



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
Doors open at 11:00am,
with formalities commencing
at 11:45am sharp.





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	SECURED BY CAPGEMINI
GOLD	1	\$15,000	SECURED BY SALESFORCE
SILVER	2	\$10,000	SECURED BY KPMG SECURED BY AUSTRALIAN TAXATION OFFICE
BRONZE	3	\$8,000	SECURED BY BAKER MCKENZIE SECURED BY DEUTSCHE BANK SECURED BY IBM
INTERNATIONAL PARTNER [†]	1	\$8,000	SECURED BY OUT LEADERSHIP
ASSOCIATED	4	\$3,500	SECURED BY BHP SECURED BY JOHNSON & JOHNSON 2x AVAILABLE

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

[†] 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
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 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
PRINT EXPOSURE					
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	•	–	–	–	–
ONLINE EXPOSURE					
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	•	•	•	•	–
OTHER					
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 Sydney at Dockside Group, Cockle Bay Wharf. 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.

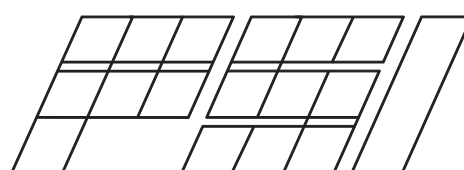
Join us in celebrating the achievements in LGBTQ inclusion across Australian Sport.

2020 EVENT DETAILS

Date: Wednesday 30 September 2020

Location: Dockside Group,

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 VICHEALTH
• 2020 LGBTQ Positive Media Award	1x	\$2,500	1x AVAILABLE

* 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
ONLINE EXPOSURE				
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	•	•	•	•
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	•	•	–	–

2020 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 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 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 ONLINE 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:** This event will be held virtually. All attendees will be provided with an individual log in prior to the event.
- Time:** 9:00am – 5:00pm each day



2020 PRIDE IN PRACTICE SPONSORSHIPS

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

* 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.

Room Naming Rights – An opportunity to sponsor a virtual room. This room will be named after your organisation, ie. The ACON Room and will be referred to throughout the three day event.

Online Event Platform – As the sponsor of the official Online Event Platform, your sponsorship enables ACON's Pride Inclusion Programs team to host this event, essentially connecting our delegates to our speakers.

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
ROOM NAMING RIGHTS	4	\$3,995	SECURED BY BHP SECURED BY MICROSOFT 2x AVAILABLE
ONLINE EVENT PLATFORM	1	\$10,000	1x AVAILABLE
CEO ROUNDTABLE LUNCHEON	1	\$12,000	SECURED BY PWC

* 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
ONLINE EXPOSURE				
Event app: company name, logo, profile (300 word max) and contact details listed Due Friday 25 September	•	•	•	•
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 published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc Due ASAP	•	•	•	•
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	•	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•	•
Advertisement in conference delegate program Due Friday 11 September Full page = A4 297mm x 210mm (Landscape). Half page = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF with 4mm bleed, text outlined	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 Due Friday 11 September	400 words	300 words	200 words	100 words

2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
TICKETS / PASSES TO THE PROGRAM				
Included tickets to the Conference – names and email addresses to be provided				
Friday 30 October	8 x 3 Day Passes	6 x 3 Day Passes	3 x 3 Day Passes	2 x 3 Day Passes
Each attendee will be sent a unique log in to join Chime Live. These log ins will not allow for multiple use at any one time				
ONSITE CONFERENCE BENEFITS				
Acknowledgement of sponsorship at conference opening	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•
Logo on all holding slides used in plenary sessions	•	–	–	–
Rotating banners on App	1 banner	1 banner	1 banner	1 banner
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/online Roundtable event (details TBC)	•	•	–	–
Opportunity to provide a short 2 minute or less video to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I.				
Due 23 October	•	•	•	•
Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264				
OTHER (Pending Government Restrictions)				
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

	ROOM NAMING RIGHTS \$3,995	ONLINE EVENT PLATFORM \$10,000	CEO ROUNDTABLE \$12,000
ONLINE EXPOSURE			
Event app: company name, logo, profile (300 word max) and contact details listed Due Friday 25 September	•	•	•
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 published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc Due ASAP	–	•	•
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	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	–	•	•
Advertisement in conference delegate program Due Friday 11 September Half page = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF with 4mm bleed, text outlined	–	1/2 page advertisement	1/2 page advertisement
Conference delegate program: company name, logo, profile and contact details listed Due Friday 11 September	–	100 words	150 words
TICKETS / PASSES TO THE PROGRAM			
Included tickets to the Conference – names and email addresses to be provided Friday 30 October Each attendee will be sent a unique log in to join Chime Live. These log ins will not allow for multiple use at any one time	1 x 3 Day Pass	2 x 3 Day Pass	2 x 3 Day Passes

2020 PRIDE IN PRACTICE SIGNATURE EVENT BENEFITS

	ROOM NAMING RIGHTS \$3,995	ONLINE EVENT PLATFORM \$10,000	CEO ROUNDTABLE \$12,000
ONSITE CONFERENCE BENEFITS			
Acknowledgement of sponsorship at conference opening	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•
Banners in Room	–	–	1 (At CEO Luncheon)
SPEAKING BENEFITS			
Speaking opportunity to attendees at opening of CEO Roundtable	–	–	•
Opportunity to provide a short 2 minute or less video to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I. Due 23 October Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264	–	•	–
OTHER (Pending Government Restrictions)			
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	SECURED BY GOLDMAN SACHS
PSI Publication	1	\$8,000	SECURED BY REVOLUTIONISE SPORTS
HWEI Publication	1	\$8,000	SECURED BY NURSEWATCH
Australian LGBTI Inclusive Employers Website	1	\$10,000	1x AVAILABLE
Pride in Diversity Annual Publication – Allies	1	\$10,000	1x AVAILABLE
Sapphire Publication	1	\$5,000	1x AVAILABLE

* 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
ONLINE EXPOSURE				
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	•	–	•	•
PRINT EXPOSURE				
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	•	•
OTHER				
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 and waters. 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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