

# A LOOK FORWARD

# 2025



Prepared by  
**KEVIN HEARD**

Prepared for  
**CORPORATE  
PARTNERS**

# TABLE OF CONTENTS



LETTER FROM  
THE CEO **1**

CHAMBER'S  
OVERVIEW **2**

CHAMBER  
EVENTS **3**

PROGRAMS  
OVERVIEW **4**

FUTURE  
OUTLOOK **5**

YEARLY EVENT  
SPONSORSHIPS **6**

PARTNERS **8**

BOARD OF  
DIRECTORS **9**

CONTACT US **10**

# LETTER FROM THE PRESIDENT



**KEVIN  
HEARD**

Founder & President

I am proud to serve as the President of the Detroit Regional LGBT Chamber of Commerce (DRLGBTCC). Our mission is to foster a thriving business environment for the LGBTQ+ community in Metro Detroit, and we are excited about the possibility of partnering with you to further this goal.

The Detroit Regional LGBT Chamber of Commerce provides diversity certification to majority LGBT-owned business enterprises, creating a vital link between corporate America and the LGBT business community.

As the DRLGBTCC acts as a bridge between corporate America and local LGBT-owned businesses and entrepreneurs. This certification grants our LGBTBE-certified members access to professional development and sourcing opportunities with major corporations.

By becoming a DRLGBTCC Corporate Partner, your company will enhance its diversity practices and extend its reach, tapping into the significant buying power of the LGBT community. Partnering with DRLGBTCC on LGBT supplier diversity ensures that your supply chain reflects the diverse customer and employee base you have or aim to attract. We believe that together, we can create a more inclusive and prosperous business environment. We look forward to the opportunity to collaborate with you and support the growth of LGBT-owned businesses.

Thank you for considering this partnership. Please feel free to reach out if you have any questions or need further information.

Best regards,

Kevin Heard







# CHAMBER'S OVERVIEW

## VISION

Empowering a diverse and inclusive business community in Southeastern Michigan through professional development, advocacy, and education, fostering innovation and growth for all.

## MISSION

The Detroit Regional LGBT Chamber of Commerce's mission is to provide access and value to a network of diverse small business members and corporate partners by creating a business-friendly climate, activating the region with development opportunities, and increasing LGBTQ-certified businesses throughout the state of Michigan.

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

# CHAMBER EVENTS

## \* COLOURS BUSINESS SPRING SUMMIT

The Detroit Regional LGBT Chamber of Commerce COLOURS Spring LGBT Business Summit focuses on business landscape and contracting opportunities. It covers scaling businesses, benefits of LGBTQ Business Certification, and includes matchmakers and sessions. This all-day event features 100+ professionals and business owners, 4-5 workshops, and multiple networking opportunities with corporate partners and leaders.

Matchmakers **100+**

Businesses **500**

## \* COLOURS BUSINESS FALL SUMMIT

The Detroit Regional LGBT Chamber of Commerce COLOURS Fall LGBT Business Summit highlights DE&I efforts in corporate and government landscapes. It previews upcoming initiatives and workforce adaptations. The event offers best practices, suggestions, and technical assistance for small businesses, including legal, HR, and marketing advice.

Resource  
Partners **75+**

## \* PRIDE AWARDS GALA

Our biggest event, this gala raises grant funds for new and growing LGBTQ-owned businesses and provides training and resources for youth in Metro Detroit. Focusing on intersectionality, we invest in businesses at pivotal growth moments. We aim to increase capital, capacity, customers, and certified minority-owned LGBTQ businesses, while supporting future LGBTQ entrepreneurs and leaders. The evening features five awards and highlights businesses and leaders.

Grant Awards **\$20K**

## \* COPORATE PARTNER DINNER

This dinner for our corporate partners reviews our yearly activities, member impact, and next year's goals. It's our way of showing appreciation and inviting you to join our board of directors. It's also a great time to discuss organizational changes, partnership opportunities, and growth suggestions.

Corportate  
Patners **40**

Membership  
Count **200**

# PROGRAMS OVERVIEW



**Do you know a  
business owner  
who may want to  
sign up for the  
Queer Equity  
Impact Program?**



## **The Queer Equity Impact Program**

is a 12-week business accelerator for LGBTQ+ business owners that will cover the most impactful aspects of business from Ideation to capital ready.

- In-person classes are every other week
- Free for businesses to participate
- Leaders in the field teach each class
- Grant award opportunity at completion
- Pitch competition qualifying for 2025

### **Qualifications:**

- Must apply to be accepted
- Must be eligible for LGBTQ+ business certification
- Must be a business headquartered in Wayne County
- Application closes January 17, 2025  
[detroitlgbtchamber.com/queerequity](http://detroitlgbtchamber.com/queerequity)



## **Pitch Competition**

Alumni of the Queer Equity Impact Program can qualify for the Pitch competition that happens at the COLOURS Pride Awards Gala. Where two alum will face off to win some great prizes. Currently we have a Grand Prize of \$10,000 for the first place winner. We are actively seeking additional donations, mentorship opportunities and sponsored business service packages to support the contestants up to 1 year after the competition.



