



PRIDE  
INCLUSION  
PROGRAMS

AUSTRALIAN LGBTI INCLUSION

AWARDS

pridein  
diversity

pridein  
sport

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+wellbeing



# 2018 SPONSORSHIP OPPORTUNITIES

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# 2018 LGBTI INCLUSION AWARDS

AWARDS ATTENDANCE  
HAS GROWN EACH AND  
EVERY YEAR.

FROM 238 ATTENDEES  
IN 2012 TO 629 IN 2017.



## ABOUT

The Australian LGBTI Inclusion Awards is an event celebrating and awarding Australia's top organisations for LGBTI Inclusion based on the results of the Australian Workplace Equality Index (AWEI) in addition to leaders, individuals and networks that have made a significant impact on LGBTI inclusion within their workplaces. The 2018 Awards will feature celebrity MC's and entertainment with ample time for networking.

This event is held every year to coincide with International Day Against Homophobia, Transphobia and Biphobia (17th May, annually). The 2018 Awards, a two course luncheon, attracted 629 attendees in 2017 and is regarded by many as a must-attend event on the LGBTI Calendar. The event has been recognised in both LGBTI and mainstream media, in addition to being widely shared across corporate and personal social media platforms. It is attended by CEO's (over 30 CEO's attended 2017), dignitaries, senior executives, HR and diversity practitioners, employee network leaders and members of LGBTI employee networks and allies. The 2017 event was also attended more than 10 media representatives in addition to being covered by and featured on SBS World News. Note: Last year, timing was tight with the inclusion of the inaugural Pride in Sport Index Awards. This year the Sports Awards will be a separate event in Melbourne to allow for a much more relaxed and celebratory event for both Award Luncheons.

## 2018 EVENT DETAILS

**Date:** Friday 25 May 2018  
**Location:** Hyatt Regency  
161 Sussex Street, Sydney  
**Time:** 11:30am – 3:00pm  
Arrive early for a 12 noon start



## 2018 TICKET PRICING

TICKET TYPE	MEMBER / AWEI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$210	\$230
Corporate Table (8)	\$2,600	\$2,800
Corporate Table (10)	\$2,900	\$3,100
Premier Table (10)	\$3,900	\$4,100

\* All prices are in AUD and are exclusive of 10% GST

### Corporate tables of 8 and 10 inclusions:

- Company logo signage on table
- Company name recognition within the luncheon program
- Table recognition from stage

### Premier table of 10 inclusions:

- \$800 tax deductible donation to the ongoing work of LGBTI inclusion.
- Preferential table placement
- Premier table recognition from stage
- 1 x sponsored seat for a charity or not-for-profit organisation to attend (in addition to your table of 10)
- Logo and name recognition within the luncheon program
- Logo signage on table with premier table identification

## 2018 LGBTI INCLUSION AWARDS SPONSORSHIP

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	<b>SECURED BY LENDLEASE</b>
GOLD	1	\$15,000	<b>1x AVAILABLE</b>
SILVER	2	\$10,000	<b>2x AVAILABLE</b>
BRONZE	3	\$7,500	<b>1x SECURED BY OUT LEADERSHIP 1x SECURED BY DEUTSCHE BANK 1x AVAILABLE</b>
ASSOCIATED	4	\$3,000	<b>4x AVAILABLE</b>

\* All prices are in AUD and are exclusive of 10% GST

## 2018 LGBTI INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	ASSOC \$3,000
<b>ONLINE EXPOSURE</b>					
Year-long sponsor recognition on the Pride in Diversity website as 2018 Sponsor/Principal Partner	•	•	•	•	–
Year-long sponsor recognition on the AWEI website as a 2018 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor profile/overview published on the AWEI website	•	•	•	•	–
Sponsor logo on the 2018 Pride in Diversity Newsletter (reach of 2000+)	•	•	•	•	–
Social media mentions in the lead up to the LGBTI Inclusion Awards	•	•	•	•	–
<b>EVENT BENEFITS</b>					
Opportunity to assist with award presentations on stage	•	•	–	–	–
Stage acknowledgement of your sponsorship	•	•	•	•	•
Logo on holding slides throughout event	•	–	–	–	–
Opportunity to deliver a 2–3 minute sponsor address on why you are sponsoring	•	–	–	–	–
<b>COMPLIMENTARY TICKETS</b>					
Complimentary tickets which include a three course lunch and beverages	2x premium tables (10 seats per table)	2x corporate tables (10 seats per table)	1x corporate table (10 seats)	1x corporate table (8 seats)	2x tickets
Complimentary seat for an Executive representative at the VIP/Speakers table	•	•	–	–	–

