



Sponsorship Overview 2023

Overview

If the LGBTQ community were a country, it would be the world's fourth-largest economy in the world, with a GDP of \$4.6 trillion¹.

The eighth annual LGBTQ Institute Business Forum will take place on Tuesday, October 10th, 2023 from 8:00 a.m. to 1:00 p.m., at the National Center for Civil and Human Rights. With a continued focus on intersecting identities, the forum will explore how to create system change that lasts beyond leadership change.

Metro Atlanta businesses' commitment to our annual forum is what has made it a trusted, must-attend event that helps leaders think creatively about what is next, as we expand to include Business and stakeholders nationally. We look across the landscape--across major corporations, small and independent businesses, and not-for-profit and education partners to create an event that is truly innovative and unique in its approach to discussing business.

Our expert panelists hail from a variety of industries who provide tangible tools that advance LGBTQ equity. Attendees will receive LGBTQ business data insights and experts will share topflight experience that can engage employees and successfully connect your brand with LGBTQ customers. The forum includes valuable time to network with corporate and community leaders and experts- *and it's also the perfect way for your company to kick-off pride week in Atlanta!*

Why Sponsor Atlanta's Premiere LGBTQ Business Forum?



Increase Industry Recognition



Enhance Brand Awareness



Attract & Keep LGBTQ Talent



Receive Exclusive Insights



Authentically Engage LGBTQ Consumers

¹ <https://medium.com/lgbt-foundation/how-lgbt-customers-became-the-most-undervalued-economy-in-the-world-5ef1a4259161>



(L to R from the 2018 Forum: CBS46's Thomas Roberts moderates a panel including Simone Bell, Vice President of Policy, Planned Parenthood Southeast, Scott Porter, Senior Vice President of HR for Turner, and Tracee McDaniel, Founder and Executive Director, Juxtaposed Center for Transformation, Inc.)

Schedule At-A-Glance *(tentative - times/subjects may change)*

Tuesday, October 10, 2023, 8 a.m. - 1 p.m.

National Center for Civil and Human Rights, 100 Ivan Allen Jr. Blvd., Atlanta

8:00-9:00	<i>Registration/Networking/Breakfast</i>
9:00-9:10	<i>Welcome by Tim'm West, Executive Director, LGBTQ Institute and a word of our Platinum Sponsor, Delta Airlines</i>
9:10-9:15	<i>Comments by our Host, Attallah Palmoja, DEI Facilitator at NCCHR and Introduction of our first panel.</i>
9:15-10:15	<i>Game-Changing Inclusion: Fostering Belonging in Sports</i>
10:15-10:25	<i>Break</i>
10:25-10:45	<i>TableTop Networking</i>
10:45-11:45	<i>Panel: Cementing Corporate Commitments: Doubling Down on the Business Case for LGBTQ Inclusion</i>
11:45-12:10	<i>Pick Up Lunch + TableTop Networking Continued</i>
12:10-12:15	<i>Phil Polk presents the Center's DEI new LGBTQ-centered modules</i>
12:15-12:30	<i>Closing Keynote by Chris Lugo, Executive Director, OUT Georgia Business Alliance.</i>
12:30- until	<i>TableTop Networking and Self-Tour of Center</i>

Who Should Attend?

- C-Suite Leaders, including: Chief Executives, Presidents, Vice-Presidents, Chief Operating Officers, 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
- Small Business Owners, Policymakers, Academics, and LGBTQ Influencers



(L to R from the 2022 Forum: Tim'm T. West new Executive Director, LGBTQ Institute, Toni-Michelle Williams, Executive Director, Solutions Not Punishment Collaborative, Michael Shutt, Ryan Roerman, former Executive Director, LGBTQ Institute and)

