SPONSORSHIP OVERVIEW

FRIDAY, MAY 11TH 2019

NATIONAL CENTER FOR CIVIL AND HUMAN RIGHTS

100 IVAN ALLEN JR. BLVD.
ATLANTA, GA 30313

DELTA

FOUNDING SPONSOR

GEORGIA STATE UNIVERSITY

RESEARCH PARTNER
OVERVIEW

Transgender people often have least access to quality, affordable housing and healthcare, and are the most harassed at work.

Join the LGBTQ Institute at the National Center for Civil and Human Rights for our third annual symposium as we explore the tangible ways we can create equity for transgender people in housing, employment and healthcare. Using our most recent data from our Southern Survey and research from the field, we will provide space and engage transgender leaders and community members to dialogue and determine next steps. The insights gleaned from this gathering can help inform how your company engages transgender and gender non-conforming employees and customers. This event is a way for your company to meaningfully support transgender employees and show your commitment to hear from those least heard from.

PROGRAM HIGHLIGHTS

- Explore recent data regarding transgender people in housing, healthcare, and business
- Hear from transgender leaders and their insights on what works
- Develop strategies to authentically reach transgender employees and consumers
- Gain a deeper understanding of the experiences of transgender people
- Understand, in a deeper way, the intersections of identities and how it plays into the opportunities and challenges for transgender people and communities of color
- Preparing and supporting out transgender leaders

WHY SPONSOR THIS IMPORTANT AND TIMELY SYMPOSIUM?

- Increase Industry Recognition
- Enhance Brand Awareness
- Attract & Keep LGBTQ Talent
- Receive Exclusive Insights
- Authentically Engage LGBTQ Consumers

WWW.LGBTQINSTITUTE.ORG/SYMPOSIUM-2019
WHY THIS WORK MATTERS. CONSIDER:

- **Housing:** Transgender people are more likely to report having a landlord refuse to rent or a realtor refuse to sell to them compared to their lesbian, gay, or bisexual (LGB) peers.

- **Employment:** Transgender Southerners are significantly more likely to report being treated unfairly by an employer in hiring, pay, or promotion than their LGB peers.

- **Healthcare:** Transgender people, and those who identified as another gender, are two times more likely to report unfair treatment by healthcare providers. (LGBTQ Institute Southern Survey)

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SCHEDULE AT-A-GLANCE (tentative)

Saturday, May 11, 2019 | 9:00am - 4:30pm
National Center for Civil and Human Rights, 100 Ivan Allen Jr. Blvd., Atlanta

- 9:00am-10:00am | Registration / Breakfast
- 10:00am-10:30am | Opening and Welcome
- 10:30am-12:00pm | Housing Dialogue & Exploration
- 12:00pm-1:30pm | Working Lunch and Employment Dialogue & Exploration
- 1:30pm-3:00pm | Healthcare Dialogue & Exploration
- 3:00pm-4:00pm | Purposeful Planning and Next Steps
- 4:00pm-4:30pm | Wrap-Up

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WHO SHOULD ATTEND?

- Chief Marketing Officers, Chief Strategy Officers, Chief D&I Officers, Chief Compliance Officers, and Chief Social Responsibility Officers
- ERG/BRG Leaders, Change Management Leaders, Analysts, and Consultants
- Healthcare providers, nurses, doctors, mental health workers, counselors, therapists
- Realtors, city council leaders, community members, leasing office managers, community planners, tenant/landlord association members, homeowners association members, lawyers
SPONSORSHIP OPPORTUNITIES

We are pleased to present the following sponsorship opportunities in the pages that follow. They can be customized or combined to further enhance your brand.

FOUNDING SPONSORSHIP BENEFITS:

- Industry exclusivity.
- Two reserved tables of 10 at the event (additional tables available at a discount).
- Stage time at the event, giving your company the opportunity to directly address the audience.
- Full page, full color ad in the event special section of the program.
- Company logo included in all pre-event emails, print ads, and marketing materials promoting the event.
- Company logo featured in extensive signage at the event as well as in the event presentation.
- Company logo featured in a follow-up email sent to all event attendees.
- Opportunity to provide company-branded collateral at all guests’ seats.
- Opportunity to showcase your company via a display in the event networking area.
- Social media mentions on the LGBTQ Institute’s social media channels.
- Attendee list with contact information (excludes email addresses) for activation and post-event follow up.
- First right of refusal to partner with the LGBTQ Institute in the 2020 event.
- 40 hours of LGBTQ Institute Consulting that can help your businesses ideate or launch internal and external LGBTQ initiatives.

*Total Investment: $50,000*

PRESENTING SPONSORSHIP BENEFITS:

- Industry exclusivity.
- A reserved table of 10 at the event (additional tables available at a discount).
- Stage time at the event, giving your company the opportunity to directly address the audience.
- Full page, full color ad in the event special section of the program.
- Company logo included in all pre-event emails, print ads, and marketing materials promoting the event.
- Company logo featured in extensive signage at the event as well as in the event presentation.

*Total Investment: $30,000*
PLATINUM SPONSORSHIP BENEFITS:

- A reserved table of 10 at the event (additional tables available at a discount).
- Stage time at the event, giving your company the opportunity to directly address the audience.
- Half page, full color ad in the event special section of the program.
- Company logo included in all pre-event emails, print ads, and marketing materials promoting the event.
- Company logo featured in extensive signage at the event as well as in the event presentation.

Total Investment: $20,000

GOLD SPONSORSHIP BENEFITS:

- A reserved table of 10 at the event (additional tables available at a discount).
- 1/4 page, full color ad in the event special section of the program.
- Company logo included in all pre-event emails, print ads, and marketing materials promoting the event.
- Company logo featured in extensive signage at the event as well as in the event presentation.

Total Investment: $15,000

TABLE SPONSORSHIP BENEFITS:

- A reserved table of 10 at the Symposium.
- Advertising message in the Symposium program.
- Company logo included in the on-screen presentation at the event.
- Company logo included in a thank-you email to run the week immediately following the event.

Silver Sponsorship: Full Page - $7,750
Bronze Sponsorship: 1/2 Page - $5,750
Patron Sponsorship: 1/4 Page - $3,750

Reserve by: April 26, 2019
Creative due: April 26, 2019
(Rates include color)
PROGRAM ADVERTISING SPECIFICATIONS

Our design team has the following advertising specifications for our sponsors:

**Ad Deadline:**
April 26, 2019

**Finished Program Size:**
8.5” x 11”

**Ad Sizes:**
- Full Page (with bleed): 8.75” x 11.25”
- Full Page (without bleed): 8.25” x 10.75”
- Half Page: 8.25” x 5.375”
- Quarter Page: 4.125” x 5.375”

**Files accepted:**
PDF (artwork should be 300dpi with all fonts outlines and in CMYK).
**Email files to ryan.roemerman@lgbtqinstitute.org**

WAYS TO MAKE YOUR SPONSORSHIP PAYMENT

Sponsorship payments can be made by:

- Paying online by visiting clicking here and and a receipt will be provided
- Requesting an invoice from the LGBTQ Institute
- By check: Please make the check out to The National Center for Civil and Human Rights and in the memo line write “ LGBTQ Institute Symposium” and mail to: The LGBTQ Institute, 250 Williams Street, Suite 2322, Atlanta, GA 30303

FOR MORE INFORMATION

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