



PRIDE
INCLUSION
PROGRAMS

2019 SPONSORSHIP OPPORTUNITIES

pridein
diversity

pridein
sport

prideinhealth
+wellbeing

2019 AUSTRALIAN LGBTI INCLUSION AWARDS



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 2019 Awards will feature SBS World News presenter Anton Enus as our MC, performances by Australia's own "Prince of Polyester" Bob Downe and ample time for networking set around a two course luncheon with drinks.

This event is held every year to coincide with International Day Against Homophobia, Transphobia and Biphobia. The Awards, attended by 680 participants in 2018, 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 in 2018), dignitaries, senior executives, HR and diversity practitioners, employee network leaders and members of LGBTI employee networks and allies. The 2018 event was also attended by more than 10 media representatives in addition to being covered by and featured on SBS World News.

2019 EVENT DETAILS

Date: Friday 24 May 2019
Location: Hyatt Regency
161 Sussex Street, Sydney
Time: 11:30am – 3:00pm
Arrive early for a 12 noon start



2019 ENTERTAINMENT

We are delighted to welcome back to the Awards, Australia's much loved 'Prince of Polyester' Bob Downe. Be entertained while you enjoy a two course meal overlooking the sights of Darling Harbour in the ballroom of the Hyatt Regency in Sydney. We are equally thrilled that the event will be in the very capable hands of our MC Anton Enus. Anton, a broadcast journalist with more than 35 years' experience, has been presenting SBS World News bulletins since 1999. He will be our host for the day.



2019 TICKET PRICING

TICKET TYPE	MEMBER / AWEI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$220	\$245
Corporate Table (12)	\$2,995	\$3,295
Premier Table (12)	\$4,095	\$4,300

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

Corporate tables of 12 inclusions:

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

Premier table of 12 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 12)
- Logo and name recognition within the luncheon program
- Logo signage on table with premier table identification

2019 AUSTRALIAN LGBTI INCLUSION AWARDS SPONSORSHIP

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	SECURED BY LENDLEASE
GOLD	1	\$15,000	1x AVAILABLE
SILVER	2	\$10,000	SECURED BY ATO SECURED BY TELSTRA
BRONZE	3	\$8,000	SECURED BY DEUTSCHE BANK SECURED BY BAKER & MCKENZIE SECURED BY OUT LEADERSHIP
ASSOCIATED	4	\$3,500	SECURED BY JOHNSON & JOHNSON MEDICAL PTY SECURED BY ASIO SECURED BY MICROSOFT SECURED BY BHP BILLITON

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

2019 AUSTRALIAN LGBTI INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$8,000	ASSOC \$3,500
EVENT BENEFITS					
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	•	–	–	–	–
COMPLIMENTARY TICKETS					
Complimentary tickets which include a three course lunch and beverages	2x premium tables (12 seats per table)	2x corporate tables (12 seats per table)	1x corporate table (12 seats)	1x corporate table (12 seats)	3x tickets
Complimentary seat for an Executive representative at the VIP/Speakers table	•	•	–	–	–

2019 AUSTRALIAN LGBTI INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$8,000	ASSOC \$3,500
PRINT EXPOSURE					
Sponsor logo on LGBTI Inclusion Awards marketing materials	•	•	•	•	•
Logo on sponsor wall at red carpet (frequency dependant on sponsorship level)	•	•	•	•	•
Advertisements within printed program	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	•	–	–	–	–
ONLINE EXPOSURE					
Year-long sponsor recognition on the Pride in Diversity website as 2019 Sponsor/Principal Partner	•	•	•	•	–
Year-long sponsor recognition on the AWEI website as a 2019 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor profile/overview published on the AWEI website	•	•	•	•	–
Sponsor logo on the 2019 Pride in Diversity Newsletter (reach of 1500+)	•	•	•	•	–
Social media mentions in the lead up to the LGBTI Inclusion Awards	•	•	•	•	–
Social media spotlight showcasing achievements	•	•	•	•	–
OTHER					
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•	•
Priority tickets to participate in Pride Inclusion Programs' 2020 Mardi Gras float	2 passes	2 passes	2 passes	2 passes	2 passes
Exclusive invitation to Sponsor Pre Drinks at the Australian LGBTI Inclusion Awards (Sydney)	•	•	•	•	•

2019 AUSTRALIAN PRIDE IN SPORT AWARDS



ABOUT

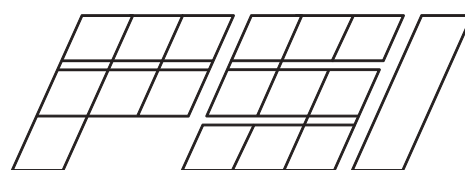
The 2019 Australian Pride in Sport Awards evening will be held in style in Melbourne along the South Wharf Promenade. This signature event for Pride in Sport will celebrate LGBTIQ inclusion achievements within Australian sports for all National and State level, sporting codes including grassroots clubs .

