



PRIDE  
INCLUSION  
PROGRAMS


# 2022 PRIDE IN PRACTICE SPONSORSHIP OPPORTUNITIES

pridein  
diversity

pridein  
sport

prideinhealth  
+wellbeing

# 2022 PRIDE IN PRACTICE 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. In previous years, the conference has attracted over 750 individual delegates in person, and over 800 delegates attended our virtual conferences in 2020 and 2021. Attendees can choose to tailor their conference experience by attending, one, two or all three days of the program.

The conference features a number of thought provoking sessions centring around LGBTQ inclusion. Delegates will hear from industry experts on best practice; gain insight into the award winning initiatives of the 2022 Platinum and Gold Tier employers and organisations (based on the results of the 2022 AWEI, HWEI and PSI), and have the opportunity to take best practices back to their workplace to 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 sports industry, for their LGBTQ employees and allies including:

- CEO and c-suite leaders
- Recruitment professionals
- Coaches
- Senior business leaders
- Employee Network Groups
- Community leaders
- HR and diversity professionals
- Sport administrators
- Managers (NFP / Health + Wellbeing Sector)

## 2022 EVENT DETAILS



<b>Date:</b>	Monday 28 November 2022 to Wednesday 30 November 2022
<b>Location:</b>	This event will be in person and held at Marvel Stadium Melbourne
<b>Time:</b>	9:00am – 5:00pm each day
<b>On Demand:</b>	All sessions will be recorded and available on demand for 3 months. Prices will be announced when tickets go on sale

## 2022 PRIDE IN PRACTICE SPONSORSHIPS

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

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

## 2022 PRIDE IN PRACTICE SIGNATURE SPONSORSHIPS (Benefits detailed further on pages 6–7)

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

**Networking Event** – An opportunity to sponsor the official networking event where conference delegates will join presenters and ACON's Pride Inclusion Programs' Team to continue the conversation over canapes and beverages. Further benefits outlined on pages 14-15.

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

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

**Fresh Juice & Coffee Carts** – An opportunity to provide refreshments to conference attendees and promote your brand on cups and custom designed menus. Options 1, 2 or 3 – a fresh juice & smoothie cart serving a variety of fresh juices and smoothies between 8am and 12pm on one of three days. Options 4, 5 or 6 – a barista coffee cart serving up coffees and assorted hot beverages between 12pm and 4pm on one of three days. Sponsorship of multiple days/carts is possible.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
NETWORK EVENT SPONSOR	1	\$12,500	<b>ON HOLD</b>
CEO SUMMIT	1	\$12,000	<b>SECURED BY PWC</b>
ROOM NAMING RIGHTS	4	\$5,000	<b>2x ON HOLD 2x AVAILABLE</b>
FRESH JUICE & COFFEE CARTS	6 slots 8am–12pm M/T/W 12pm–4pm M/T/W	\$3,995	<b>6x AVAILABLE</b>

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

## 2022 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 <b>Due Friday 26 August</b> Profile word limit – 300 max	•	•	•	•
Year-long sponsor recognition on ACON's Pride Inclusion Programs website as 2022 Sponsor/Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2022 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 <b>Due ASAP</b> Profile word limit – 200 max	•	•	•	•
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 <b>Due Friday 26 August</b> <b>Full page</b> = A4 297mm x 210mm (Landscape). <b>Half page</b> = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF/ 4mm bleed/text outlined/crop marks outside bleed	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 <b>Due Friday 26 August</b>	400 words	300 words	200 words	100 words

## 2022 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 <b>Due Friday 21 October</b>	1 Corporate Table (8 seats for 3 days)	1 Corporate Table (6 seats for 3 days)	3x Interchangeable Tickets per day	2x Interchangeable Tickets per day
Guaranteed invitation for CEO to attend Roundtable Luncheon (details TBA)	•	•	–	–
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	•	–	–	–
SPEAKING BENEFITS				
Opportunity to deliver a 2–3 minute address at conference opening on why you are sponsoring	•	–	–	–
Opportunity to provide a short <b>2 minute or less video</b> 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 <b>Due Friday 21 October</b> Please provide in .mp4 video format and include captions/subtitles.	•	•	•	•

## 2022 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	NETWORK EVENT SPONSOR \$12,500	CEO SUMMIT \$12,000	ROOM NAMING RIGHTS \$5,000	FRESH JUICE/ COFFEE CARTS \$3,995
ONLINE EXPOSURE				
Event app: company name, logo, profile and contact details listed <b>Due Friday 26 August</b> Profile word limit – 300 max	•	•	•	•
Year-long sponsor recognition on the ACON's Pride Inclusion Programs website as 2022 Sponsor	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2022 Sponsor	•	•	•	•
Year-long sponsor profile published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc <b>Due ASAP</b> Profile word limit – 200 max	•	•	–	–
Rotating banner on the Pride in Practice website	•	•	•	–
Newsletter acknowledgment (reach 1500+) in the lead 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 <b>Due Friday 26 August</b> <b>Full page</b> = A4 297mm x 210mm (Landscape). Artwork to be supplied as CMYK 300dpi PDF/ 4mm bleed/text outlined/crop marks outside bleed	1 full page advertisement	1 full page advertisement	–	–
Conference delegate program: company name, logo, profile and contact details listed <b>Due Friday 26 August</b>	200 words	200 words	–	–
Acknowledgement of sponsorship in conference delegate program	–	–	•	•

## 2022 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	NETWORK EVENT SPONSOR \$12,500	CEO SUMMIT \$12,000	ROOM NAMING RIGHTS \$5,000	FRESH JUICE/ COFFEE CARTS \$3,995
TICKETS / PASSES TO THE PROGRAM				
Included tickets to the Conference – names and email addresses to be provided <b>Due Friday 21 October</b>	3x Interchangeable Tickets per day	3x Interchangeable Tickets per day	1x Interchangeable Tickets per day	1x Interchangeable Ticket per day
ONSITE CONFERENCE BENEFITS				
Acknowledgement of sponsorship at conference opening	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	—
Banners in Room	1 (at Network Event)	1 (at CEO Luncheon)	—	—
SPEAKING BENEFITS				
Speaking opportunity to address attendees at the opening of CEO Roundtable	—	•	—	—
Speaking Opportunity to address attendees at the opening of the Networking Event	•	—	—	—
Opportunity to provide a short <b>2 minute or less video</b> 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. <b>Due Friday 21 October</b>  Please provide in .mp4 video format and include captions/subtitles.	•	•	•	—

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 Country across Australia and their continuing connection to lands, waters, skies and communities. We pay respect to Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander people attending our events.

## **PRIDE INCLUSION PROGRAMS**

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