# FUTURE OUTLOOK

The Detroit Regional LGBT Chamber of Commerce is dedicated to a growth plan that includes diverse events and programs to boost member businesses and the LGBTQ+ community. Our strategy emphasizes networking, knowledge sharing, and empowerment for economic success. Key initiatives include:

## COLOURS FALL/SPRING LGBT BUSINESS SUMMIT:

- Enhance Impact: Expand the Spring Summit to attract 400 participants with 6 workshops and matchmaker sessions.
- Amplify Intersectionality: Include sessions for minority LGBTQ+ entrepreneurs.
- Increase Grant Funds: Raise at least \$100,000 at the COLOURS Pride Awards Gala to support LGBTQ-owned businesses and youth entrepreneurship.
- Deepen DE&I Discussions: Broaden the Fall Summit to cover more Diversity, Equity, and Inclusion topics with high-profile speakers.
- Technical Assistance Provider Fair: Offer small businesses guidance on legal, HR, and marketing services.

## QUEER EQUITY IMPACT PROGRAM:

- Expand Reach: Promote the 12-week business accelerator beyond Wayne County with corporate support and regional collaboration.
- Alumni Engagement: Create an alumni network for ongoing support, events, and mentorship.
- Strengthen Pitch Competition: Secure more sponsorships and resources for the annual Pitch competition, increasing the grand prize and mentorship opportunities.



## LGBTQ+ BUSINESS DISTRICT SURVEY AND FEASIBILITY STUDY:

- Complete Survey: Conduct a comprehensive survey of the LGBTQ+ Business District.
- Feasibility Study: Move forward with a feasibility study based on survey results to explore the potential for development and growth.

This plan aims to advance LGBTQ+ businesses, empower entrepreneurs, and reinforce our role as a leading advocate for diversity, equity, and inclusion. Through strategic partnerships and innovative programming, we are committed to driving positive change for our members and the LGBTQ+ business community.



# YEARLY EVENT SPONSORSHIPS

The Detroit Regional LGBT Chamber of Commerce mission is to provide access and value to a network of diverse small business members and corporate partners by creating a business-friendly climate, activating the region with development opportunities for growth, and increasing the number of LGBTQ certified businesses throughout the state. With this mission it is our goal to provide year-round programming and technical assistance for our small business members to help streamline processes and scale their businesses while contributing to the communities they serve. It is with great pleasure to present to you the 2025 event schedule as a full year partnership opportunity. These levels will incorporate your organization into all of our marquee events, trainings and programming for 2025 including exclusive partner-only events. These level are tax-deductible as all educational programs and event are organized by the Detroit Regional LGBT Chamber Fund, Inc. The previous pages has explained each event and purpose.





# YEARLY EVENT SPONSORSHIPS



## \* EVENTS DIVERSITY SPONSOR \$10,000

- Event Access
  - 4 passes to the Spring Summit
  - One eight-top table at the COLOURS Pride Awards Gala
  - 4 guest access to the VIP reception at the Gala
  - 4 passes to the Fall Summit
  - 1 invitation to the Queer Equity Impact Program Graduation
  - 2 invitations to the Corporate Sponsor Appreciation Dinner
- Branding
  - Sponsor logo included in materials across all events (print, digital, and social)
  - Logo on rotation at the COLOURS Pride Awards Gala
  - Half page ad in the Gala program booklet
- Additional Benefits
  - Member level - Goal (\$2,500 Value)\*
  - Opportunity to present and sponsor an award at the COLOURS Pride Awards Gala

## \* EVENTS EQUITY SPONSOR \$15,000

- Event Access
  - 8 passes to the Spring Summit
  - One eight-top table at the COLOURS Pride Awards Gala
  - 8 guest access to the VIP reception at the Gala
  - 8 passes to the Fall Summit
  - 2 invitations to the Queer Equity Impact Program Graduation
  - 2 invitations to the Corporate Sponsor Appreciation Dinner
- Branding
  - Sponsor logo included in materials across all events (print, digital, and social)
  - Logo on rotation at the COLOURS Pride Awards Gala
  - Full page ad in the Gala program booklet
- Additional Benefits
  - Member level - Goal (\$2,500 Value)\*
  - Sponsorship branding for an agenda item for each Summit
  - Opportunity to present and sponsor an award at the COLOURS Pride Awards Gala

## \* EVENTS PRESENTING SPONSOR \$20,000

- Event Access
  - 16 passes to the Spring Summit
  - Two eight-top table at the COLOURS Pride Awards Gala
  - 16 guest access to the VIP reception at the Gala
  - 16 passes to the Fall Summit
  - 4 invitations to the Queer Equity Impact Program Graduation
  - 4 invitations to the Corporate Sponsor Appreciation Dinner
- Branding
  - Sponsor logo included in materials across all events (print, digital, and social))
  - Sponsor video featurette to be included across all events
  - Logo on rotation at the COLOURS Pride Awards Gala
  - Logo on the step and repeat at the COLOURS Pride Awards Gala
  - Logo featured on Chamber Queer Equity Impact Program Page and learning materials
  - Full page ad in the Gala program booklet
- Additional Benefits
  - Member level - Platinum (\$5,000 Value)\*
  - Sponsorship branding for an agenda item for each Summit
  - Opportunity for speaking role at each Summit
  - Opportunity to introduce either the keynote or awardee at the COLOURS Pride Awards Gala
  - Opportunity to present and sponsor an award at the COLOURS Pride Awards Gala

Individual event levels are available upon request.

