



PRIDE  
INCLUSION  
PROGRAMS

# 2020 SPONSORSHIP OPPORTUNITIES

pridein  
diversity

pridein  
sport

prideinhealth  
+wellbeing

# 2020 AUSTRALIAN LGBTQ INCLUSION AWARDS



## ABOUT

The Australian LGBTQ Inclusion Awards is an event celebrating and awarding Australia's top organisations for LGBTQ inclusion based on the results of the Australian Workplace Equality Index (AWEI) and the Health + Wellbeing Equality Index (HWEI) and includes leaders, individuals and networks that have made a significant impact on LGBTQ inclusion within their workplaces.

This event is held every year to coincide with International Day Against Homophobia, Transphobia and Biphobia. The Awards, attended by 720 participants in 2019, is regarded by many as a must-attend event on the LGBTQ calendar. The event has been recognised in both LGBTQ 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 2019), dignitaries, senior executives, HR and diversity practitioners, employee network leaders, health and wellbeing practitioners, and members of LGBTQ employee networks and allies. The 2019 event was also attended by more than 10 media representatives in addition to being covered by and featured on SBS World News.

## 2020 EVENT DETAILS

**Date:** Monday 19th October 2020  
**Location:** Hyatt Regency  
161 Sussex Street, Sydney  
**Time:** 11:00am – 3:00pm  
Arrive early for a 12 noon start





# AUSTRALIAN LGBTQ INCLUSION AWARDS

## 2020 TICKET PRICING

TICKET TYPE	MEMBER / AWEI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$220	\$245
Corporate Table (12)	\$3,150	\$3,350
Premium Table (12) Only 8 tables available	\$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 2020 Awards program
- Table recognition from stage

### Premium table of 12 inclusions:

- \$800 tax deductible donation to the ongoing work of LGBTQ inclusion.
- Premium table placement
- Premium table recognition from stage
- Logo signage on table with Premium table identification
- 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 2020 Awards program

## 2020 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSORSHIP

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	<b>SECURED BY CAPGEMINI</b>
GOLD	1	\$15,000	<b>SECURED BY SALESFORCE</b>
SILVER	2	\$10,000	<b>SECURED BY KPMG</b> <b>SECURED BY AUSTRALIAN TAXATION OFFICE</b>
BRONZE	3	\$8,000	<b>SECURED BY BAKER MCKENZIE</b> <b>SECURED BY DEUTSCHE BANK</b> <b>SECURED BY IBM</b>
INTERNATIONAL PARTNER <sup>†</sup>	1	\$8,000	<b>SECURED BY OUT LEADERSHIP</b>
ASSOCIATED	4	\$3,500	<b>SECURED BY BHP</b> <b>SECURED BY JOHNSON &amp; JOHNSON</b> <b>2x AVAILABLE</b>

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

<sup>†</sup> Benefit level – Bronze

## 2020 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSOR BENEFITS

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

## 2020 AUSTRALIAN LGBTQ INCLUSION AWARDS SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$10,000	BRONZE \$8,000	ASSOC \$3,500
<b>PRINT EXPOSURE</b>					
Sponsor logo on LGBTQ 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 the front cover of the printed program	•	–	–	–	–
<b>ONLINE EXPOSURE</b>					
Year-long sponsor recognition on the Pride in Diversity website as 2020 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor recognition on the AWEI website as a 2020 Sponsor/Principal Partner	•	•	•	•	•
Year-long sponsor profile/overview published on the AWEI website	•	•	•	•	–
Sponsor mention in the 2020 Pride in Diversity Newsletter (reach 1500+) in lead up to event	•	•	•	•	–
Social media mentions in the lead up to the LGBTQ Inclusion Awards	•	•	•	•	–
<b>OTHER</b>					
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•	•
Priority option to purchase tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes	2 passes	2 passes

# 2020 AUSTRALIAN PRIDE IN SPORT AWARDS



## ABOUT THE AUSTRALIAN PRIDE IN SPORT AWARDS

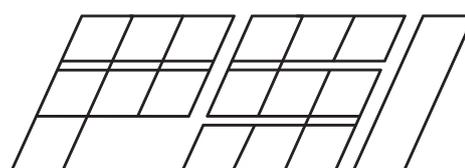
The 2020 Australian Pride in Sport Awards evening will be held in style in Melbourne on the South Wharf Promenade. This signature event for Pride in Sport will celebrate LGBTQ inclusion achievements within Australian sports for all National and State level sporting codes including grassroots clubs .

This cocktail event 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 LGBTQ 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 LGBTQ inclusion within Australian Sport, endorsed by Sport Australia (formally Australian Sports Commission) and the Australian Human Rights Commission. In addition, coaches, role models and allies will be recognised for their contribution to LGBTQ inclusion in Sport based on nominations submitted by the wider community.

