



COLOURS  
PRIDE AWARDS GALA

BOLD IN

*Blue & Gold*

FRIDAY, JUNE 16, 2023

2023 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 Friday, June 16, 2023 Bold in Blue & Gold, at Motor City Casino Grand Ballroom from 6:00 p.m. to 10:00 p.m. As leaders in LGBTQ 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**

# 2023 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 tables

#### MARKETING/BRANDING

- Named as presenting sponsor
- Event logo lockup
- A 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 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 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

# 2023 Sponsorship Opportunities

## Gala Benefits

### \$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

## 2022 Grant Recipients



**WELCOME HOME**  
yoga & wellness

The only LGBTQ-  
Owned yoga and  
wellness studio in  
the City of Detroit.



**Let Fri**

Let Fri is a  
vegan based  
company in  
Michigan.



# 2023 Sponsorship Opportunities

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

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

TELEPHONE: (\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_

ORGANIZATION \_\_\_\_\_

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

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

WEBSITE: \_\_\_\_\_

## SPONSORSHIP LEVELS (Please Choose)

### GALA SPONSORSHIPS

Presenting Sponsor	\$25,000
Colours Keynote Sponsor	\$15,000
VIP Reception Sponsor	\$10,000
Glam Photo Booth Sponsor	\$7,500
Colours Equity Sponsor	\$5,000
Colours Inclusive Sponsor	\$3,000
Colours Diversity Sponsor	\$1,500

### ADDITIONAL TICKETS SPONSORSHIP

- \_\_\_ VIP Tickets \$200 each
- \_\_\_ Gala Ticket \$150 each

Logo submissions are due no later than May 26, 2023. However, please confirm your participation by emailing us at your earliest convenience; but no later than April 20, 2023. Form and payment should be mailed to: P.O. Box 32446, Detroit, MI, 48232. Ad/promotional videos may be emailed to: [info@detroitlgbtchamber.com](mailto: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.

## TOP 2022 SPONSORS



## 2022 PHOTOS