The cocktail evening will feature drinks and canapes, a celebrity MC and keynote speakers followed by the award ceremony. It's tipped to be the 'must-attend' event on the LGBTIQ sporting calendar and will be attended by leading advocates, sports administrators, athletes and corporate supporters. Several of the awards acknowledge achievement within the Pride in Sport Index (PSI), Australia's national benchmarking instrument for LGBTIQ inclusion within Australian Sport endorsed by Sport Australia (formally Australian Sport Commission) and the Australian Human Rights Commission. In addition, coaches, role models and allies will be recognised for their contribution to LGBTIQ inclusion in Sport based on nominations submitted by the wider community.

Join us in celebrating the achievements in LGBTIQ inclusion across Australian Sport.

2019 EVENT DETAILS

- Date:** Wednesday 12 June 2019
Location: Cargo Hall, 39 S Wharf Promenade
South Wharf VICTORIA 3006
Time: 6:00pm – 8:30pm



PRIDE IN SPORT INDEX

2019 ENTERTAINMENT

This year we are delighted to welcome Australian and International Rugby League whistleblower, and an Out Role Model, Matt Cecchin, as well as an all-star panel featuring former Olympian, Danial Kowalski; former Australian Female Cricket Captain, Alex Blackwell; and Chief Executive Officer of Sport Australia, Kate Palmer. The cocktail evening will be hosted by 'Gay, Black and Proud' Matty Webb, SBS and NITV's sports presenter and host of the 2019 Sydney Gay and Lesbian Mardi Gras.



2019 TICKET PRICING

TICKET TYPE	MEMBER / PSI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$100	\$125

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

2019 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$10,000	1x AVAILABLE
GOLD	1	\$8,000	1x AVAILABLE
SILVER	2	\$5,000	2x AVAILABLE
AWARDS NAMING RIGHTS			
• 2019 LGBTI ALLY	1x	\$2,500	1x AVAILABLE
• 2019 LGBTI Community Sporting Award	1x	\$2,500	SECURED BY SBS
• 2019 LGBTI Inclusion Initiative	1x	\$2,500	1x AVAILABLE
• 2019 LGBTI Inclusive Coach	1x	\$2,500	1x AVAILABLE
• 2019 LGBTI Out Role Model Award	1x	\$2,500	SECURED BY QUEST APARTMENT HOTELS
• 2019 Small Club Award	1x	\$2,500	1x AVAILABLE

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

2019 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	AWARDS NAMING RIGHTS \$2,500
ONLINE EXPOSURE				
Year-long sponsor recognition on the Pride in Sport website as 2019 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the PSI website as a 2019 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	•	•	•	•
EVENT BENEFITS				
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	•	–	–	–
COMPLIMENTARY TICKETS				
Complimentary tickets which include drinks and canapes	20 passes	15 passes	10 passes	5 passes
Complimentary seat for an Executive representative in the VIP rows	•	•	–	–

2019 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	AWARDS NAMING RIGHTS \$2,500
PRINT EXPOSURE				
Sponsor logo on Pride in Sport Index Awards marketing materials	•	•	•	•
Advertisements within printed program	3 full page ads	2 full page ads	1 + ½ ads	½ page ad
Sponsorship profile within printed program	200 words	150 words	100 words	100 words
Logo within the printed program	•	•	•	•
Logo on the front cover of the printed program	•	–	–	–
OTHER				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority tickets to participate in Pride Inclusion Programs' 2020 Mardi Gras float	2 passes	2 passes	2 passes	2 passes
Exclusive invitation to Sponsor Pre Drinks at the Australian LGBTI Inclusion Awards (Sydney)	•	•	•	•

2019 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 750 individual delegates and this year will be returning to Sydney. Attendees can choose to tailor their conference experience by attending, one, two 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 2019 Platinum and Gold Tier Employers and Organisations (based on the results of the 2019 AWEI, HWEI and PSI) and have the opportunity to take best practice back to their workplace and contribute to the Australian LGBTI inclusion landscape.