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

## 2020 EVENT DETAILS

- Date:** Wednesday 30th September 2020
- Location:** Showtime Events Centre, 61 S Wharf Promenade  
South Wharf VICTORIA 3006
- Time:** 6:00pm – 8:30pm



PRIDE IN SPORT INDEX

# AUSTRALIAN PRIDE IN SPORT AWARDS

## 2020 TICKET PRICING

TICKET TYPE	MEMBER / PSI PARTICIPANT*	NON MEMBER*
Individual Ticket	\$99	\$125

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

## 2020 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$10,000	SECURED BY REVOLUTIONISE SPORT
GOLD	1	\$8,000	SECURED BY COMPPS
SILVER	2	\$5,000	SECURED BY HSBC SECURED BY STACK SPORTS
AWARDS NAMING RIGHTS			
• 2020 LGBTQ ALLY	1x	\$2,500	SECURED BY BRITISH CONSULATE GENERAL
• 2020 LGBTQ Community Sporting Award	1x	\$2,500	SECURED BY PLAY BY THE RULES
• 2020 LGBTQ Inclusion Initiative	1x	\$2,500	SECURED BY MINTERELLISON
• 2020 LGBTQ Inclusive Coach	1x	\$2,500	SECURED BY SBS SPORT
• 2020 LGBTQ Out Role Model Award	1x	\$2,500	SECURED BY KPMG
• 2020 Small Club Award	1x	\$2,500	SECURED BY VIC HEALTH
• 2020 LGBTQ Positive Media Award	1x	\$2,500	<b>1x AVAILABLE</b>

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

## 2020 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	AWARDS NAMING RIGHTS \$2,500
<b>ONLINE EXPOSURE</b>				
Year-long sponsor recognition on the Pride in Sport website as 2020 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor profile/overview published on the Pride in Sport 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 drinks and canapes	20 passes	15 passes	10 passes	5 passes
Complimentary seat for an Executive representative in the VIP rows	•	•	–	–

## 2020 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$10,000	GOLD \$8,000	SILVER \$5,000	AWARDS NAMING RIGHTS \$2,500
<b>PRINT EXPOSURE</b>				
Sponsor logo on Pride in Sport Index Awards marketing materials	•	•	•	•
Advertisements within printed program	3 full page ads	2 full page ads	1	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	•	–	–	–
<b>OTHER</b>				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority option to purchase tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes	2 passes

# 2020 PRIDE IN PRACTICE CONFERENCE



## ABOUT

The annual Pride in Practice Conference is the only national conference dedicated to LGBTQ inclusion across workplaces, sporting organisations and the health and human services sector. The conference attracts over 750 individual delegates. 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 2020 Platinum and Gold Tier Employers and Organisations (based on the results of the 2020 AWEI, HWEI and PSI) and have the opportunity to take best practice back to their workplace and contribute to the Australian LGBTQ 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 LGBTQ employees and allies including:

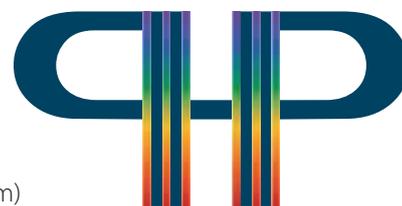
- CEO and C-Suite leaders
- Recruitment professionals
- People managers
- Senior business leaders
- Employee Network Group chairs
- Community Leaders
- HR and diversity professionals
- Employee Network Group members
- Managers (NFP / Health + Wellbeing Sector)

## 2020 EVENT DETAILS

**Date:** Monday 30 November 2020 to  
Wednesday 2 December 2020

**Location:** Marvel Stadium, 740 Bourke St, Docklands VIC 3008

**Time:** 9:00am – 5:00pm each day (Registration daily between 8am-9am)



## 2020 PRIDE IN PRACTICE SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	<b>SECURED BY THE STAR ENTERTAINMENT GROUP</b>
GOLD	1	\$15,000	<b>ON HOLD</b>
SILVER	2	\$12,500	<b>2x AVAILABLE</b>
BRONZE	3	\$10,000	<b>SECURED BY DELL 2x AVAILABLE</b>

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

## 2020 PRIDE IN PRACTICE SIGNATURE EVENTS (Benefits detailed further on pages 14–15)

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

**Juice 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 on a day of your choosing. Your brand will be visible through bar signage, labelling on cups and custom designed menus.

**Coffee Cart** – A professional Barista will make a variety of hot drinks, including a range of coffees, teas, hot chocolates and chai lattes. Served during lunch and afternoon tea on a day of your choosing, you will receive brand visibility through bar signage, labelling on cups and custom designed menus.

