



DETROIT
REGIONAL **lgbt**
CHAMBER OF COMMERCE

PRIDE AWARDS GALA

SPONSORSHIP OPPORTUNITIES



Dear Potential Sponsor:

Since its founding in 2013, the Detroit Regional LGBT Chamber of Commerce (DRLGBTCC) 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.
- 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 the COLOURS Pride Awards Gala on Thursday, June 9, 2022 at Motor City Casino Grand Ballroom from 6:00 p.m to 10:00 p.m. As leaders in LGBT supplier diversity, business and professional development and D&I workplace policy, the gala will celebrate the best and brightest partners in our region, showcase the DRLGBTCC programming, and provide insights into the future of our diverse region.

The purpose of this gala is to help raise grant funds for newly certified LGBTQ-owned and operated businesses and increase training and resources for young entrepreneurs in Metro Detroit. With a focus on intersectionality within the LGBTQ community, it is our hope to increase their non-borrowed capital, capacity, and operations, the number of minority-owned LGBTQ businesses, and support the development of future LGBTQ entrepreneurs. The evening will feature a keynote address and an awards presentation where a leader will be presented with the Allan D. Gilmour award for Outstanding Leadership in Inclusion. Additional awards that will be presented will 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.

As a sponsor, you will have a captive audience of around 400+ professionals in-person and online, 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 this wonderful evening to celebrate the people and businesses that make our community thrive!

Sincerely,
Detroit Regional LGBT Chamber of Commerce



SPONSORSHIP OPPORTUNITIES

GALA BENEFITS

\$25,000 PRESENTING SPONSOR (\$75,000 promotional value)

VIP ACCESS

- Virtual and in-person meet and greet with keynote speaker
- All guest access to VIP reception
- Priority seating

REGISTRATIONS

- Three VIP tables of eight with logo on table

MARKETING/BRANDING

- Named as presenting sponsor
- Event logo lockup
- A sponsor produced 1-minute ad featured after opening remarks.
- Logo on rotation during event
- Logo on all promotional campaign including: print, digital and social media
- Press release mention for event
- Ad in front inside, back cover or double truck center of program booklet
- Logo on step and repeat
- Logo in thank you ad

ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity for vendor table/display
- Opportunity to introduce Allan D. Glimour Honoree speaker
- Opportunity for branded item giveaway
- Opportunity to present and sponsor any award
- Sponsor survey section in feedback survey
- List of all attendees
- Welcome letter in program booklet

\$15,000 COLOURS KEYNOTE SPONSOR (\$50,000 promotional value)

VIP ACCESS

- Virtual and in-person meet and greet with keynote speaker
- All guest access to VIP reception
- Priority seating

REGISTRATIONS

- Two VIP tables of eight with logo on table

MARKETING/BRANDING

- Named as keynote sponsor
- A sponsor produced 30 sec ad featured before intro of keynote speaker
- Logo on rotation during event
- Logo on promotional campaign including: print, digital and social media
- Verbal mention during event
- Ad in front inside or back cover of program booklet
- Logo on step and repeat
- Logo in thank you ad

ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to introduce keynote speaker
- Opportunity for branded item giveaway
- Opportunity to present and sponsor any award

\$10,000 VIP RECEPTION SPONSOR (\$25,000 promotional value)

VIP ACCESS

- Virtual and in-person meet and greet with keynote speaker
- All guest access to VIP reception

REGISTRATIONS

- One VIP table of eight with logo on table

MARKETING/BRANDING

- Named as VIP reception sponsor
- Logo on rotation during event
- Full page ad in program booklet
- Logo on step and repeat
- Logo in thank you ad

ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity for branded item giveaway
- Opportunity to present and sponsor any award

\$7,500 360 & GLAM PHOTO BOOTH SPONSOR (\$10,000 promotional value)

VIP ACCESS

- Six guest access to VIP reception

REGISTRATIONS

- One table of eight with logo on table

MARKETING/BRANDING

- Named 360 & glam photo booth sponsor
- Full page ad in program booklet
- Logo in thank you ad
- Verbal mention during program

ENGAGEMENT/SPEAKING OPPORTUNITIES

- Phone/Email addresses of all photo takers
- Access to online gallery



SPONSORSHIP OPPORTUNITIES

\$5,000 COLOURS EQUITY SPONSOR

VIP ACCESS

- Four guest access to VIP reception

REGISTRATIONS

- One table of eight with logo on table

MARKETING/BRANDING

- Named as Colours Equity Sponsor
- Half Page ad in program booklet
- Logo in thank you ad
- Verbal mention during program

\$3,000 COLOURS INCLUSION SPONSOR

VIP ACCESS

- Two guest access to VIP reception

REGISTRATIONS

- One table of eight with logo on table

MARKETING/BRANDING

- Named as Colours Inclusion Sponsor
- Quarter page in program booklet
- Listed in thank you ad
- Verbal mention during program

\$1,500 COLOURS DIVERSITY SPONSOR

REGISTRATIONS

- One table of eight with logo on table

MARKETING/BRANDING

- Named as Colours Diversity Sponsor
- Listed in thank you ad
- Verbal mention during program

VIRTUAL ONLY BENEFITS

\$5,000 VIRTUAL PRESENTING SPONSOR

VIP ACCESS

- Virtual meet and greet with keynote speaker

REGISTRATIONS

- Twenty virtual passes

MARKETING/BRANDING

- Named as virtual presenting sponsor
- A sponsor produced 1-minute ad featured at opening of virtual event
- Logo on virtual platform only
- Press release mention for event
- Sponsor of virtual goody bag
- Logo in thank you eblast

ENGAGEMENT/SPEAKING OPPORTUNITIES

- Sponsor survey question(s) in feedback survey
- List of all virtual attendees

\$2,500 VIRTUAL ASSOCIATE SPONSOR

REGISTRATIONS

- Ten virtual passes

MARKETING/BRANDING

- Named as virtual associate sponsor
- Logo on virtual platform only
- Item in virtual goody bag
- Listed in thank you eblast



SPONSORSHIP FORM

CONTACT NAME _____

ORGANIZATION _____

STREET ADDRESS: _____

CITY/STATE/ZIP _____

TELEPHONE _____ FAX _____

E-MAIL _____

WEBSITE _____

Logo submissions are due no later than March 31, 2022. However, please confirm your participation by returning this form via mail or email at your earliest convenience; but no later than March 12, 2022. Form and payment should be mailed to: P.O. Box 32446, Detroit, MI, 48232. Ad/promotional videos may be emailed to: info@detroitlgbtchamber.com

Thank you for your tax-deductible donation! Benefiting the Detroit LGBT Chamber Fund (Tax I.D. # is 81-3237118). All benefits are subject to change without notice.

SPONSORSHIP LEVELS (Please Choose)

VIRTUAL ONLY BENEFITS

☐ Virtual Presenting Sponsor \$5,000

☐ Virtual Associate Sponsor \$2,500

CONFERENCE SPONSORSHIPS

☐ Presenting Sponsor \$25,000

☐ Colours Keynote Sponsor \$15,000

☐ VIP Reception Sponsor \$10,000

☐ 360 & Glam Photo Booth Sponsor \$7,500

☐ Colours Equity Sponsor \$5,000

☐ Colours Inclusive Sponsor \$3,000

☐ Colours Diversity Sponsor \$1,500

TICKETS SPONSORSHIP

____ VIP Tickets \$200 each

____ Gala Ticket \$150 each

____ Virtual Gala Ticket \$75 each