



PRIDE  
INCLUSION  
PROGRAMS


# 2020 PRIDE IN PRACTICE SPONSORSHIP OPPORTUNITIES

pridein  
diversity

pridein  
sport

prideinhealth  
+wellbeing

# 2020 PRIDE IN PRACTICE ONLINE CONFERENCE



GET YOUR  
EARLY BIRD  
TICKETS!

## 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
- Senior business leaders
- HR and diversity professionals
- Recruitment professionals
- Employee Network Group chairs
- Employee Network Group members
- People managers
- Community Leaders
- 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	ON HOLD
GOLD	1	\$15,000	1x AVAILABLE
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	4x AVAILABLE
ONLINE EVENT PLATFORM	1	\$10,000	1x AVAILABLE
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 and contact details listed	•	•	•	•
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/overview published on the Pride in Practice website	•	•	•	•
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	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	400 words	300 words	200 words	100 words
TICKETS / PASSES TO THE PROGRAM				
Included tickets to the Conference	8 x 3 Day Passes	6 x 3 Day Passes	3 x 3 Day Passes	2 x 3 Day Passes

## 2020 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$20,000	GOLD \$15,000	SILVER \$12,500	BRONZE \$10,000
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 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.	•	•	•	•
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 and contact details listed	•	•	•
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/overview published on the Pride in Practice website	—	•	•
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	—	1/2 page advertisement	1/2 page advertisement
Conference delegate program: company name, logo, profile and contact details listed	—	100 words	150 words
TICKETS / PASSES TO THE PROGRAM			
Included tickets to the Conference	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 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.	—	•	—
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**

414 ELIZABETH ST SURRY HILLS NSW 2010 | +61 2 9206 2139

[pride@acon.org.au](mailto:pride@acon.org.au) | [www.prideinclusionprograms.com.au](http://www.prideinclusionprograms.com.au)