

SPONSORSHIP OPPORTUNITIES

2011

Out FOR *Business*
LAS VEGAS
NEVADA

AUGUST 2-5

**NGLCC NATIONAL BUSINESS
& LEADERSHIP CONFERENCE**
AMERICA'S LGBT CHAMBER™

**GET THE EXPOSURE YOU WANT
FROM THE AUDIENCE YOU
CARE ABOUT THE MOST**





The National Gay & Lesbian Chamber of Commerce (NGLCC) will host the 2011 National Business and Leadership Conference this August — the largest lesbian, gay, bisexual and transgender (LGBT) business event on record.

The NGLCC is the business advocate and direct link between LGBT business owners, corporations, and government. The NGLCC represents the interests of an estimated 1.4 million LGBT-owned businesses and entrepreneurs in the United States. Seeking new opportunities for community advocacy, specifically in the economic arena, the NGLCC was founded as the exclusive organization for certification of LGBT owned businesses, and works to foster mutually beneficial opportunities for small businesses and corporate members. As the umbrella organization for 61 state, local, and international LGBT chambers of commerce, the NGLCC is the largest LGBT business and economic advocacy organization in the world.

Sponsorship at this conference will give your company direct exposure to over 400 top corporate representatives, business owners, and entrepreneurs from across the nation expected at the conference and even more on the NGLCC website. At a conference that will host the world's largest gathering of LGBT suppliers and corporate purchasers, how does your company stand out? There are several varying levels of sponsorship opportunities.

While LGBT individuals are not necessarily wealthier than their heterosexual counterparts, LGBT individuals do have more disposable/fluid income and are highly likely to purchase products and services from corporations known to support LGBT organizations. According to Community Marketing Inc.'s Gay and Lesbian Consumer Index reports, **88% of gay men and 91% of lesbians reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations.** Three out of four LGBT individuals have changed brands when a company has exhibited pro LGBT support—simply put, **LOYALTY COUNTS!**



Bring visibility to your company in a variety of ways at the conference; luncheons, special events, networking events and more!

PLEASE CONTACT NGLCC CORPORATE RELATIONS AT CORPORATERELATIONS@NGLCC.ORG OR 202-234-9181 TO BECOME A SPONSOR TODAY!

SPONSORSHIPS:

CEO LEVEL: \$50,000

(maximum 2 sponsors)

- CEO Sponsor acknowledgment and logo representation on all printed, website and event materials
- Corporate logo on conference bags
- Double exhibit space in the Marketplace Expo with premier placement
- Recognition as CEO Sponsor at all events including the Presenting Sponsor reception
- Opportunity for executive remarks during Presenting Sponsor reception
- Ten complimentary conference registrations
- Half-price conference sponsor registrations for all attendees
- Ten tickets to all VIP events
- VIP amenities for ten attendees staying at host hotel

- Reserved seating at all events for all attendees
- Full-page, cover placement, ad in the conference program book
- Conference bag item

EXECUTIVE VICE PRESIDENT LEVEL: \$35,000

(maximum 5 sponsors)

- Premier acknowledgement and logo representation on all printed, website and event materials
- Corporate logo on conference bags
- Choice of one premier event/program sponsorship:
- Conference registration including branded lanyards
- Welcome reception including opportunity for executive remarks
- Opening plenary including opportunity for executive remarks
- Women Business Initiative (WBI) luncheon including opportunity for executive remarks
- Closing Plenary including opportunity for executive remarks
- Recognition at select program/event sponsorship

- Half-price conference registration for all attendees
- Six tickets to all VIP events
- Full-page ad in the conference program book with premier placement
- Conference bag item
- Exhibit space in the Marketplace Expo with premier placement

DIRECTOR LEVEL: \$25,000

- Acknowledgement and logo representation on all printed and website materials
- Choice of one event/program sponsorship:
 - Morning break (limit 2)
 - Afternoon break
- Business Session including opportunity for remarks
- CCBO Luncheon including opportunity for remarks
- CCBI Session including opportunity for remarks

- Recognition at select program/event sponsorship
- Half-price conference registration for all attendees
- Four tickets to all VIP events

- Full-page ad in the conference program book
- Exhibit space in the Marketplace Expo

MANAGER LEVEL: \$15,000

- Acknowledgement and logo representation on all printed and website materials
- Half-price conference registration for all attendees
- One session sponsorship

