

Lead Bold

- Position your business as supporting equality, diversity and inclusion
- Represent your business voice before elected officials
- Promote progressive business policies
- Advance equality and civil rights through business
- Connect small businesses, large corporations, nonprofits and government entities
- Increase the pipeline of a skilled workforce by investing in higher education

Jewels of GSBA

The Jewels of GSBA support the work of GSBA and the GSBA Scholarship Fund. The Fund invests in the education of a diverse group of LGBTQ and allied students who have the capacity and vision to be the next generation of leaders working to create a better world for all.

Corporate Sponsorship

Align your business with the only chamber committed to equality, diversity and inclusion in business. Throughout the year, corporate sponsors gain high visibility through GSBA's marketing, communications and programming.

Leadership Development

Demonstrate your commitment to small business success by supporting GSBA's business development programming and encouraging employee participation in monthly events.

Signature Events

Partner with GSBA to honor and celebrate today's business and community leaders and invest in tomorrow's future leaders through our annual signature events.

Mission

To combine business development, leadership and social action to expand economic opportunities for the lesbian, gay, bisexual and transgender community and those who support equality for all.

Vision

A vibrant global economy strengthened through the full participation of diverse local communities.

Values

- Exchange Ideas
- Increase Visibility
- Work Collaboratively
- Celebrate Diversity
- Promote Inclusiveness
- Invest in Future Leaders



400 East Pine Street
Suite 322
Seattle, WA 98122

theGSBA.org
206-363-9188

PROGRAMS OF GSBA



10/2017

SPONSORSHIP



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

VISIBILITY

ACCESS

CIVIC ENGAGEMENT

SOCIAL RESPONSIBILITY

Power in Numbers

LGBT BUSINESSES contribute
\$1.7 trillion
to the US economy.

When surveyed

88%

of LGBT community members stated,
"Corporations that **SUPPORT LGBT
EQUALITY** are more important than ever."

77%

say "Companies that support LGBT equality
WILL GET MORE OF MY BUSINESS
this year."

91%

of surveyed consumers report that a
company's treatment of its LGBT employees
**IMPACTS THEIR DECISION TO DO
BUSINESS WITH THAT COMPANY.**

90%

of purchasing decisions **ARE
INFLUENCED BY CORPORATE
SPONSORSHIP** of LGBT events and
participation in LGBT organizations.

**GSBA IS THE LARGEST
LGBT CHAMBER OF COMMERCE**
in North America, serving

1,300 members

representing **THOUSANDS
OF EMPLOYEES.**

SOURCE: NATIONAL GAY & LESBIAN
CHAMBER OF COMMERCE, 2017

Lead Bold

BUSINESS AND EDUCATION STRATEGIES TO CULTIVATE AND RETAIN DIVERSE LEADERS

Business Literacy Series

Building business expertise and practices to ensure the success of small businesses

Leadership Academy

Investing in LGBTQ Scholars beyond the classroom

Corporate Advisory Board

A brain trust of industry leaders sharing ideas that advance equality, diversity and inclusion in business

Seattle Entrepreneurial Women (SEW)

A roundtable created by and for brick and mortar women-owned businesses to increase their success

Small Business Council

A forum created to amplify the voice of small business in our region

SPONSOR BENEFITS MAY INCLUDE:

- Business listings in the GSBA Guide & Directory
- Logo on GSBA website and back cover of *The Perspective* quarterly magazine
- Logo on all annual sponsor materials
- Recognition from podium at annual events
- Recognition in annual Impact Report

- Our lobbyist advocating for your business and civil rights for all
- Opportunities to meet with elected officials (city, state, and federal)
- Your business voice represented at the city, state, and federal levels
- Admission to all annual Civic Engagement events

- Admission for employees to all business development workshops and mixers
- Expo table at Annual Meeting
- Inclusion in LGBTBE Matchmaker event
- Employee volunteer opportunities

- Scholarship Program volunteer opportunities
- Investment in next generation of leaders through the GSBA Scholarship Fund
- Connecting your business with LGBT nonprofit community