**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 LGBTQ 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.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
JUICE BAR	3	\$3,995	<b>3x AVAILABLE</b>
COFFEE CART	3	\$3,995	<b>3x AVAILABLE</b>
NETWORKING EVENT	1	\$10,000	<b>ON HOLD</b>
CEO ROUNDTABLE LUNCHEON	1	\$12,000	<b>SECURED BY PWC</b>

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

## 2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
<b>ONLINE EXPOSURE</b>				
Event app: company name, logo, profile and contact details listed	•	•	•	•
Year-long sponsor recognition on Acon's Pride Inclusion Programs website as 2020 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2020 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	•	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•	•
<b>PRINT EXPOSURE</b>				
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•	•
Advertisement in conference delegate program	3 x full page advertisements	2 x full page advertisements	1 x full page advertisement	½ page advertisement
Conference delegate program: company name, logo, profile and contact details listed	400 words	300 words	200 words	100 words
<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 (8 seats) for three days	3 x Interchangeable Tickets per day	2 x Interchangeable Tickets per day

## 2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
<b>ONSITE CONFERENCE BENEFITS</b>				
Acknowledgement of sponsorship at conference opening	•	•	•	•
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	•	•	•	•
Banners in Room	1 banner (pref placement)	1 banner	1 banner	1 banner
Corporate Table Signage/Logo	•	•	–	–
<b>SPEAKING BENEFITS</b>				
Opportunity to deliver a 2–3 minute address at conference opening on why you are sponsoring	•	–	–	–
Guaranteed invitation for CEO to attend Roundtable Luncheon	•	•	–	–
<b>OTHER</b>				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority option to buy tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes	2 passes

## 2020 PRIDE IN PRACTICE SIGNATURE EVENT BENEFITS

	JUICE BAR OR COFFEE CART \$3,995	NETWORKING EVENT \$10,000	CEO ROUNDTABLE \$12,000
<b>ONLINE EXPOSURE</b>			
Event app: company name, logo, profile and contact details listed	•	•	•
Year-long sponsor recognition on the Acon's Pride Inclusion Programs website as 2020 Sponsor/Principal Partner	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2020 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 mentions in the lead up to the Pride in Practice Conference	–	•	•
<b>PRINT EXPOSURE</b>			
Logo on sponsor wall (frequency dependant on sponsorship level)	–	•	•
Advertisement in conference delegate program	–	1/2 page advertisement	1/2 page advertisement
Conference delegate program: company name, logo, profile and contact details listed	–	100 words	150 words
<b>TICKETS / PASSES TO THE PROGRAM</b>			
Included tickets to the Conference	1 x Day Ticket	1 x Interchangeable Tickets per day	2 x Interchangeable Ticket per day

## 2020 PRIDE IN PRACTICE SIGNATURE EVENT BENEFITS

	JUICE BAR OR COFFEE CART \$3,995	NETWORKING EVENT \$10,000	CEO ROUNDTABLE \$12,000
<b>ONSITE CONFERENCE BENEFITS</b>			
Acknowledgement of sponsorship at conference opening	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•
Promotional insert in delegate bags	•	•	•
Banners in Room	–	1 (At Networking Event)	1 (At CEO Luncheon)
<b>SPEAKING BENEFITS</b>			
Speaking opportunity to attendees at opening of CEO Roundtable	–	–	•
Speaking opportunity to attendees at opening of networking/entertainment event	–	•	–
<b>OTHER</b>			
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•
Priority option to buy tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes

# 2020 PUBLICATIONS & WEBSITES

## 2020 PUBLICATIONS AND THE AUSTRALIAN LGBTQ INCLUSIVE EMPLOYERS WEBSITE

Pride Inclusion Programs publishes a number of publications annually and three benchmarking publications incorporating the results, analysis and employee survey data from the respective indices.

The benchmarking publications have unlimited reach, are made available to the public on 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 LGBTQ inclusion practices, trends and survey findings.

The annual publications have an initial reach of 350 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 LGBTQ Inclusive Employers promoting those organisations active in LGBTQ 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	\$8,000	<b>1x AVAILABLE</b>
HWEI Publication	1	\$8,000	<b>ON HOLD</b>
Australian LGBTI Inclusive Employers Website	1	\$10,000	<b>1x AVAILABLE</b>
Pride in Diversity Annual Publication – Allies	1	\$10,000	<b>1x AVAILABLE</b>
Sapphire Publication	1	\$5,000	<b>1x AVAILABLE</b>

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

## 2020 PUBLICATION AND WEBSITE SPONSOR BENEFITS

PUBLICATION	AWEI PSI HWEI	INCLUSIVE EMPLOYERS WEBSITE	ANNUAL PRIDE IN DIVERSITY	SAPPHIRE PUBLICATION
<b>ONLINE EXPOSURE</b>				
Sponsor recognition on the Pride in Diversity website as a 2020 Sponsor/Principal Partner	•	•	•	•
Acknowledgement in Pride in Diversity Newsletter (reach 1500+) in the run up to the publication launch	•	•	•	•
Available to the public	•	–	•	•
<b>PRINT EXPOSURE</b>				
Reach	Members only	Members only	Members only	Members only
Print run	Included in sponsorship	–	Included in sponsorship	Included in sponsorship
Sponsorship copies	30	–	30	15
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
Logo on the front cover of the publication	•	On website	•	•
<b>OTHER</b>				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority option to buy tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes	1 pass

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 Owners 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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