



**Second Annual Philadelphia
Regional Workplace Summit**

Sponsorship Opportunities and Benefits



Out & Equal helps companies build success

Out & Equal™ Workplace Advocates is the largest and most effective national, nonprofit organization dedicated to achieving equal opportunity and career advancement for lesbian, gay, bisexual and transgender (LGBT) employees and professionals. Our work builds successful organizations by helping them value all employees, customers and communities.

Why partner with Out & Equal Philadelphia?

- **Premier organization dedicated to work place issues in Greater Philadelphia and the Delaware Valley area**
 - ✓ Membership includes leading LGBT professionals, HR executives and local business leaders

- **Diversity strengthens your business by:**
 - ✓ Employee recruitment
 - ✓ Talent retention and advancement
 - ✓ Customer loyalty
 - ✓ Community engagement



Information about the Out & Equal Philadelphia Regional Workplace Summit

- This year's Summit will take place at the Comcast Center in Philadelphia on **10/24/09**.
- The Second Annual Philadelphia Out & Equal Regional Workplace Summit is the premier regional educational and networking event focused on lesbian, gay, bisexual and transgender (LGBT) workplace equality.
- This one day event involves a wide range of learning and networking opportunities for a limited number (less than 150) of members of the LGBT employee leadership community and their colleagues, workforce professionals (including HR) and executives that support them.
- The schedule includes top quality workshops on a wide range of issues important to LGBT employees and the workplace as well as:
 - ✓ Breakfast with Key Note speaker
 - ✓ Lunch with roundtable discussion
 - ✓ End of Summit happy hour

Why sponsor the Out & Equal Philadelphia Regional Workplace Summit?

- **Enhance your company's image within the LGBT community**
 - ✓ Nearly one in four (24%) gay, lesbian, bisexual, and transgender (GLBT) adults say they have switched products or service providers in the past 12 months because they found a competing company that supports causes that benefit the GLBT community
 - ✓ Three out of four (75%) gay men and lesbians also said they would remain loyal to the gay-friendlier brand.
- **Connect with LGBT leads and professionals with substantial purchasing power**
 - ✓ An analysis of the American LGBT community shows that their collective buying power in 2008 is \$712 billion
- **Demonstrate your company's commitment to LGBT equity in the workplace**
 - ✓ This can have a positive effect on recruitment and retention
- **Provide registrations for select employees so they can attend this premier event**
 - ✓ Understand trends and best practices for ERG's and HR professionals

Sponsorship Opportunities

We offer a variety of budget levels to match your company's needs and goals

Presenting Sponsor (only 2 available)

- \$2,000
- ✓ Sponsor either the Breakfast or Lunch key note address
 - ✓ Full page color ad in the program guide
 - ✓ 5 Summit registrations
 - ✓ Special advertising during the sponsored keynote address

Presenting sponsorship is about the same cost as sending **one person** to the Out & Equal National Summit in Orlando, FL

Platinum Sponsor

- \$1,000
- ✓ Full page color ad in the program guide
 - ✓ 5 Summit registrations

Gold Sponsor

- \$500
- ✓ ½ page color ad in the program guide
 - ✓ 2 Summit registrations