The Pride in Practice Conference attracts delegates with roles that are responsible for creating an inclusive workplace within the corporate sector, health and wellbeing sector and sport industry, for their LGBTI employees and allies including:

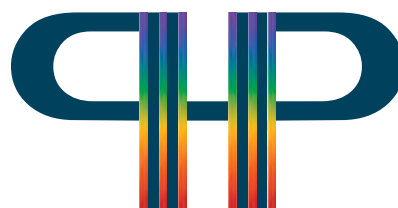
- CEO and C-Suite leaders
- Senior business leaders
- HR and diversity professionals
- Recruitment professionals
- Employee Network Group chairs
- Employee Network Group members
- People managers
- Community Leaders
- Managers (NFP / Health + Wellbeing Sector)

2018 EVENT DETAILS

Date: Monday 25 – Wednesday 27 November 2019

Location: Doltone House, Darling Island, Sydney

Time: 9:00am – 5:00pm each day



2019 PRIDE IN PRACTICE SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	1x AVAILABLE
GOLD	1	\$15,000	1x AVAILABLE
SILVER	1	\$12,500	1x AVAILABLE
BRONZE	2	\$10,000	1x AVAILABLE SECURED BY DELL

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

2019 PRIDE IN PRACTICE OTHER EVENT SPONSORSHIP OPPORTUNITIES

Pride in Practice other event sponsorship opportunities provide a distinctive way to promote your organisation and engage with delegates.

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.

CEO Roundtable Luncheon – This invite only event provides CEO's with an opportunity to discuss LGBTI workplace inclusion with their peers. Over lunch, Australian leaders share their experiences, challenges and discuss their role in promoting inclusion. This luncheon is a highlight for many of Australia's leaders - numbers limited to maximise discussion opportunity. Further benefits detailed on page 14-15.

Fresh Juice & Smoothie Bar - A team of skilled juicing experts will freshly make a variety of three juices and smoothies, to be served during registration and morning tea. Your brand will be visible through bar signage, labelling on cups and custom designed menus. Further benefits detailed on page 14-15.

OTHER EVENT OPPORTUNITIES	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
NETWORKING EVENT	1	\$8,500	SECURED BY ACCENTURE
CEO ROUNDTABLE LUNCHEON	1	\$12,000	SECURED BY PWC
FRESH JUICE & SMOOTHIE BAR	3	\$3,650	SECURED BY RMIT University (Monday) SECURED BY Microsoft Australia (Wednesday) 1x AVAILABLE

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

2019 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
ONLINE EXPOSURE				
Convene app: company name, logo, profile and contact details listed	•	•	•	•
Year-long sponsor recognition on Acon's Pride Inclusion Programs website as 2019 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2019 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor profile/overview published on the Pride in Practice website	•	•	•	•
Rotating banner on the Pride in Practice website	•	•	•	•
Newsletter acknowledgement (reach 1500+) in the run up to the sponsored event or publication date	•	•	•	•
Social media spotlight or opportunity to submit an opinion piece through PiD Newsletter & Socials	•	•	•	•
Logo displayed on all conference advertising	•	•	•	•
PRINT EXPOSURE				
Advertisement in printed conference event program	3 x full page advertisements	2 x full page advertisements	1 x full page advertisement	½ 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)	•	•	•	•
TICKETS / PASSES TO THE PROGRAM				
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

2019 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
ONSITE CONFERENCE BENEFITS				
Logo on Nametags	•			
Acknowledgement of sponsorship at conference	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•
Logo on all holding slides used in plenary sessions	•			
Logo on delegate conference bags	•	•	•	•
Promotional insert in delegate bags	•	•	•	•
Logo on conference lanyard	•	•	•	•
Banners in Room	1 banner (pref placement)	1 banner	1 banner	1 banner
Corporate Table Signage/Logo	•	•		
Exhibit at the marketplace (choice of 1, 2 or all days)	•	•	•	•
SPEAKING BENEFITS				
Opportunity to deliver a 2 - 3 minute address at conference opening on why you are sponsoring	•			
Guaranteed invitation for CEO to attend Roundtable Luncheon	•	•		
Opportunity to present a breakout session (must still submit abstract by deadline)	•	•	•	•
OTHER				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority tickets to participate in Pride Inclusion Programs' 2020 Mardi Gras float (tickets must be purchased)	2 passes	2 passes	2 passes	2 passes
Priority tickets to the Australian LGBTI Inclusion Awards 2020 (choice of 1x table or individual tickets and must be purchased)	•	•	•	•