Jewels of GSBA

Investing equally in GSBA and the Scholarship Fund

DIAMOND | \$50,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (4) half page ads in *The Perspective* magazine
- Table for (10) to EQUALUX: The TASTE of GSBA, Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Opportunity to be named a Signature Event Title Sponsor

EMERALD | \$40,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (4) quarter page ads in *The Perspective* magazine
- Table for (10) to EQUALUX: The TASTE of GSBA
- Admission for (2) to Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Opportunity to be named a Signature Event Title Sponsor

RUBY | \$30,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (2) quarter page ads in *The Perspective* magazine
- Table for (10) to EQUALUX: The TASTE of GSBA
- Admission for (2) to Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Opportunity to be named a Signature Event Presenting Sponsor

SAPPHIRE | \$20,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (2) quarter page ads in *The Perspective* magazine
- Admission for (2) to Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Opportunity to be named a Signature Event Sponsor

PEARL | \$10,000+

Small Business opportunity only

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (1) quarter page ad in *The Perspective* magazine
- Admission for (2) to Annual Meeting

Corporate Sponsorships

PLATINUM | \$30,000+

- Logo on back cover of Guide & GSBA homepage
- Double-page ad in Guide (first placement)
- Double-page ad in Guide (category of choice)
- (4) half page ads in *The Perspective* magazine
- Table for (10) to EQUALUX: The TASTE of GSBA, Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Logo on all Pride marketing collateral

GOLD | \$15,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (2) quarter page ads in *The Perspective* magazine
- Table for (10) to EQUALUX: The TASTE of GSBA
- Admission for (2) to Business & Humanitarian Awards Dinner, GSBA Scholars Dinner, and Annual Meeting
- Logo on all Pride marketing collateral

SILVER | \$10,000+

- Logo on back cover of Guide & GSBA homepage
- Full page ad in Guide (front sponsor section)
- Full page ad in Guide (category of choice)
- (2) quarter page ads in *The Perspective* magazine
- Admission for (2) to Business & Humanitarian Awards Dinner and Annual Meeting

BRONZE | \$7,500 (51+ employees) / \$3,500 (0-50)

- Full page ad in Guide (category of choice)
- (1) quarter page ad in *The Perspective* magazine
- Admission for (1) to Annual Meeting

Monthly Events

Civic Engagement

Power Connect

Women on Top

Young Professionals with Pride

SERIES SPONSOR | \$5,000

- One exclusive sponsorship available for each series
- Welcome from podium at each series event
- (4) registrations to each series event
- Display table at each series event
- Logo on sponsored series events webpages
- Logo inclusion on event promotional and marketing materials
- Logo placement on event signage
- Recognition in GSBA Impact Report

Signature Events

EQUALUX: The TASTE of GSBA

Business & Humanitarian Awards Dinner GSBA Scholars Dinner

TITLE SPONSOR | \$25,000

- Opportunity to welcome guests from podium or via video
- Full page program ad (inside cover)
- Logo on event program front cover
- Logo on bid card (EQUALUX only)
- Logo on event promotional materials
- Logo on event step & repeat
- Website ad (GSBA site): 12 months
- Prominent placement of VIP table for (10)
- Valet parking for (1)
- Recognition in GSBA Impact Report

PRESENTING SPONSOR | \$15,000

- Full page event program ad (inside cover)
- Logo on event promotional materials
- Logo on event step & repeat
- Website ad (GSBA site): 6 months
- VIP table for (10)
- Valet parking for (1)
- Recognition in GSBA Impact Report

EVENT SPONSOR | \$7,500

- Half page event program ad
- Logo on event promotional materials
- Website ad (GSBA site): 3 months
- Table for (10)
- Recognition in GSBA Impact Report

Other Opportunities

\$1,500 - \$15,000

- Annual Meeting & Holiday Luncheon
- GSBA Guide & Directory (circulation 15,000)
- GSBA iPhone app
- New Member & Volunteer Appreciation Cruise
- Pride Month Events
- Ruby Slipper Club Reception
- Travel Out Seattle



theGSBA.org
206-363-9188