

Community Values 2010



The world's greatest Diversity & Inclusion research resource arrives January 2011

A UNIQUE OPPORTUNITY TO PARTICIPATE IN THE
WORLD'S FIRST GLOBAL LGBT STUDY



OUT NOW GLOBAL is the world's leading **LGBT specialist**, working with **blue chip** private and public sector organisations to help them better understand and engage more effectively with **LGBT communities around the globe.**

This year, we have launched **COMMUNITY VALUES 2010**, the world's **most comprehensive LGBT research study** to date, giving brands, businesses and organisations unprecedented access to the lives, the views, the preferences and the aspirations of LGBT people across **six different and diverse continents.**

This ground-breaking project is currently underway in **23 countries** in **10 languages**, covering more than 1.3 billion of the world's population, and **including Latin America for the very first time.**

The resulting findings of **COMMUNITY VALUES 2010** will be available to subscribers. Limited headline findings will be released at prestige launch events for industry leaders in the UK and USA from January 2011 when employers, businesses, organizations, brands, retailers and agencies will be able to access two in-depth research reports containing all key results.



HOW CAN MY ORGANIZATION GET INVOLVED?

Out Now is offering a range of strategic partnership opportunities for those organizations wishing to associate themselves with this study. There are also opportunities to purchase one or both of the research reports on a country, regional or global basis. There has never been a study within the LGBT communities with the reach and scope of the COMMUNITY VALUES 2010 research.

WHY THIS STUDY MATTERS

Our pioneering research work addresses a range of important topics and issues to help organizations better understand and engage with modern LGBT audiences either in their own country, across the territories where they operate or work, or on a global scale.



COMMUNITY VALUES 2010 explores real-life experiences, views and attitudes towards:

Workplace discrimination - harassment - **equality and diversity issues and concerns** - income and expenditure - **education** - employment - **parenting and families** - relationships - **buying power** - consumer brand preferences - **lifestyle and travel habits** - media habits and consumption - **personal aspirations, and much more.**

Multiple channels have been deployed to reach a broad cross-section of the LGBT communities to obtain a robust and statistically viable sample. Regional and national media, sports, social and community groups and organisations, and social networking platforms have all distributed the study. The details have also been circulated to a number of HR and diversity professionals and groups in countries across the world.

KEY BENEFITS OF BECOMING A SPONSOR OF COMMUNITY VALUES 2010
Sponsors can get involved on either a country, continental or global basis. They will benefit from:
<ul style="list-style-type: none"> 🏆 Sponsors' branding and presence on supporting pre- and post-launch literature including reports, special papers and online collateral.
<ul style="list-style-type: none"> 🏆 Sponsors' presence and a chance to participate in the UK and USA 2011 launch events
<ul style="list-style-type: none"> 🏆 Opportunity to take part in the high profile international PR campaign which will accompany the launch of this study. Our previous research programmes have attracted wide and positive media attention from titles such as Time Magazine, The Guardian, Variety, BBC TV, CBS News and the Independent to name a few.
<ul style="list-style-type: none"> 🏆 Access to the research findings for your business or organisation, based on level of sponsorship.
<ul style="list-style-type: none"> 🏆 Opportunity to ask a range of specific questions to the Community Values research panel during 2011 and beyond.

WHO WILL BENEFIT? Our research study meets the needs of two distinct audiences:

DIVERSITY & INCLUSION:

Chief Executives, boards, HR directors, VPs, business partners and diversity and inclusion professionals in organisations that need to develop a better understanding of their LGBT employees and customers. This powerful tool will use the voices and experiences of real LGBT people to help organisations and businesses map their diversity journeys and improve their business performance as a result.

CONSUMER:

Businesses, brands, marketing directors, creative directors, advertising and media agencies that want to develop their understanding of LGBT consumers, how they think and behave. This study will provide the necessary insight and in-depth understanding to be able to reach and engage effectively with the modern LGBT consumer in an increasingly diverse world.

OPTION 1 : Become a Sponsor	OPTION 2: Pre-order your report
3 levels of sponsorship are available for companies wishing to associate themselves with the research.	Two comprehensive reports will be available for subscription from January 2011, produced in association with our sponsors.

