

# COLOURS

CONFERENCE AND PRIDE AWARDS GALA

DETROIT **lgbt**  
REGIONAL  
CHAMBER OF COMMERCE



**MICHIGAN**  
DIVERSITY COUNCIL  
AN ALLIANCE OF CULTURAL RESOURCES PROMOTING DIVERSITY

SPONSORSHIP OPPORTUNITIES



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 15th, 2020 from 5:30 p.m. to 10 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 14th-15th, 2020 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



## 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 (10 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 program booklet for gala and conference
- Back cover ad in program booklet for gala and front cover ad in conference program 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
- Recognized before during and after 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) at gala and conference
- Logo on promotional materials - print and digital for gala and conference
- Eight (8) VIP reception guests
- A sponsor-produced 30-second ad featured at the gala and 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.
- 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
- Recognized before during and after gala and conference
- Company signage through reception
- Four (4) VIP reception guest
- Social networking opportunities (dedicated Facebook and Instagram video posts & tweets) for gala and conference
- Full-page ad in conference and gala program booklet
- Logo in thank you ad



## SPONSORSHIP OPPORTUNITIES

### \$10,000 PROFESSIONAL HEADSHOT SPONSOR

- Eight (8) conference registrations with logo on table
- Half page ad in gala and conference program 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
- Half-page ad in gala and conference program booklet
- Listed in thank you ad

### \$6,000 SILVER SPONSOR

- Eight (8) conference registrations with logo on table
- Half page ad in conference program booklet
- Table of eight (8) with name on table
- Recognized during event
- Four (4) VIP reception guests
- Half-page ad in conference and gala program booklet
- 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 before during and after event
- Company logo on red carpet and step & repeat
- Four (4) VIP reception guests
- Social networking opportunities (dedicated)
- Facebook and Instagram video posts & tweets)
- Full-page ad in program 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 gala 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



# SPONSORSHIP FORM

CONTACT NAME \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

Logo submissions are due no later than March 30, 2020. However, please confirm your participation by returning this form via mail or email at your earliest convenience; but no later than March 13, 2020. Form and payment should be mailed to: P.O. Box 32446, Detroit, MI, 48232. Ad copy may be emailed to: [kheard@detroitlgbtchamber.com](mailto: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 \$6,000

- \_\_\_\_ Gala Ticket(s) \$200 each
- \_\_\_\_ Gala VIP Ticket(s) \$250 each
- \_\_\_\_ 2-Day Conference Only \$400 each
- \_\_\_\_ 2-Day Conference & Gala \$550 each

### CONFERENCE ONLY SPONSORSHIP

- \_\_\_\_ Table Sponsor \$2,800 each