COLOURS

CONFERENCE AND PRIDE AWARDS GALA

DETROIT REGIONAL lgbt CHAMBER OF COMMERCE

MICHIGAN DIVERSITY COUNCIL

A MULTICULTURAL RESOURCE PROMOTING EXCELLENCE

SPONSORSHIP OPPORTUNITIES

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Dear Potential Sponsor:

Since its founding in 2013, the Detroit Regional LGBT Chamber of Commerce has remained committed to its core set of universal goals:

- Educate Businesses on LGBTQ Business certification and strategic use of the designation.
- Assist in promoting LGBTQ & Ally businesses throughout SE Michigan Region.
- Work with local, state, national, and global corporate partners to bring business opportunities into the region.
- Advocate on LGBTQ business issues & initiatives by aligning with strategic partners.
- Work with local LGBTQ economic development, equality, and tourism initiatives.
- Assist in the development of local LGBTQ business education programs.

The Detroit Regional LGBT Chamber of Commerce will host its annual Pride Awards Gala: Colours Friday, May 14th, 2021 from 5:30 p.m. to 11 p.m. This year we are proud to announce our partnership with the Michigan Diversity Council. As a leader in workplace Diversity, Equity, and Inclusion, a two-day conference will be offered on Thursday and Friday, May 13th-14th, 2021 and ending with the Pride Award Gala. The conference will offer best practices and educational support to attendees on the importance of the LGBTQ presence in the workplace. The Gala will feature a keynote address as well as an awards presentation where a local leader will be presented with the Allan D. Gilmour award for Outstanding Leadership in Inclusion. Additional awards that will be presented at both the conference and gala include: Small LGBTQ Business of the year; Corporation of the Year; Equity Champion of the Year; and LGBTQ Employee Resource Group (ERG) of the Year. The LGBTQ ERG of the Year award nominations will be submitted by local ERGs and voted on publicly.

As a sponsor, you will have a captive audience of around 400 professionals, ultimate brand recognition, and direct access to LGBTQ Suppliers, Leaders in the Workplace Diversity Space and VIP attendees! On the next page, you will see the levels of sponsorship and the benefits associated with each level. We hope you will join as for these wonderful days of education and a night to celebrate the people and businesses that make our community thrive!

Sincerely,

Detroit Regional LGBT Chamber of Commerce & Michigan Diversity Council

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SPONSORSHIP OPPORTUNITIES

CONFERENCE & GALA BENEFITS

$60,000 PRESENTING SPONSOR ($100,000 promotional value)

- Twenty (20) conference registrations with logo on table
- Presenting sponsor of gala and conference
- Event logo lockup at gala and conference
- Opportunity to keynote at a breakfast or lunch at conference
- Official conference t-shirt with company logo included
- Company information table at conference
- Opportunity to present workshop session at conference
- Two (2) tables of ten (10) with logo on table
- Executive address attendees during gala program and conference-day #1 (5 minutes)
- Promotional campaign including: print, digital and social
- Company logo on rotation during dinner and conference
- Award sponsor (any award of choice) at gala and conference
- A sponsor-produced 30-second ad featured at the gala and conference
- Twenty (20) VIP reception guests
- Press release mention for gala and conference
- Opportunity to participate in radio and television interviews and announcements
- Social networking opportunities (dedicated Facebook and Instagram video posts and tweets) for gala and conference
- Five (5) event e-blasts with company advertising and logo for gala and conference
- Welcome letter in conference booklet
- Premuim position ad in confernece booklet
- Logo in thank you ad

$30,000 COLOURS KEYNOTE SPONSOR ($50,000 promotional value)