## 2018 LGBTI INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$7,500	ASSOC \$3,000
<b>PRINT EXPOSURE</b>					
Sponsor logo on LGBTI Inclusion Awards marketing materials	•	•	•	•	•
Logo on sponsor wall at red carpet (frequency dependant on sponsorship level)	•	•	•	•	•
Advertisements within printed program (A5 portrait)	3 full page ads	2 full page ads	1 + ½ ads	1 full page ad	½ page ad
Sponsorship profile within printed program	200 words	150 words	100 words	100 words	–
Logo within the printed program	•	•	•	•	•
Logo on attendee nametags	•	–	–	–	–
Logo on the front cover of the printed program	•	–	–	–	–
<b>OTHER</b>					
Passes to a VIP Sponsor Cocktail Event in 2018	15 passes	10 passes	8 passes	6 passes	4 passes

# 2018 PRIDE IN SPORT INDEX AWARDS



## ABOUT

The second annual Pride in Sport Index (PSI) awards luncheon will be held in Melbourne in 2018. This flagship Sport Awards luncheon will celebrate the achievement of both National and State Sporting Organisations and clubs progressing their work in LGBTI inclusion across all contexts of Australian Sport. In addition coaches, role models and allies will be recognised for their contribution to LGBTI inclusion in Sport.

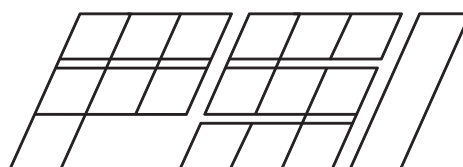
The event, held in Melbourne will feature a two course meal, celebrity MC, keynote and entertainment and is tipped to be a “must-attend” events on the LGBTI sporting calendar. It will be attended by leading advocates, sports administrators, athletes and corporate supporters.

The Sport Awards are determined by the Pride in Sport Index, a free benchmarking instrument endorsed by the Australian Sports Commission and Australian Human Rights Commission. Results of the index not only acknowledge the work of sporting organisations, clubs and individuals but provide an annual national benchmark by which sporting organisations can measure their progress and build a roadmap for that which still needs to change.

Join us for a first of its kind celebration dedicated solely to achievements in LGBTI inclusion across Australian Sport. Note: This event was combined with the AWEI Awards last year.

## 2018 EVENT DETAILS – DATE/VENUE TBC

**Date:** June 2018  
**Location:** Melbourne  
**Time:** 12:00pm – 2:30pm



PRIDE IN SPORT INDEX

## 2018 TICKET PRICING

TICKET TYPE	MEMBER / PSI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$100	\$125
Corporate Table (8)	\$1,000	\$1,200
Corporate Table (10)	\$1,200	\$1,250
Premier Table (10)	\$2,000	\$2,200

\* All prices are in AUD and are exclusive of 10% GST

### Corporate tables of 8 and 10 inclusions:

- Logo signage on table
- Name recognition within the luncheon program
- Table recognition from stage

### Premier table of 10 inclusions:

- \$800 tax deductible donation to the ongoing work of LGBTI inclusion in Australian sport.
- Preferential table placement
- Premier table recognition from stage
- 1 x sponsored seat for a charity or not-for-profit organisation to attend (in addition to your table of 10)
- Logo and name recognition within the luncheon program
- Logo signage on table with premier table identification

## 2018 PRIDE IN SPORT INDEX AWARDS SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$10,000	<b>1x AVAILABLE</b>
GOLD	1	\$8,000	<b>1x AVAILABLE</b>
SILVER	2	\$5,000	<b>2x AVAILABLE</b>
BRONZE	3	\$3,000	<b>3x AVAILABLE</b>

