5,000
Workplace Summit Twitter sponsor	\$10,000	\$5,000
Workplace Summit Youtube sponsor	\$10,000	\$5,000
Workplace Summit Flickr Photo Gallery sponsor	\$10,000	\$5,000
Local area highlights map	\$10,000	\$5,000
Out & Equal: www.LGBTCareerLink.com website banner ad	\$6,000	\$3,000
Summit scholarship package	\$6,000	\$3,000
Pre-Workplace Summit promotion e-blast sponsor	\$5,000	\$2,500
Water break stations (each location)	\$5,000	\$2,500
Exhibit Hall booth (10'x10')	\$5,000	\$2,500
Attendee conference gift bag insert (company provides)	\$5,000	\$2,500
Summit program book full page ad	\$5,000	\$2,500
Summit program book half page ad	\$2,500	\$1,250
Co-promotion for Workplace Summit registration (extra discount)	n/a	no charge

Ready to Sign-Up?

PLEASE CONTACT OUR SPONSOR TEAM:



SHERRIE HOLMES

Director of Development
sholmes@outandequal.org
415-694-6508



DAVE BUECHÉ

Senior Manager, Development & Communications
dbueche@outandequal.org
415-694-6510



MICHELE HORN DAVIS

Corporate Accounts Manager
mdavis@outandequal.org
415-694-6511



LESLIE LEWIS

Senior Development Associate
llewis@outandequal.org
415-694-6522

THERE ARE TWO WAYS TO SIGN UP:

1. Online sign up via our website: www.OutandEqual.org/2012-sponsorship-opportunities
2. Communicate via email or phone to a Sponsor Team member listed above

Any of these methods will help Out & Equal generate a sponsor agreement, sponsor contribution invoice, and a memorandum of understanding with all the details you need to receive your benefits.

Please let us know if you need Out & Equal to fill out your company's online purchase order or grant request application.

Thank you for supporting Out & Equal's educational programs!

Out & Equal™ Workplace Advocates
155 Sansome Street, Suite 450
San Francisco, CA 94104

OutandEqual.org
P: (415) 694.6510
F: (415) 694.6530