Past Speakers and Thought Leaders

- Pamela Stewart, Vice President, National Retail Sales, **The Coca-Cola Company**
- Judith Harrison Senior Vice President , Diversity and Inclusion, **Weber Shandwick**
- Tom Cunningham, Chief Economist, **Metro Atlanta Chamber of Commerce**
- Thomas Roberts, Anchor, **CBS46**
- Theresa Spralling, Lead Consultant, Diversity & Inclusion, and CEO Emeritus, Women of **AT&T National Organization**
- Sandy Mollet, Senior Vice President, Head of NSS Operations & Controls at **First Data Corporation**
- David Rubinger, Market President and Publisher, **Atlanta Business Chronicle**
- Greg Tahvonen, Vice President, Total Rewards & IT Human Resources, **Delta Air Lines**
- Derrick Grissom, Regional Business Sales Manager, **Comcast**
- Rose Scott, Host, Closer Look, **WABE**
- Bob Witeck, President, **Witeck Communications, Inc.**
- Jamie Harrell, Business Intelligence & Analytics Lead, **Emory University**
- Jeffrey Paul Wolff, Vice President, District Manager, **Wells Fargo**
- Ben Delk, Equality Global Programs Manager, **Salesforce**
- Tamara Stewart, Executive Vice President of Development, Gay & Lesbian Alliance Against Defamation (**GLAAD**)
- Brian Tolleson, CEO, **Lexicon Strategies**
- Cynthia Bowman, Chief Diversity & Inclusion Officer, **Bank of America**
- Matthew W. Patsky, CEO, **Trillium Asset Management**
- Stephen M. Paskoff, Esq., President and CEO, **ELI**
- Nzinga Shaw, Senior Vice President, Chief Diversity & Inclusion Officer, **Atlanta Hawks & Philips Arena**
- Scott Porter, Senior Vice President of HR, **WarnerMedia**
- Tracee McDaniel, Founder and Executive Director, **Juxtaposed Center for Transformation, Inc.**
- Jake Abel, Director, International Marketing, **Delta Air Lines**

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.

Presenting 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 online program.
- LGBTQ Institute Corporate Council designation: companies who are doing extraordinary work to advance LGBTQ equity.
- 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 2022 event.
- 50 hours of LGBTQ Institute Consulting that can help your businesses ideate or launch internal and external LGBTQ initiatives.

Total Investment: \$50,000

Diamond 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 online program.
- LGBTQ Institute Corporate Council designation: companies who are doing extraordinary work to advance LGBTQ equity.
- 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.
- 35 hours of LGBTQ Institute Consulting that can help your businesses ideate or launch internal and external LGBTQ initiatives.

Total Investment: \$35,000

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 online program.
- LGBTQ Institute Corporate Council designation: companies who are doing extraordinary work to advance LGBTQ equity.
- Company logo included in all pre-event emails and marketing materials promoting the event.
- Company logo featured in extensive signage at the event as well as in the event presentation.
- 25 hours of LGBTQ Institute Consulting that can help your businesses ideate or launch internal and external LGBTQ initiatives.

Total Investment: \$25,000

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 online program.
- LGBTQ Institute Corporate Council designation: companies who are doing extraordinary work to advance LGBTQ equity.
- 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.
- 15 hours of LGBTQ Institute Consulting that can help your businesses ideate or launch internal and external LGBTQ initiatives.

Total Investment: \$15,000

Table Sponsorship Benefits:

- A reserved table of 10 at the forum.
- Company logo included in online forum 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: 10 seats- \$7,750

Bronze Sponsorship: 5 seats - \$5,750

Patron Sponsorship: 3 seats- \$3,750

Kindly Reserve and send creative by September 30, 2022

Files accepted:

PNG or PDF (artwork should be 300dpi with all font outlines and in CMYK).

Email files to twest@civilandhumanrights.org



(L to R from the 2017 Forum: Nzinga Shaw, SVP, Chief Diversity and Inclusion Officer, Atlanta Hawks and Philips Arena, Matthew W. Patsky, CEO, Trillium Asset Management, Stephen M. Paskoff, Esq., President and CEO, ELI, Cynthia Bowman, Chief Diversity and Inclusion Officer, Bank of America, Rose Scott, Host, Closer Look, WABE)

Ways to Make Your Sponsorship Payment:

Sponsorship payments can be made by:

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

For More Information:

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For Sponsorship Inquiries

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