\* All prices are in AUD and are exclusive of 10% GST

## 2018 LGBTI INCLUSION AWARD SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	BRONZE \$3,000
<b>ONLINE EXPOSURE</b>				
Year-long sponsor recognition on the Pride in Sport website as 2018 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the PSI website as a 2018 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor profile/overview published on the PSI website	•	•	•	•
Social media mentions in the lead up to the Pride in Sport Index Awards	•	•	•	•
<b>EVENT BENEFITS</b>				
Opportunity to assist with award presentations on stage	•	•	–	–
Stage acknowledgement of your sponsorship	•	•	•	•
Logo on holding slides throughout event	•	–	–	–
Opportunity to deliver a 2–3 minute sponsor address on why you are sponsoring	•	–	–	–
<b>COMPLIMENTARY TICKETS</b>				
Complimentary tickets which include a three course lunch and beverages	2x premier tables (10 seats per table)	2x corporate tables (10 seats per table)	1x corporate table (10 seats)	1x corporate table (8 seats)
Complimentary seat for an Executive representative at the VIP/Speakers table	•	•	–	–



## 2018 LGBTI INCLUSION AWARD SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	BRONZE \$3,000
<b>PRINT EXPOSURE</b>				
Sponsor logo on Pride in Sport Index Awards marketing materials	•	•	•	•
Advertisements within printed program (A5 portrait)	3 full page ads	2 full page ads	1 + ½ ads	1 full page ad
Sponsorship profile within printed program	200 words	150 words	100 words	100 words
Logo within the printed program	•	•	•	•
Logo on attendee nametags	•	–	–	–
Logo on the front cover of the printed program	•	–	–	–
<b>OTHER</b>				
Passes to a VIP Sponsor Event in 2018	15 passes	10 passes	8 passes	6 passes

# 2018 PRIDE IN PRACTICE CONFERENCE



## ABOUT

The annual Pride in Practice Conference is the only national conference dedicated to LGBTI inclusion across workplaces, sporting organisations and the health and human services sector. The conference attracts over 450 individual delegates and once again, will be held in Melbourne in 2018. Attendees can choose to tailor their conference experience by attending, 1, 2 or all three days of the program. The conference also allows for increased networking over and above the three day program with optional opportunities to connect with industry peers. Delegates will hear from industry experts on best practice; gain insight into the award winning initiatives of the 2018 Platinum and Gold Tier Employers (based on the results of the 2018 AWEI) and have the opportunity to actively contribute to the Australian LGBTI inclusion landscape.

The Pride in Practice Conference attracts delegates with roles that are responsible for creating an inclusive workplace for their LGBTI employees and allies including:

- CEO and C-Suite leaders
- Senior business leaders
- HR and diversity professionals
- Recruitment professionals
- Employee Network Group chairs
- Employee Network Group members
- People managers
- Supplier diversity professionals

## 2018 EVENT DETAILS

**Date:** Monday 3 – Wednesday 5 December 2018

**Location:** Melbourne – Venue TBC

**Time:** 9:00am – 5:00pm each day



## 2018 PRIDE IN PRACTICE SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	ON HOLD
GOLD	1	\$15,000	ON HOLD
SILVER	1	\$12,500	ON HOLD
BRONZE	1	\$10,000	SECURED BY DELL

\* All prices are in AUD and are exclusive of 10% GST

## 2018 PRIDE IN PRACTICE SIGNATURE EVENTS

Pride in Practice Signature Events provide a distinctive way to promote your organisation and engage with conference delegates.

**Entertainment Evening** – An opportunity to sponsor an evening of entertainment for conference delegates. Sponsorship includes a welcoming introduction and planning involvement. Further benefits detailed on page 14–15.

**CEO Roundtable** – This invite only roundtable will focus on the impact that CEOs can have on LGBTI inclusion within their workplace. It is a unique opportunity to express some of the challenges that are faced, share the successes of your organisations approach to LGBTI workplace inclusion and provide a forum for leaders on how you can really make a difference. Further benefits detailed on page 14–15.

