Equal Pay Day Partnership

Corporate Champions of Equal Rights Advocates
Let's kick off your 2022 partnership for equal opportunity!
Let's champion women in the workplace.

Through our Corporate Champion Circle, Equal Rights Advocates features employers like you who are getting it right and leading other companies across the nation.

We offer different sponsorship levels and ways to get involved in our work and advance other workplace equity that is good for business, appealing to consumers, and key to retaining great employees.

Join our year-long Equal Pay Day campaign as a corporate sponsor and support ERA's gender justice workplace initiatives.
Let's close the pay gap.

For good.

Women working full-time, on average, make 83% of what men do. Black women average 64% and Latinas just 57%.

....And while the gender pay gap has decreased slightly, a Glassdoor study says it won’t disappear for women working full-time entirely until 2070.

The workplace needs to be an equal environment on all fronts. The amazing part is that companies see a 53% return on equity, 42% return on sales, and a 66% return on invested capital when this happens.
Equal pay makes good business sense.

Attract great candidates
Equity in pay makes the difference in attracting a bigger, more diverse pool of talent.

Boost employee commitment
Robust pay equity policies reduce employee churn, inspire trust, and increase commitment to your organization.

Inspire consumer loyalty
With growing awareness of #MeToo, #BLM, and post-pandemic wage gaps, consumers want their brands to reflect their values.
The Equal Pay Day Campaign centers around six different months of the year when we bring awareness to pay equity for women across different demographics.

As a sponsor, your company can:
Contribute content
Market great practices
Feature company leaders and workers
Appeal to consumers as a champion of workplace equity

Campaign partners are visible to people engaged on equal pay days throughout our platforms and media.

The campaign reached over 600 million people in 2021!

2022 Equal Pay Day Action Days
03/15: All Women’s Equal Pay Day
05/03: AANHPI Women’s Equal Pay Day
06/15: LGBTQIA+ Equal Pay Awareness Day
09/21: Black Women’s Equal Pay Day
11/30: Native Women’s Equal Pay Day
12/08: Latina Equal Pay Day
Champion Circle Benefits

Partnership with ERA on Equal Pay Days includes brand visibility, cause marketing and promotions, event opportunities, and media mentions and partnerships.

Be the change on pay equity today!

Presenting Sponsor - $100,000
Year-long, premiere visibility on social, ERA website, and in media for all EPD days; in-house presentation opportunity; featured EPD event sponsorship and participation.

Title Sponsor - $50,000
Year-long visibility on social, ERA website, and in media for all EPD days; in-house presentation opportunity; event participation.

Platinum Sponsor - $25,000
Year-long visibility on social and ERA website; featured promotion during all EPD days

Gold Sponsor - $10,000
Year-long visibility on social and ERA website; featured promotion during one EPD day

Silver Sponsor - $5,000
Day-of visibility on social media for one EPD day
Equal Rights Advocates is a national non-profit working with advocates, employers and workers to promote gender equity in the workplace.

Equal Pay Today is a collaborative network of over 100+ partners who work across the country to close the gender and race pay gap.

Ready to become a Corporate Champion?
Contact: Jacqui Logan, jlogan@equalrights.org to get started