- Two tickets to all VIP events
- Full-page ad in the conference program book

- Exhibit space in the Marketplace Expo

ASSOCIATE LEVEL: \$7,000

- Acknowledgement and representation on all printed and website materials
- Half-price conference registration for all attendees

- Two tickets to all VIP events
- Full-page ad in the conference program book

- Exhibit space in the Marketplace Expo

SPECIAL EVENT SPONSORSHIPS:

PRESENTING SPONSOR—CHAMBER AWARDS & MARKETPLACE EXPO OPENING BREAKFAST: \$30,000

- Acknowledgement and logo representation on all printed and website materials as presenting breakfast sponsor
- Half-price conference registration for all attendees
- Exclusive placement for collateral during breakfast

- Use of screen/visual for sponsor branding
- Exclusive executive remarks at the breakfast
- One table with premier placement reserved for breakfast sponsor attendees

- Corporate logo (poster) displayed on site at the breakfast
- Three tickets to all VIP events
- Full-page ad in the conference program book

VIP SPECIAL EVENT: \$25,000

- Acknowledgement and logo representation on all printed and website materials as the exclusive VIP special event sponsor
- Half-price conference registration for all attendees
- Exclusive placement for collateral during the VIP event

- Use of screen/visual for sponsor branding
- Exclusive executive remarks at the VIP event
- Corporate logo (poster) displayed on site at the VIP event

- Six tickets to all VIP events
- Full-page ad in the conference program

WOMEN'S BUSINESS INITIATIVE (WBI) SPECIAL EVENT: \$25,000 (Exclusive); \$5,000 (Co-sponsor; limit 5)

- Acknowledgement and logo representation on all printed and website materials as the WBI special event sponsor
- Half-price conference registration for all attendees (Exclusive level)
- Table for collateral during the WBI event
- Executive remarks at the WBI event (Exclusive level)

- Corporate logo (poster) displayed on site at WBI event
- One ticket to all VIP events

- Full-page ad in the conference program (Exclusive level)
- Half-page ad in the conference program (Co-sponsor level)

SOCIAL MEDIA LOUNGE: \$10,000

- Acknowledgement and logo representation on all printed and website materials as the social media lounge sponsor
- Half-price conference registration for all attendees
- Table for collateral in the lounge

- Use of screen/visual for sponsor branding
- Corporate logo (poster) displayed on site in the lounge

- Two tickets to all VIP special events
- Full-page ad in the conference program

BREAK SPONSORSHIP: \$3,000

- Acknowledgement and logo representation on all printed and website materials as a break sponsor
- Area for collateral at the break

- Corporate logo (poster) displayed on site at the break

- Half-page ad in the conference program

DEADLINES & INFORMATION

All sponsorship commitments must be received by July 1, 2011 for optimal pre-conference advertising. (Sponsorships will be accepted after this date but some benefits may not be available.)

Logos should be sent electronically as Adobe Illustrator files (.ai or .eps — with all type converted to outlines), or as 300dpi JPEGs or TIFFs.

Deadline for program book sponsor-provided ads is July 1, 2011.

Please contact Rick Fowler at rfowler@nglcc.org, or call 202.234.9181 for details.



MECHANICAL REQUIREMENTS

The NGLCC Conference Program Book is printed in color, with a four-color process cover. Full-page ads may be either bleed or non-bleed; half-page ads are non-bleed only.

Ads may be set up in any of the following formats:

- Adobe Acrobat Press Quality PDF (high resolution: images should be 300dpi) with trim marks and bleed included (if applicable)
- Adobe Photoshop — EPS, TIFF, or JPEG files (300dpi)
- Adobe Illustrator (convert fonts to outline)
- Adobe InDesign CS5 (convert fonts to outline, package all elements)

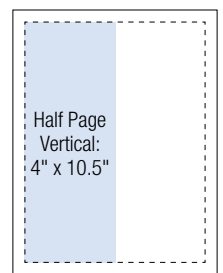
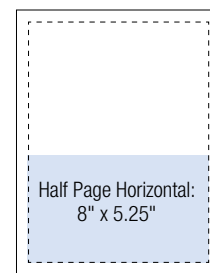
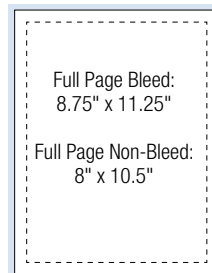
FULL PAGE

Bleed Size: 8.75" x 11.25"

Non-Bleed Size: 8" x 10.5"

Trim Size: 8.5" x 11"

Live Area: 8" x 10.5"



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