**Networking Event** – An opportunity to sponsor the official networking event where conference delegates will join presenters and ACON's Pride Inclusion Programs Team to continue the conversation over canapes and beverages. Further benefits detailed on page 14–15.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
ENTERTAINMENT EVENING	1	\$8,500	1 x AVAILABLE
CEO ROUNDTABLE	1	\$10,000	ON HOLD
NETWORKING EVENT	1	\$12,500	ON HOLD

\* All prices are in AUD and are exclusive of 10% GST

## 2018 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
<b>ONLINE EXPOSURE</b>				
Convene app: company name, logo, profile and contact details listed	•	•	•	•
Year-long sponsor recognition on the Acon's Pride Inclusion Programs website as 2018 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2018 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor profile/overview published on the Pride in Practice website	•	•	•	•
Rotating banner on the Pride in Practice website	•	•	•	•
Sponsor logo on the 2018 Pride in Diversity Newsletter (reach of 2000+)	•	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•	•
Logo displayed on all conference advertising	•	•	•	•
<b>PRINT EXPOSURE</b>				
Advertisement in printed conference delegate program (A4)	3 x full page advertisements	2 x full page advertisements	1 x full page advertisement	1 x full page advertisement
Event program guide: company name, logo, profile and contact details listed	400 words	300 words	200 words	100 words
Logo displayed on all conference advertising	•	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•	•
<b>TICKETS / PASSES TO THE PROGRAM</b>				
Included tickets to the Conference	1 x Corporate Table (8 seats) for three days	1 x Corporate Table (6 seats) for three days	3 x Interchangeable Tickets per day	2 x Interchangeable Tickets per day
Passes to a VIP Sponsor Cocktail Event in 2018	15 passes	10 passes	8 passes	6 passes

## 2018 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
<b>ONSITE CONFERENCE BENEFITS</b>				
Logo on Nametags	•			
Acknowledgement of sponsorship at conference open	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•
Logo on all holding slides utilised within plenary sessions	•			
Logo on delegate conference bags	•	•	•	•
Promotional insert in delegate bags	•	•	•	•
Logo on conference lanyard	•	•	•	•
Banners in Room	1 banner (preferential placement)	1 banner	1 banner	1 banner
Corporate Table Signage/Logo	•	•		
<b>SPEAKING BENEFITS</b>				
Opportunity to deliver a 2–3 minute address on why you are sponsoring	•			
Speaking opportunity to address attendees at close of conference (2–3 min)	•			
Guaranteed invitation for CEO to attend Roundtable Luncheon	•			
Opportunity to introduce one Plenary Panel		•	•	•
Guaranteed opportunity to present a 60 minute breakout session (must still submit abstract)	•	•	•	•

## 2017 PRIDE IN PRACTICE SIGNATURE BENEFITS

	ENTERTAINMENT EVENING \$8,500	CEO ROUNDTABLE \$12,000	NETWORKING EVENT \$8,500
<b>ONLINE EXPOSURE</b>			
Convene app: company name, logo, profile and contact details listed	•	•	•
Year-long sponsor recognition on the Acon's Pride Inclusion Programs website as 2018 Sponsor/Principal Partner	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2018 Sponsor/Principal Partner	•	•	•
Year-long sponsor profile/overview published on the Pride in Practice website	•	•	•
Year-long sponsor profile/overview published on the Pride in Practice website	•	•	•
Sponsor logo on the 2018 Pride in Diversity Newsletter (reach of 2000+)	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•
Logo displayed on all conference advertising	•	•	•
<b>PRINT EXPOSURE</b>			
Advertisement in printed conference delegate program (A4)	1 x full page advertisement	1/2 page advertisement	1/2 page advertisement
Event program guide: company name, logo, profile and contact details listed	200 words	150 words	75 words
Logo displayed on all conference advertising	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•
<b>TICKETS / PASSES TO THE PROGRAM</b>			
Included tickets to the Conference	2 x Interchangeable Tickets per day	1 x Interchangeable Ticket per day	1 x Interchangeable Ticket per day
Passes to a VIP Sponsor Cocktail Event in 2018	6 passes	5 passes	4 passes

