



PRIDE
INCLUSION
PROGRAMS

2021 PRIDE IN PRACTICE SPONSORSHIP OPPORTUNITIES

pridein
diversity

pridein
sport

prideinhealth
+wellbeing

2021 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.

In previous years, the conference has attracted over 750 individual delegates in person, and over 800 delegates attending the first fully virtual conference held in 2020.

Attendees can choose to tailor their conference experience by attending, one, two or all three days of the program. 2020 also saw the introduction of the first standalone Sports Hub Conference, with a dedicated stream held on Wednesday for sporting organisations.

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 2021 Platinum and Gold Tier employers and organisations (based on the results of the 2021 AWEI, HWEI and PSI), and have the opportunity to take best practice 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
- 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)

2021 EVENT DETAILS



Date: Monday 22 November 2021 to Wednesday 24 November 2021

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

2021 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	1x SECURED BY DELL TECHNOLOGIES 2x AVAILABLE

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

2021 PRIDE IN PRACTICE SIGNATURE SPONSORSHIPS (Benefits detailed further on pages 14–15)

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

Digital Sponsor – This sponsorship contributes to hosting this event online, essentially enabling us to connect our delegates to our speakers using innovative and state of the art technology.

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 virtual room. This room will be named after your organisation, ie. The ACON Room and will be referred to throughout the three day event.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
DIGITAL SPONSOR	1	\$12,500	SECURED BY ACCENTURE
CEO SUMMIT	1	\$12,000	SECURED BY PWC
ROOM NAMING RIGHTS	4	\$3,995	1x SECURED BY BHP 1x SECURED BY IP AUSTRALIA 2x AVAILABLE

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

2021 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 Due Friday 24 September Profile word limit – 300 max	•	•	•	•
Year-long sponsor recognition on ACON's Pride Inclusion Programs website as 2021 Sponsor/ Principal Partner	•	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2021 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 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 Due Friday 27 August 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 27 August	400 words	300 words	200 words	100 words

2021 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 22 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
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 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 22 October Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264 and if possible, include captions	•	•	•	•
OTHER (Pending Government Restrictions)				
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•	•

2021 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	DIGITAL SPONSOR \$12,500	CEO SUMMIT \$12,000	ROOM NAMING RIGHTS \$3,995
ONLINE EXPOSURE			
Event app: company name, logo, profile and contact details listed Due Friday 24 September Profile word limit – 300 max	•	•	•
Year-long sponsor recognition on the ACON's Pride Inclusion Programs website as 2021 Sponsor/Principal Partner	•	•	•
Year-long sponsor recognition on the Pride in Practice website as a 2021 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 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 Due Friday 27 August Full page = A4 297mm x 210mm (Landscape). Artwork to be supplied as CMYK 300dpi PDF with 4mm bleed, text outlined	1 full page advertisement	1 full page advertisement	–
Conference delegate program: company name, logo, profile and contact details listed Due Friday 27 August	200 words	200 words	–

2021 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	DIGITAL SPONSOR \$12,500	CEO SUMMIT \$12,000	ROOM NAMING RIGHTS \$3,995
TICKETS / PASSES TO THE PROGRAM			
<p>Included tickets to the Conference – names and email addresses to be provided</p> <p>Due Friday 22 October</p> <p>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</p>	3 x 3 Day Passes	2 x 3 Day Passes	1 x 3 Day Passes
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 at opening of CEO Roundtable	–	•	–
<p>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.</p> <p>Due Friday 22 October</p> <p>Please provide this video format (codec) for Playback in Apple ProRes 4:2:2 Standard (not HQ or LT) or h. 264 and if possible, include captions</p>	•	•	•
OTHER (Pending Government Restrictions)			
Exclusive invitation to the VIP 'Thank You' event (Sydney)	•	•	•

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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