



PRIDE
INCLUSION
PROGRAMS

A background image showing a group of people at a Pride event. In the center, a presentation screen displays the text 'PRIDE IN PRACTICE' and 'CONTINUING THE ASCENT: THE LONG TERM VALUE OF DIVERSITY & INCLUSION'. The Acon logo is also visible on the screen. The overall scene is dimly lit with a blue tint.

2020 PRIDE IN PRACTICE SPONSORSHIP OPPORTUNITIES

pridein
diversity

pridein
sport

prideinhealth
+wellbeing

2020 PRIDE IN PRACTICE ONLINE CONFERENCE



ABOUT

The annual Pride in Practice Conference is the only national conference dedicated to LGBTQ inclusion across workplaces, sporting organisations and the health and human services sector. The conference attracts over 750 individual delegates. Attendees can choose to tailor their conference experience by attending, one, two or all three days of the program. The conference also allows for increased networking over and above the three day program with optional opportunities to connect with industry peers. Delegates will hear from industry experts on best practice; gain insight into the award winning initiatives of the 2020 Platinum and Gold Tier Employers and Organisations (based on the results of the 2020 AWEI, HWEI and PSI) and have the opportunity to take best practice back to their workplace and contribute to the Australian LGBTQ inclusion landscape.

The Pride in Practice Conference attracts delegates with roles that are responsible for creating an inclusive workplace within the corporate sector, health and wellbeing sector and sport industry, for their LGBTQ employees and allies including:

- CEO and C-Suite leaders
- Recruitment professionals
- People managers
- Senior business leaders
- Employee Network Group chairs
- Community Leaders
- HR and diversity professionals
- Employee Network Group members
- Managers (NFP / Health + Wellbeing Sector)

2020 EVENT DETAILS

- Date:** Monday 30 November 2020 to Wednesday 2 December 2020
- Location:** This event will be held virtually. All attendees will be provided with an individual log in prior to the event.
- Time:** 9:00am – 5:00pm each day



2020 PRIDE IN PRACTICE SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$20,000	SECURED BY THE STAR ENTERTAINMENT GROUP
GOLD	1	\$15,000	SECURED BY IBM
SILVER	2	\$12,500	2x AVAILABLE
BRONZE	3	\$10,000	SECURED BY DELL 2x AVAILABLE

* All prices are in AUD and are exclusive of 10% GST

2020 PRIDE IN PRACTICE SIGNATURE EVENTS (Benefits detailed further on pages 14–15)

Pride in Practice signature events provide a distinctive way to promote your organisation and engage with conference delegates.

Room Naming Rights – An opportunity to sponsor a virtual room. This room will be named after your organisation, ie. The ACON Room and will be referred to throughout the three day event.

Online Event Platform – As the sponsor of the official Online Event Platform, your sponsorship enables ACON's Pride Inclusion Programs team to host this event, essentially connecting our delegates to our speakers.

CEO Roundtable Luncheon – This invite only event provides CEO's with an opportunity to discuss LGBTQ workplace inclusion with their peers. Over lunch, Australian leaders share their experiences, challenges and discuss their role in promoting inclusion. This luncheon is a highlight for many of Australia's leaders – numbers limited to maximise discussion opportunity.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
ROOM NAMING RIGHTS	4	\$3,995	SECURED BY BHP SECURED BY MICROSOFT SECURED BY WEAR IT PURPLE SECURED BY IP AUSTRALIA
ONLINE EVENT PLATFORM	1	\$10,000	SECURED BY ACCENTURE
CEO ROUNDTABLE LUNCHEON	1	\$12,000	SECURED BY PWC