## 2017 PRIDE IN PRACTICE SIGNATURE BENEFITS

	ENTERTAINMENT EVENING \$8,500	CEO ROUNDTABLE \$12,000	NETWORKING EVENT \$8,500
<b>ONSITE CONFERENCE BENEFITS</b>			
Acknowledgement of sponsorship at conference open	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•
Promotional insert in delegate bags		•	•
Logo on conference lanyard		•	•
Banners in Room	1 (At Entertainment Evening)	1 (At CEO Luncheon)	1 (At Networking Event)
<b>SPEAKING BENEFITS</b>			
Speaking opportunity to attendees at opening of CEO Roundtable		•	
Speaking opportunity to attendees at opening of networking/entertainment event	•		•
Guaranteed opportunity to present a 60 minute breakout session (must still submit abstract)		•	•

# 2018 PUBLICATIONS & WEBSITES

## 2018 PUBLICATIONS AND WEBSITES

Pride Inclusion Programs publish three annual publications; two benchmarking publications with the results, analysis and employee survey data from the Australian Workplace Equality Index and the Pride in Sport Index respectively and one annual publication which focuses on a specific LGBTI Workplace Inclusion topic.

The benchmarking publications have unlimited reach, are made available to the public on the Acon's Pride Inclusion Programs website as well as the AWEI website, given out at conferences and presentations throughout the year and are also shared with our international counterparts in the U.S., U.K., New Zealand, Hong Kong, Singapore, India, Canada and South Africa. These publications are also referenced by media and HR bodies throughout Australia for LGBTI inclusion practice, trends and survey findings.

The annual publication has an initial reach of over 200 organisations, is uploaded onto member websites, is referenced within Pride and Diversity training sessions and forms part of an ongoing library of PID resources for year-on-year distribution.

Pride in Diversity have also developed a website dedicated to Australia's LGBTI Inclusive Employers promoting those organisations active in LGBTI Workplace Inclusion. This website, easily accessible via smartphone and tablets provides an opportunity for jobseekers both nationally and internationally to research and compare companies that acknowledge the importance of diversity and LGBTI Inclusion.

PUBLICATION	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
AWEI Publication	1	\$12,500	<b>SECURED BY GOLDMAN SACHS</b>
PSI Publication	1	\$10,000	<b>SECURED BY MACQUARIE GROUP</b>
Australian LGBTI Inclusive Employers Website	1	\$10,000	<b>SECURED BY MACQUARIE GROUP</b>
Pride in Diversity Annual Publication	1	\$10,000	<b>ON HOLD</b>
Pride in Sport Annual Publication	1	\$5,000	<b>1 x available</b>
Pride in Health + Wellbeing Annual Publication	1	\$5,000	<b>1 x available</b>

\* All prices are in AUD and are exclusive of 10% GST



## 2018 PUBLICATION AND WEBSITE SPONSOR BENEFITS

PUBLICATION	AWEI	PSI	INCLUSIVE EMPLOYERS WEBSITE	ANNUAL PRIDE IN DIVERSITY	ANNUAL PRIDE IN SPORT	ANNUAL PRIDE IN HEALTH + WELLBEING
<b>ONLINE EXPOSURE</b>						
Sponsor recognition on the Pride in Diversity website as a 2018 Sponsor/Principal Partner	•	•	•	•	•	•
Sponsor logo on the 2017 Pride in Diversity eNewsletter	•	•	•	•	•	•
Available to the public	•	•	–	•	•	•
<b>PRINT EXPOSURE</b>						
Reach	International	International	International	International	International	International
Print run	Included in sponsorship	Included in sponsorship	–	Included in sponsorship	Included in sponsorship	Included in sponsorship
Sponsorship copies	30	30	–	30	30	30
Sponsor logo on marketing materials	–	–	•	–	–	–
Sponsor welcome/ introduction from CEO or Executive Representative (headshot included) in publication	•	•	–	•	•	•
Sponsor welcome/ profile from CEO or Executive Representative (headshot included) on website	–	–	•	–	–	–
Advertisements within publication (A4 portrait)	1 full page ad	1 full page ad	Digital	1 full page ad	1 full page ad	1 full page ad
Logo on the front cover of the publication	•	•	On website	•	•	•
<b>OTHER</b>						
Passes to a VIP Sponsor Cocktail Event in 2018	8 passes	8 passes	8 passes	8 passes	8 passes	8 passes

## **PRIDE INCLUSION PROGRAMS**

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