



CORPORATE PARTNERSHIP

Leading, Advocating and Educating our LGBTQIA+ Community

DETROIT
REGIONAL  light
CHAMBER OF COMMERCE

2019

DETROITLGBTCHAMBER.COM

Mission & Milestones

The Detroit Regional LGBT Chamber of Commerce mission is to promote and empower our Metropolitan Detroit LGBT, allied business members, non-profit members, corporate partners and their employees through leadership, advocacy and education.

- *Leading* through professional development
- *Advocating* for Inclusive business practices.
- *Educating* small to large businesses on LGBT-Certification & business growth

Formed in 2013, our Chamber is an affiliate of National Gay & Lesbian Chamber of Commerce and OUT & Equal, an international network of LGBTQ Employee Resource Groups (ERGs), making us the experts in organizational diversity and business development. We advocate for inclusion of all people, especially Lesbian, Gay, Bisexual, Transgender and Ally people within the fabric of the southeastern Michigan business community. Our differences can create organic innovations in all our enterprises.

We advocate for inclusion of all people, especially the Lesbian, Gay, Bisexual, Transgender, + Ally Business Community in Southeastern Michigan. Recognizing our differences can organically create innovations in enterprise.

By building a LGBT Chamber of Commerce, leading Michigan's Employee Resource Groups (MERGE), and an affiliate of National Gay & Lesbian Chamber of Commerce and OUT & Equal, we own the landscape of LGBT employees and employers. We are the subject matter experts for organizational diversity and business development.

CORPORATE PARTNER MESSAGE

Detroit Regional LGBT Chamber of Commerce provides diversity certification to majority LGBT owned business enterprises and creates an avenue in which corporate America can do business with the LGBT business community.

As a certifying body, DRLGBTCC serves as a conduit between corporate America and LGBT-owned businesses and entrepreneurs. This gives the LGBTBE certified DRLGBTCC members access to professional development and sourcing opportunities with major corporations.

As a DRLGBTCC Corporate Partner, the DRLGBTCC will advance a company's diversity practices and reach, as well as enable access to the expansive buying power of the LGBT community. Partnering with the DRLGBTCC on LGBT supplier diversity confirms that a corporation's supply chain mirrors the diverse customer and employee base that the company has or seeks to attract.

Let's Talk Stats

DEMOGRAPHIC OVERVIEW

The total buying power of the US gay, lesbian, bisexual, and transgender adult population for 2012 is estimated at **\$790 billion**. (Witeck Communications and Packaged Facts).

The US LGBT travel market is estimated at **\$84.5 billion, 10% of the total U.S. travel industry**, while **83% of LGBT U.S. citizens hold a valid passport**, far higher than the average of 34% of Americans age 18 and older. (Community Marketing Inc).

The LGBT population is second to only the African American and Hispanic populations in terms of spending power of a diverse group and is estimated to have about half the population of each. The total LGBT population is estimated at 16-20 million LGBT people with **1.4 million LGBT owned businesses**.

While LGBT individuals are not necessarily wealthier than their heterosexual counterparts, LGBT individuals have more disposable/fluid income and are highly likely to purchase products and services from corporations known to support LGBT organizations. According to Community Marketing Inc's Gay and Lesbian Consumer Index reports, **89% of gay men and 92% of lesbians** reported that a company's treatment of its gay and lesbian employees impacts their decision to do business with that company.

Similarly, **88% of gay men and 91% of lesbians** reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations. Three out of four LGBT individuals have changed brands when a company has exhibited pro LGBT support – simply put, loyalty counts!

LGBT people spend an average of **23.3 hours per week on the Internet**, 55% more than their heterosexual counterparts. (Witeck Communications/Harris Interactive)

80% of LGBT Americans are considered to be heavy users of the Internet (eight or more hours spent on the internet per week) as compared to 66% of heterosexuals. (Witeck Communications)

LGBT individuals take more than three times as many business trips each year when compared to heterosexual counterparts. (Community Marketing Inc)

Findings from the U.S. Census Bureau and the Urban Institute report:

- Same-sex couples live in 99% of all counties of the United States
- Two thirds (67.6%) of same-sex couples own their own home
- 76% of LGBT individuals have annual household incomes above the national average of \$40,000.
- 30% of LGBT individuals have an annual income above \$100,000.

nglcc 
National LGBT
Chamber of Commerce

Our Programs



In today's competitive and diverse work environment, successful corporations and governmental units are focused on developing business relationships with minority-owned vendors. But finding these potential partners can sometimes be difficult. Our Chamber provides a nationally recognized certification process to Michigan LGBT-owned businesses through our affiliation with the NGLCC, and we actively encourage LGBT-owned businesses to become certified by engaging them in our quarterly certification workshops. Our established networking and "matchmaker" events allow our corporate partners to connect with these Detroit area LGBT-owned and operated businesses and service providers.



A networking group where Employee Resource Groups (ERG) and our LGBTBE's mix & mingle. Corporate Member hosts are featured in our monthly email newsletter, web site and social media blasts. During the event, host businesses are given an opportunity to thank the crowd and introduce themselves to allies, suppliers and vendors in this casual networking mixer atmosphere.



Detroit is the first city to have a Pride Day at all four major sport teams hosted by the DRLGBTCC. Corporate Partners are able to host a Pre or Post Tailgating Party in an exciting atmosphere with brand recognition. Pride days can also be a separate event celebrating your company's pride within our community.