# Partners

## Corporate Partners



## Non-profit and Community Partners



# BOARD OF DIRECTORS



Kevin Heard   
GANNETT | USA TODAY NETWORK



Ellen Patnaude   
PATNAUDE COACHING



Sterling Littlejohn   
DETROIT PISTONS



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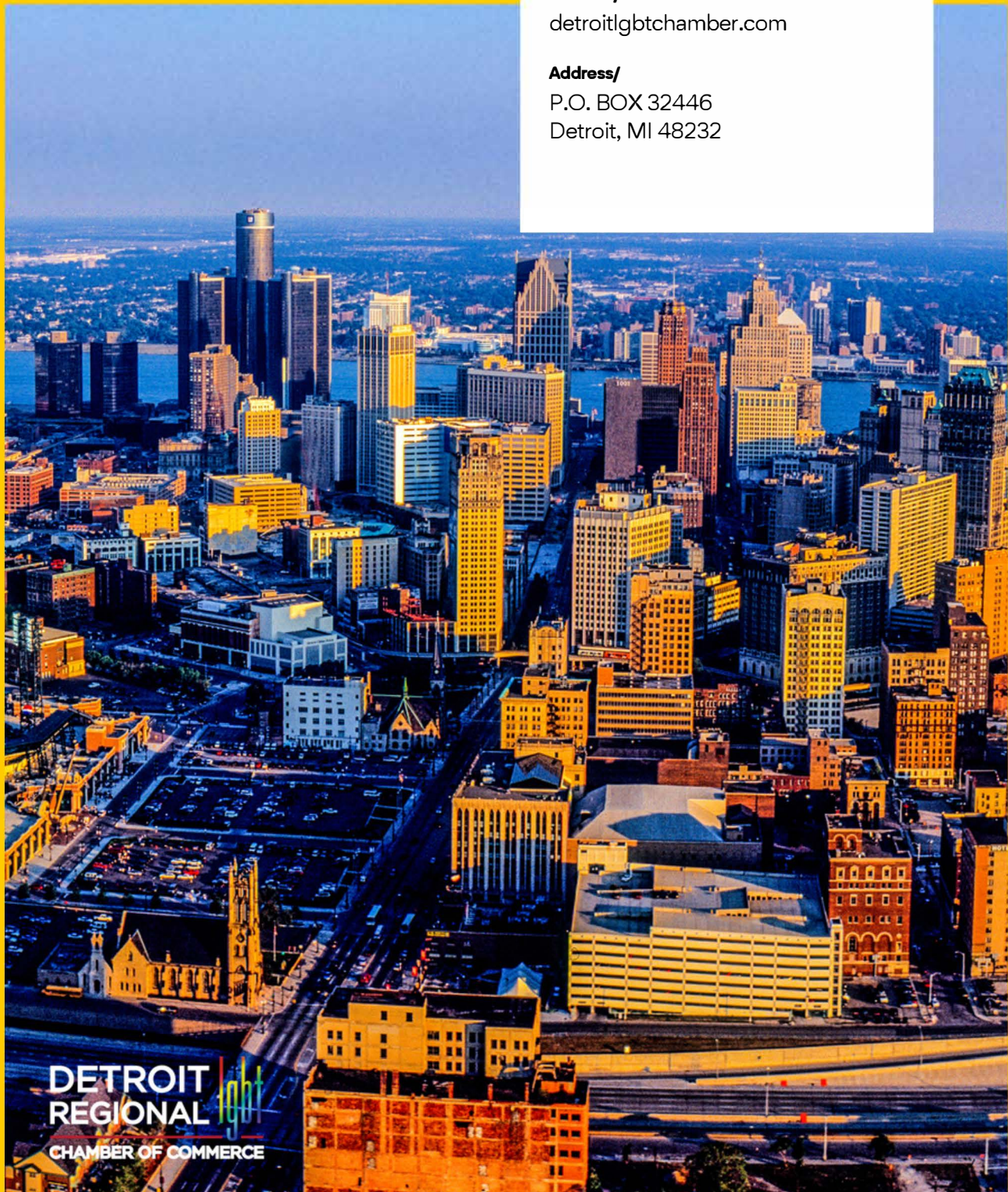
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**DETROIT**  
**REGIONAL** *lgbt*  
**CHAMBER OF COMMERCE**