




PRIDE  
INCLUSION  
PROGRAMS



2017  
SPONSORSHIP  
OPPORTUNITIES

The background image shows a large, crowded social event, likely a gala or awards ceremony. People are seated at tables, and there are signs in the background, including one that says 'prideindiversity LGBTI INCLUSION AWARDS'. The entire image is overlaid with a semi-transparent blue filter.

pridein  
diversity

pridein  
sport

# 2017 LGBTI INCLUSION AWARDS

AWARDS ATTENDANCE  
HAS GROWN EACH AND  
EVERY YEAR.

FROM 238 ATTENDEES  
IN 2012 TO 593 IN 2016.



## ABOUT

The 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). The 2017 awards will, for the first time award Australia's most LGBTI inclusive National and State Sporting Organisations based on the results of the inaugural Pride in Sport Index (PSI). Both the AWEI and the PSI are benchmarking instruments that evaluate LGBTI inclusivity against a comprehensive set of measures in addition to a body of supporting evidence submitted by the organisation as part of the evaluation process.

This event is held every year to coincide with International Day Against Homophobia, Transphobia and Biphobia (17th May, annually). The event, a three course luncheon, attracted over 600 attendees in 2016 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.

This event is attended by CEO's, dignitaries, senior executives, HR and diversity practitioners, employee network leaders, high profile sports people and media personalities.

## 2017 EVENT DETAILS

- Date:** Friday 19 May 2017
- Location:** Doltone House, Darling Island Wharf  
48 Pirrama Road Pyrmont, NSW 2009
- Time:** 12:00pm – 2:30pm

## 2017 TICKET PRICING

| TICKET TYPE              | EARLY BIRD COST* | STANDARD TICKET COST* |
|--------------------------|------------------|-----------------------|
| Individual Ticket Prices | \$200.00         | \$210.00              |
| Corporate Tables (8)     | \$2,500.00       | \$2,600.00            |
| Corporate Tables (10)    | \$2,800.00       | \$2,900.00            |
| Premier Tables (10)      | \$3,700.00       | \$3,800.00            |

\* 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
- Corporate table recognition from stage
- Preferential table placement

### Premium table of 10 inclusions:

- Contribution to the ongoing work of Pride Inclusion Programs
- Premium table placement
- 1 x sponsored seat for a charity or not-for-profit organisation to attend (in addition to your table of 10)
- Company logo signage on table with premium table identification
- Premium table recognition from stage
- Company logo and name recognition within the luncheon program

## 2017 LGBTI INCLUSION AWARD SPONSORSHIPS

| SPONSORSHIP TYPE | NUMBER OF OPPORTUNITIES | COST*    | CURRENT AVAILABILITY  |
|------------------|-------------------------|----------|---|
| PLATINUM         | 1                       | \$15,000 | <b>SECURED BY LENDLEASE</b>   |
| GOLD             | 2                       | \$12,500 | <b>SECURED BY MACQUARIE GROUP</b><br><b>1 x available</b>   |
| SILVER           | 3                       | \$10,000 | <b>3 x available</b>  |
| BRONZE           | 3                       | \$7,500  | <b>SECURED BY DEUTSCHE BANK</b><br><b>SECURED BY THE UNIVERSITY OF QUEENSLAND</b><br><b>SECURED BY OUT LEADERSHIP</b> |
| ASSOCIATED       | 6                       | \$3,000  | <b>6 x available</b>  |

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

## 2017 LGBTI INCLUSION AWARD SPONSOR BENEFITS

|   | PLATINUM<br>\$15,000                    | GOLD<br>\$12,500                          | SILVER<br>\$10,000             | BRONZE<br>\$7,500             | ASSOC<br>\$3,000 |
|---|---|---|--------------------------------|-------------------------------|------------------|
| <b>ONLINE EXPOSURE</b>  |   |   |                                |                               |                  |
| Year-long sponsor recognition on the Pride in Diversity website as 2017 Sponsor/Principal Partner | •                                       | •   | •                              | •                             | –                |
| Year-long sponsor recognition on the AWEI website as a 2017 Sponsor/Principal Partner             | •                                       | •   | •                              | •                             | •                |
| Year-long sponsor profile/overview published on the AWEI website                                  | •                                       | •   | •                              | •                             | –                |
| Sponsor logo on the 2017 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                            | 2 x premium tables (10 seats per table) | 2 x corporate tables (10 seats per table) | 1 x corporate table (10 seats) | 1 x corporate table (8 seats) | 2 x tickets      |
| Complimentary seat for an Executive representative at the VIP/Speakers table                      | •                                       | •   | –                              | –                             | –                |