Gold (Global): USD\$100,000

- Headline sponsor in all relevant Out Now PR activities.
- Front of report first place recognition, large logo inclusion in every copy of both reports.
- Option to negotiate specific bespoke questions for 2011 LGBT quantitative online Out Now Study.
- Display space, branding and collateral at London and US 2011 launch events.
- Option for presentation of corporate role at all Out Now launch events.
- Option - endorsement letter + full page available ad space in both final reports.
- 20 printed hard copies of global results of both final reports.

Silver (Region/Continental): USD\$60,000

- Mention by name as a project sponsor in all relevant Out Now PR activities.
- Logo inclusion listed as silver sponsor partner in every copy of both reports.
- Collateral inclusion in information pack at both London and US 2011 launch events.
- Option of corporate message of endorsement included in both reports.
- 10 printed hard copies of Regional (Continent) results of both final reports.

Bronze (National): USD\$25,000

- Logo inclusion listed as bronze sponsor partner in every copy of both reports.
- Collateral inclusion in information pack at both London and US 2011 launch events.
- 5 printed hard copies of National (single country) results of both final reports.

(1) Working Voices – Diversity initiatives at policy level have never been greater, however many of these are all too often just tick box affairs. We know because early evidence suggests that despite all the new legislation and awareness campaigns of recent years, homophobia in the workplace is actually on the increase.

Our brand new Diversity and Inclusion report, *Working Voices*, uses the actual words of real LGBT people speaking about their own workplace experiences and leverages this with COMMUNITY VALUES 2010 research findings to empower businesses to launch enhanced workplace interventions and LGBT engagement methodologies. This can have a direct and positive impact on employees’ performance benchmarks, staff retention and most importantly on the corporate bottom line.

Price for individual country USD\$4,950
Additional countries USD\$1250 each
Order by 24 December for 10% discount.

(2) Equal means Equal: Diversity Sells -

The LGBT consumer is both fickle and extremely adept at seeing through insincere efforts to persuade them to part with their cash. This could prove costly to your business performance in such an important segment of the market. LGBT consumers are, by the same token, extremely loyal to those brands that make the effort to understand and connect with them – and as trend- and thought-leaders many LGBT people are also extremely influential.

Our comprehensive consumer insights report is for brands, businesses, organisations and agencies that want to engage and create a more effective commercial dialogue with the powerful, trend-setting LGBT consumer market.

Price for individual country USD\$4,950
Additional countries USD\$1250 each
Order by 24 December for 10% discount.

Order both reports for USD\$7,950

"I am certain that we could not have launched into the gay and lesbian market so effectively other than by using your services." ...

**Bernard Roucaud, Director,
French Government
Tourist Office.**

"Your experience in advising companies on how to understand and develop their business in the gay and lesbian market is truly rare and quite possibly unique." ...

**Meshlin Khouri, Senior
Manager, Corporate
Affairs, Merck
Sharp &
Dohme.**

"Based on its thorough understanding of this target group, Out Now Consulting has been able to give Lufthansa valuable guidance on how to develop our branding in this sector in a credible way. Through exceptional commitment Out Now has delivered excellent results."...

**Leandro Tonidandel, Marketing
Manager, Lufthansa German
Airlines.**

"Your services ensure that this unique market is marketed to most effectively."

**Natasha O'Sullivan, Campaign
Manager, Zurich Insurance.**

"Like many corporates we were very aware of this segment, but had difficulties understanding the market. You were able to provide us with clear actionable plans for future development. Thanks for all the support." ...

**Tracey M Jones, Marketing
Manager, Citibank.**

OUT NOW is the leading global specialist LGBT consulting firm. Since 1992 we have been relied upon for our strategic insight into LGBT workers and consumers by our clients, including IBM, Toyota, Citibank, Barclays, Lufthansa, Hilton Hotels, German National Tourist Office and many more.

For more information contact us at info@OutNowConsulting.com



Out Now Global www.OutNowConsulting.com
Tel UK +44-(0)20-8123 5288 Tel Aus +61-(0)2-8003 5253
Tel US +1-310-878 4878 Tel LatAm +55-11-3020 3429
Lage Nieuwstraat 372, The Hague, Netherlands 2512 VX