- Eight (8) conference registrations with logo on table
- Opportunity to facilitate/present workshop at conference
- Table of eight (8) with logo on table gala
- Recognized at gala and conference
- Introduction of keynote by company executive at gala and conference
- Company logo on rotation during gala and conference
- Award sponsor (any award of choice after presenter's pick)
- Logo on promotional materials - print and digital for gala and conference
- Eight (8) VIP reception guests gala
- A sponsor-produced 15-second ad featured at the gala and/or conference
- Press release mention
- Social Networking opportunities (dedicated Facebook and Instagram video posts & tweets) for gala and conference
- Two (2) gala and conference e-blasts with company advertising and logo.
- Premuim Positions Full page ad in gala and conference program booklet
- Logo in thank you ad

$15,000 GALA RECEPTION SPONSOR ($25,000 promotional value)

- Eight (8) conference registrations with logo on table
- Full ad in program conference booklet
- Table of eight (8) with logo on table
- Recognition at gala and conference
- Company signage through out reception
- Four (4) VIP reception guest
- Social networking opportunities (dedicated Facebook and Instagram video posts & tweets) for gala and conference
- Logo in thank you ad

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SPONSORSHIP OPPORTUNITIES

$10,000 PROFESSIONAL HEADSHOT SPONSOR

- Eight (8) conference registrations with logo on table
- Half page ad in conference booklet
- Table of eight (8) with logo on table
- Recognized during gala and conference
- Company logo on rotation during gala and conference
- Signage for headshot sponsor
- Four (4) VIP reception guests
- Social media and e-blasts opportunities
- Listed in thank you ad

$5,000 SILVER SPONSOR

- Eight (8) conference registrations with logo on table
- Table of eight (8) with name on table at gala
- Quarter-page ad in booklet
- Recognized during event
- Two (2) VIP reception guests
- Listed in thank you ad

GALA ONLY BENEFITS

$10,000 RED CARPET SPONSOR ($20,000 promotional value)

- Eight (8) conference registrations with logo on table
- Recognized during the event
- Company logo on red carpet
- Four (4) VIP reception guests
- Social networking opportunities (dedicated)
- Facebook and Instagram video posts & tweets)
- Full-page ad in booklet
- Logo in thank you ad

$2,500 BRONZE SPONSOR

- Table of eight (8) with name on table
- Recognized during event
- Two (2) VIP reception guests
- Quarter-page ad in booklet
- Listed in thank you ad

$1,600 TABLE SPONSOR

- Table of eight (8) with name on table
- Recognized during event
- Two (2) VIP reception guests
- Listed in thank you ad

CONFERENCE ONLY BENEFITS

$2,800 TABLE SPONSOR

- Table of eight (8) with logo on table
- Recognized during event
- Listed in thank you ad

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SPONSORSHIP FORM

CONTACT NAME _____

ORGANIZATION _____

STREET ADDRESS: _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

WEBSITE _____

Logo submissions are due no later than March 31, 2021. However, please confirm your participation by returning this form via mail or email at your earliest convenience; but no later than March 12, 2021. Form and payment should be mailed to: P.O. Box 32446, Detroit, MI, 48232. Ad copy may be emailed to: kheard@detroitlgbtchamber.com

Thank you for your tax-deductible donation! Benefiting the Detroit LGBT Chamber Fund (Tax I.D. # is 83-3237118) and the Michigan Diversity Council (Tax I.D # is 71-1037612).

SPONSORSHIP LEVELS
(Please Choose)

GALA ONLY SPONSORSHIPS

☐ Red Carpet Sponsor	$10,000
☐ Bronze Sponsor	$2,500
☐ Table Sponsor	$1,600

CONFERENCE & GALA SPONSORSHIPS

☐ Presenting Sponsor	$60,000
☐ Colours Keynote Sponsor	$30,000
☐ Gala Reception Sponsor	$15,000
☐ Pro Headshot Sponsor	$10,000
☐ Silver Sponsor	$5,000

CONFERENCE ONLY SPONSORSHIP

____ Table Sponsor	$2,800 each
____ Gala Ticket(s)	$200 each
____ Gala VIP Ticket(s)	$250 each
____ 2-Day Conference Only	$400 each
____ 2-Day Conference & Gala	$550 each