## 2017 LGBTI INCLUSION AWARD SPONSOR BENEFITS

|   | PLATINUM<br>\$15,000 | GOLD<br>\$12,500 | SILVER<br>\$10,000 | BRONZE<br>\$7,500 | ASSOC<br>\$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 (to be held in December 2017)          | 15 passes            | 10 passes        | 8 passes           | 6 passes          | 4 passes         |

# 2017 PRIDE IN PRACTICE CONFERENCE



## PRIDE IN PRACTICE LGBTI Workplace 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 for the first time, is to be held in Melbourne in 2017. 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 2017 Platinum and Gold Tier Employers (based on the results of the 2017 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

### 2017 EVENT DETAILS

**Date:** Monday 4 – Wednesday 6 December 2017

**Location:** The Sheraton, 27 Little Collins Street  
Melbourne, VIC 3000

**Time:** 9:00am – 5:00pm each day

## 2017 PRIDE IN PRACTICE SPONSORSHIPS

| SPONSORSHIP TYPE | NUMBER OF OPPORTUNITIES | COST*    | CURRENT AVAILABILITY              |
|------------------|-------------------------|----------|-----------------------------------|
| PLATINUM         | 1                       | \$20,000 | <b>1 x available</b>              |
| GOLD             | 1                       | \$15,000 | <b>SECURED BY DELOITTE</b>        |
| SILVER           | 1                       | \$12,500 | <b>SECURED BY DEPT OF DEFENCE</b> |
| BRONZE           | 1                       | \$10,000 | <b>SECURED BY DELL</b>            |

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

## 2017 PRIDE IN PRACTICE SIGNATURE EVENTS

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

**Coffee Cart** – Place your business' name in the eager hands of those attending. The Coffee Cart is an exclusive opportunity to provide delegates with unlimited cups of complimentary coffee over the course of the three day conference.

**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.

**Networking Event** – An opportunity to sponsor the official networking event where conference delegate will join presenters and ACON's Pride Inclusion Programs Team to continue the conversation over canapes and beverages.

| SIGNATURE EVENT TYPE | NUMBER OF OPPORTUNITIES | COST*    | CURRENT AVAILABILITY        |
|----------------------|-------------------------|----------|-----------------------------|
| COFFEE CART          | 1                       | \$12,500 | <b>1 x available</b>        |
| CEO ROUNDTABLE       | 1                       | \$10,000 | <b>SECURED BY PWC</b>       |
| NETWORKING EVENT     | 1                       | \$8,000  | <b>SECURED BY ACCENTURE</b> |

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

## 2017 PRIDE IN PRACTICE SPONSOR BENEFITS

|  | PLATINUM<br>\$20,000                         | GOLD<br>\$15,000                             | SILVER<br>\$12,500                  | BRONZE<br>\$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 2017 Sponsor/Principal Partner | •  | •  | •                                   | •                                   |
| Year-long sponsor recognition on the Pride in Practice website as a 2017 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 2017 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 (held on one night of the conference)                                   | 15 passes                                    | 10 passes                                    | 8 passes                            | 6 passes                            |



## 2017 PRIDE IN PRACTICE SPONSOR BENEFITS

|   | PLATINUM<br>\$20,000                 | GOLD<br>\$15,000 | SILVER<br>\$12,500 | BRONZE<br>\$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<br>(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

|  | COFFEE CART<br>\$12,500             | CEO<br>ROUNDTABLE<br>\$10,000      | NETWORKING<br>EVENT<br>\$8,000     |
|--|-------------------------------------|------------------------------------|------------------------------------|
| <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 2017 Sponsor/Principal Partner | •                                   | •                                  | •                                  |
| Year-long sponsor recognition on the Pride in Practice website as a 2017 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 2017 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 (held on one night of the conference)                                   | 6 passes                            | 5 passes                           | 4 passes                           |