2019 PRIDE IN PRACTICE OTHER SPONSORSHIP OPPORTUNITIES

	NETWORKING EVENT \$8,500	CEO ROUNDTABLE \$12,000	JUICE & SMOOTHIE BAR \$3,650
ONLINE EXPOSURE			
Convene app: company name, logo, profile and contact details listed	•	•	•
Year-long sponsor recognition on the Acon's Pride Inclusion Programs website as 2019 Sponsor/Principal Partner	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2019 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	•	•	
Pride in Diversity Newsletter acknowledgement (reach 1500+) in the run up to the event	•	•	
Social media spotlight or opportunity to submit an opinion piece through PiD Newsletter & Socials	•	•	
Logo displayed on all conference advertising	•	•	
PRINT EXPOSURE			
Advertisement in printed conference event program	1/2 page advertisement	1/2 page advertisement	
Event program guide: company name, logo, profile and contact details listed	75 words	150 words	
Logo displayed on all conference advertising	•	•	
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	
TICKETS / PASSES TO THE PROGRAM			
Included tickets to the Conference	1 x Interchangeable Ticket per day	2 x Interchangeable Tickets per day	

2019 PRIDE IN PRACTICE OTHER SPONSORSHIP OPPORTUNITIES

	NETWORKING EVENT \$8,500	CEO ROUNDTABLE \$12,000	JUICE & SMOOTHIE BAR \$3,650
ONSITE CONFERENCE BENEFITS			
Acknowledgement of sponsorship at conference	•	•	•
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)	
Exhibit at the marketplace (choice of 1, 2 or all days)	•	•	•
SPEAKING BENEFITS			
Speaking opportunity to attendees at opening of CEO Roundtable		•	
Speaking opportunity to attendees at opening of networking event	•		
Opportunity to present a breakout session (must still submit abstract by deadline)		•	
OTHER			
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•
Priority tickets to participate in Pride Inclusion Programs' 2020 Mardi Gras float (tickets must still be purchased)	2 passes	2 passes	2 passes
Priority tickets to the Australian LGBTI Inclusion Awards 2020 (choice of 1x table or individual tickets and must be purchased)	•	•	•

2019 PUBLICATIONS & WEBSITES

2019 PUBLICATIONS AND THE AUSTRALIAN LGBTI INCLUSIVE EMPLOYERS WEBSITE

Pride Inclusion Programs publish four annual publications and three benchmarking publications with the results, analysis and employee survey data from the respective indices.

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 publications have an initial reach of 300 organisations, are uploaded onto member websites, referenced within Pride Inclusion Programs' training sessions and form part of an ongoing library of Pride Inclusion Programs' resources for year-on-year distribution.

Pride in Diversity has 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	SECURED BY GOLDMAN SACHS
PSI Publication	1	\$10,000	1x AVAILABLE
HWEI Publication	1	\$10,000	1x AVAILABLE
Australian LGBTI Inclusive Employers Website	1	\$10,000	ON HOLD
Pride in Diversity Annual Publications	2	\$10,000	ON HOLD 1x AVAILABLE
Pride in Sport Annual Publication	1	\$5,000	1x AVAILABLE
Pride in Health + Wellbeing Annual Publication	1	\$5,000	1x AVAILABLE

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

2019 PUBLICATION AND WEBSITE SPONSOR BENEFITS

PUBLICATION	AWEI PSI HWEI	INCLUSIVE EMPLOYERS WEBSITE	ANNUAL PRIDE IN DIVERSITY	ANNUAL PRIDE IN SPORT	ANNUAL PRIDE IN HEALTH + WELLBEING
ONLINE EXPOSURE					
Sponsor recognition on the Pride in Diversity website as a 2019 Sponsor/ Principal Partner	•	•	•	•	•
Acknowledgement in Pride in Diversity Newsletter (reach 1500+) in the run up to the publication launch	•	•	•	•	•
Available to the public	•	–	•	•	•
PRINT EXPOSURE					
Reach	Members only	Members only	Members only	Members only	Members only
Print run	Included in sponsorship	–	Included in sponsorship	Included in sponsorship	Included in sponsorship
Sponsorship copies	30	–	30	30	30
Sponsor logo on marketing materials	–	•	–	–	–
Sponsor welcome from CEO or Executive Representative in publication	•	–	•	•	•
Sponsor welcome from CEO or Executive Representative on website	–	•	–	–	–
Advertisements within publication	1 full page ad	–	1 full page ad	1 full page ad	1 full page ad
Logo on the front cover of the publication	•	On website	•	•	•
OTHER					
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•	•
Priority tickets to participate in Pride Inclusion Programs' 2020 Mardi Gras float	2 passes	2 passes	2 passes	2 passes	2 passes
Exclusive invitation to Sponsor Pre Drinks at the Australian LGBTI Inclusion Awards (Sydney)	•	•	•	•	•

We recognise the diversity of Aboriginal and Torres Strait Islander people, their experiences, cultures, languages and practices, and the richness of their contributions to the places where we work, live and play.

We acknowledge the Traditional Custodians of all the lands on which we meet. We pay respect to Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander people.

PRIDE INCLUSION PROGRAMS

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