


ACON'S
PRIDE INCLUSION
PROGRAMS



2017
SPONSORSHIP
OPPORTUNITIES

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.

2017 EVENT DETAILS

- Date:** Friday 19th 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)	\$2,550.00	\$2,650.00
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	SECURED BY LENDLEASE
GOLD	2	\$12,500	SECURED BY MACQUARIE GROUP 1 x available
SILVER	3	\$10,000	3 x available
BRONZE	3	\$7,500	SECURED BY DEUTSCHE BANK 2 x available
ASSOCIATED	6	\$3,000	6 x available

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

2017 LGBTI INCLUSION AWARD SPONSOR BENEFITS

	PLATINUM \$15,000	GOLD \$12,500	SILVER \$10,000	BRONZE \$7,500	ASSOC \$3,000
ONLINE EXPOSURE					
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	•	•	•	•	–
EVENT BENEFITS					
Opportunity to assist with award presentations	•	•	–	–	–
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	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 \$15,000	GOLD \$12,500	SILVER \$10,000	BRONZE \$7,500	ASSOC \$3,000
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 (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	•	–	–	–	–
OTHER					
Passes to a VIP Sponsor Cocktail Event (to be held in December 2017)	15 passes	10 passes	8 passes	6 passes	4 passes

2017 PUBLICATIONS & WEBSITES

2017 PUBLICATIONS AND WEBSITES

Pride in Diversity publishes 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.

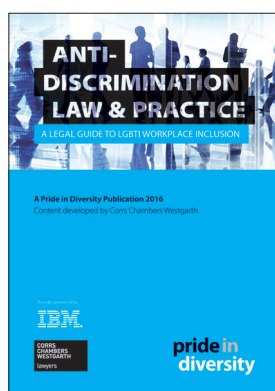
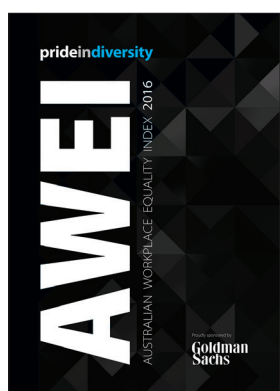
The benchmarking publications have an initial reach of over 200 organisations, are made available to the public on the Pride in Diversity website as well as the AWEI website, given out at conferences and presentations throughout the year and are also shared with our international counterparts in the 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 also 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	SECURED BY GOLDMAN SACHS
Pride in Diversity Annual Publication	1	\$9,500	SECURED BY IBM
Pride in Sport Annual Publication	1	\$9,500	SECURED BY MACQUARIE GROUP
Australian LGBTI Inclusive Employers Website	1	\$9,500	SECURED BY MACQUARIE GROUP

* 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	LGBTI INCLUSIVE EMPLOYER WEBSITE
ONLINE EXPOSURE				
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	•	–	•	•
PRINT EXPOSURE				
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
OTHER				
Passes to a VIP Sponsor Cocktail Event (held in December 2017)	8 passes	8 passes	8 passes	8 passes