* All prices are in AUD and are exclusive of 10% GST

2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
ONLINE EXPOSURE				
Event app: company name, logo, profile (300 word max) and contact details listed Due Friday 25 September	•	•	•	•
Year-long sponsor recognition on ACON's Pride Inclusion Programs website as 2020 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2020 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor profile published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc Due ASAP	•	•	•	•
Rotating banner on the Pride in Practice website	•	•	•	•
Newsletter acknowledgement (reach 1500+) in the run up to the sponsored event	•	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•	•
Advertisement in conference delegate program Due Friday 11 September Full page = A4 297mm x 210mm (Landscape). Half page = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF with 4mm bleed, text outlined	3 x full page advertisements	2 x full page advertisements	1 x full page advertisement	½ page advertisement
Conference delegate program: company name, logo, profile and contact details listed Due Friday 11 September	400 words	300 words	200 words	100 words

2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
TICKETS / PASSES TO THE PROGRAM				
Included tickets to the Conference – names and email addresses to be provided Due Friday 30 October Each attendee will be sent a unique log in to join Chime Live. These log ins will not allow for multiple use at any one time	8 x 3 Day Passes	6 x 3 Day Passes	3 x 3 Day Passes	2 x 3 Day Passes
ONSITE CONFERENCE BENEFITS				
Acknowledgement of sponsorship at conference opening	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•
Logo on all holding slides used in plenary sessions	•	–	–	–
Rotating banners on App	1 banner	1 banner	1 banner	1 banner
SPEAKING BENEFITS				
Opportunity to deliver a 2–3 minute address at conference opening on why you are sponsoring	•	–	–	–
Guaranteed invitation for CEO to attend Roundtable Luncheon/online Roundtable event (details TBC)	•	•	–	–
Opportunity to provide a short 2 minute or less video to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I. Due Friday 23 October Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264	•	•	•	•
OTHER (Pending Government Restrictions)				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•
Priority option to buy tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes	2 passes

2020 PRIDE IN PRACTICE SIGNATURE EVENT BENEFITS

	ROOM NAMING RIGHTS \$3,995	ONLINE EVENT PLATFORM \$10,000	CEO ROUNDTABLE \$12,000
ONLINE EXPOSURE			
Event app: company name, logo, profile (300 word max) and contact details listed Due Friday 25 September	•	•	•
Year-long sponsor recognition on the Acon's Pride Inclusion Programs website as 2020 Sponsor/Principal Partner	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2020 Sponsor/Principal Partner	•	•	•
Year-long sponsor profile published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc Due ASAP	–	•	•
Year-long sponsor profile/overview published on the Pride in Practice website	–	•	•
Pride in Diversity Newsletter acknowledgement (reach 1500+) in the run up to the event	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	–	•	•
Advertisement in conference delegate program Due Friday 11 September Half page = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF with 4mm bleed, text outlined	–	1/2 page advertisement	1/2 page advertisement
Conference delegate program: company name, logo, profile and contact details listed Due Friday 11 September	–	100 words	150 words
TICKETS / PASSES TO THE PROGRAM			
Included tickets to the Conference – names and email addresses to be provided Due Friday 30 October Each attendee will be sent a unique log in to join Chime Live. These log ins will not allow for multiple use at any one time	1 x 3 Day Pass	2 x 3 Day Pass	2 x 3 Day Passes

2020 PRIDE IN PRACTICE SIGNATURE EVENT BENEFITS

	ROOM NAMING RIGHTS \$3,995	ONLINE EVENT PLATFORM \$10,000	CEO ROUNDTABLE \$12,000
ONSITE CONFERENCE BENEFITS			
Acknowledgement of sponsorship at conference opening	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•
Banners in Room	–	–	1 (At CEO Luncheon)
SPEAKING BENEFITS			
Speaking opportunity to attendees at opening of CEO Roundtable	–	–	•
Opportunity to provide a short 2 minute or less video to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I. Due Friday 23 October Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264	–	•	–
OTHER (Pending Government Restrictions)			
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•
Priority option to buy tickets to participate in the following year's Pride Inclusion Programs' Mardi Gras float	2 passes	2 passes	2 passes

We recognise the diversity of Aboriginal and Torres Strait Islander people, their experiences, cultures, languages and practices, and the richness of their contributions to the places where we work, live and play.

We acknowledge the Traditional Owners of all the lands and waters. We pay respect to Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander people.

PRIDE INCLUSION PROGRAMS

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