## 2017 PRIDE IN PRACTICE SIGNATURE BENEFITS

|   | COFFEE CART<br>\$12,500 | CEO<br>ROUNDTABLE<br>\$10,000 | NETWORKING<br>EVENT<br>\$8,000 |
|---|-------------------------|-------------------------------|--------------------------------|
| <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<br>(At CEO Luncheon)        | 1<br>(At Networking Event)     |
| Naming rights to coffee cart  | •                       |                               |                                |
| Coffee cart signage with logo / corporate message   | •                       |                               |                                |
| Logo / corporate message on one side of takeaway coffee cups (unlimited coffees per day)    | •                       |                               |                                |
| <b>SPEAKING BENEFITS</b>  |                         |                               |                                |
| Speaking opportunity to attendees at opening of CEO Roundtable                              |                         | •                             |                                |
| Speaking opportunity to attendees at opening of networking event                            |                         |                               | •                              |
| Guaranteed opportunity to present a 60 minute breakout session (must still submit abstract) |                         | •                             | •                              |

# 2017 PUBLICATIONS & WEBSITES

## 2017 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.

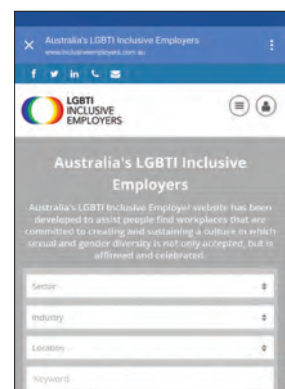
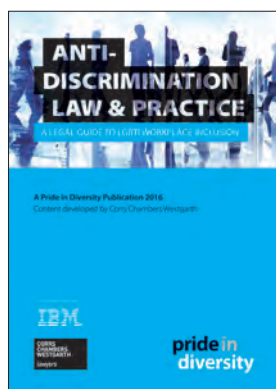
The benchmarking publications have unlimited reach, are made available to the public on the Acon's Pride Inclusion Programs website as well as the AWEI website, given out at conferences and presentations throughout the year and are also shared with our international counterparts in the U.S., U.K., New 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                       | \$9,500 | <b>SECURED BY GOLDMAN SACHS</b>   |
| Pride in Diversity Annual Publication        | 1                       | \$9,500 | <b>SECURED BY IBM</b>             |
| Pride in Sport Annual Publication            | 1                       | \$9,500 | <b>SECURED BY MACQUARIE GROUP</b> |
| Australian LGBTI Inclusive Employers Website | 1                       | \$9,500 | <b>SECURED BY MACQUARIE GROUP</b> |

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



## 2017 PUBLICATION AND WEBSITE SPONSOR BENEFITS

|   | AWEI PUBLICATION        | ANNUAL PRIDE IN DIVERSITY PUBLICATION | ANNUAL PRIDE IN SPORT PUBLICATION | INCLUSIVE EMPLOYERS WEBSITE |
|---|-------------------------|---------------------------------------|-----------------------------------|-----------------------------|
| <b>ONLINE EXPOSURE</b>  |                         |                                       |                                   |                             |
| Sponsor recognition on the Pride in Diversity website as a 2017 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               |
| Print run   | Included in sponsorship | Included in sponsorship               | Included in sponsorship           | –                           |
| Sponsorship copies  | 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                        | 1 full page ad                    | Digital                     |
| Logo on the front cover of the publication  | •                       | •                                     | •                                 | On website                  |
| <b>OTHER</b>  |                         |                                       |                                   |                             |
| Passes to a VIP Sponsor Cocktail Event (held in December 2017)  | 8 passes                | 8 passes                              | 8 passes                          | 8 passes                    |

## **PRIDE INCLUSION PROGRAMS**

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