Corporate Partnership Levels

Benefits	\$10,000 Diamond	\$5,000 Platinum	\$2,500 Gold	\$1,500 Silver	\$1,000 Bronze	\$500 Ruby
Community Exposure						
DRLGBTCC Membership	✓	✓	✓	✓	✓	✓
Directory Listing on Website	✓ (\$100 Value)	✓ (\$100 Value)	✓ (\$100 Value)	✓ (\$100 Value)	✓ (\$100 Value)	✓ (\$100 Value)
Logo and hyperlink on Corporate Partner page of website	✓	✓	✓	✓	✓	
Logo inclusion in rotating ad on DRLGBTCC homepage	✓	✓	✓	✓		
Recognition in e-newsletter and social media as new Corporate Partner	✓	✓				
Logo on electronic communications where DRLGBTCC Corporate Partners are listed	✓	✓	✓			
Company spotlight in one edition of the DRLGBTCC monthly newsletter	✓					
Press Release Upon Joining.	✓	✓				
Send RFP'S and annoucements Directly to members	✓					
Partner Access						
Complimentary entry into LGBT-Business Workshops	✓	✓	✓	✓	✓	
Complimentary entry all MERGE Events	✓	✓	✓			
DRLGBTCC Website Resource Page	✓	✓	✓	✓		
List of Michigan Certified LGBTBE's	✓	✓				
Matchmaker meetings during LGBT Certification trainings.	✓	✓				
Relationship Manager assigned for dedicated customer service	✓					
Event Access						
Opportunity to Host/Attend Career Fair*	✓	✓			✓	
Tickets to Annual LGBT Fundraiser*	4	2				
Recognition at Annual LGBT Fundraiser*	✓	✓				
Opportunity to host and/or provide subject matter experts for Pride Days Trainings ** (*)	✓	✓	✓			
A pair of tickets to All sporting event pride nights*	✓ (\$1000 Value)					
Customized programming opportunity	✓					

*Event Sponsorship is separate from membership benefit

**additional costs may be associated with events outside of listed benefit (food and beverage, etc.)

Small Business Memberships

Small Business Package Membership Plus - \$450

- Certification by the NGLCC, if applicable.
- Recognition in e-newsletter and social media as newly certified LGBT.
- Between The Lines enhanced online listing discount (\$100 value)
- Enhanced Business listing on Website.
- Discounted entry all Membership Mixers
- Access to Partners small business initiatives.
- Company Profile E-blast Workshop hosting opportunity.
- Opportunity to host/recruit at Career fair.
- Free Job Posting in Monthly News

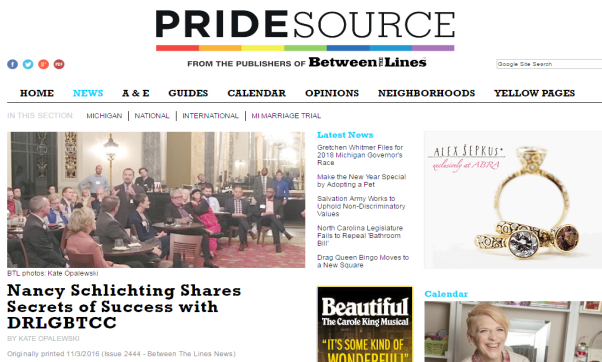
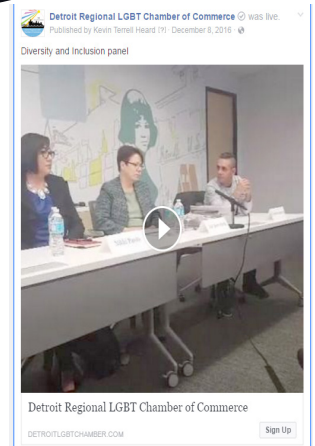
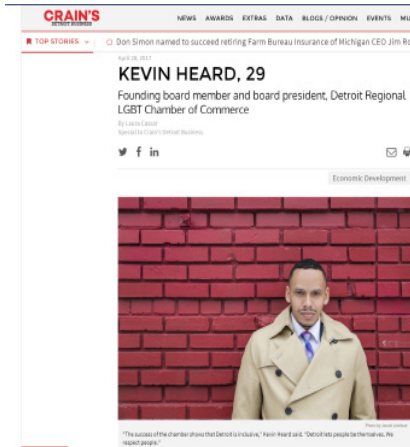
Small Business Package Membership Basic - \$350

- Certification by the NGLCC, if applicable.
- Recognition in e-newsletter and social media as newly certified LGBT
- Discounted Entry all Membership Mixers
- Access to Partners small business initiatives.
- Company Profile E-blast Workshop hosting opportunity.

Professional Package Membership \$100

- Networking opportunity to all members
- 50% off Advertising via E-blast/Social Media
- Social media Mention Upon Joining
- Name included in Upcoming M3 E-blast
- Discounted entry into all Membership mixers.
- Member discounts for fundraising events

Chamber in the News



The DRLGBTCC Board of Directors is comprised of LGBT business owners, corporate leaders and community members dedicated to serving our LGBT business community.

Kevin Heard
President

Diane Harbour
Treasurer

Jim O'Connor
Supplier Diversity Chair

Brian DeRey
ERG Chair

Jan Stevenson
Vice-President

Amanda Shelton
Secretary

Lindsay Matson
Policy Development Chair

Mike Odom
Member at Large

Lillian Lowery
Corporate Engagement

William Calhoun
SBD Chair



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Detroit Regional LGBT Chamber of Commerce is a 501(c)6 Tax –Exempt membership driven non-profit.

Detroit Regional LGBT Chamber Fund, Inc. is a 501(c)3 Tax-Exempt & Tax Deductible non-profit that is to be a resource for LGBT businesses, entrepreneurs, and community members in Michigan by providing business education, research, and development, including research regarding the creation of LGBT business districts.