

**2012**

# **GLAAD Community Events**

**Corporate Partnership Opportunities  
National and Local Impact**

***Amplifying LGBT Voices Across the Nation***



**words and images matter**

**[glaad.org/events](http://glaad.org/events)**

# GLAAD Community Events

GLAAD Community Events are designed to cultivate new relationships and engage LGBT community members nationwide in GLAAD's work by amplifying the voices of the LGBT community and building support for equality. These events are uniquely tailored to each regional market and highlight GLAAD programs while engaging donors. GLAAD Community Events offer partners an opportunity to reach donors and directly market their brand to audiences that sustain brand loyalty through direct on-site engagement, activations, and dedicated regional marketing. In addition to receiving prominent branding and visibility, partners can elect to support several events to obtain national reach or support an event in their local region.

**Let GLAAD be your marketing vehicle for brand visibility to the LGBT community! The buying power of gay, lesbian, bisexual, and transgender consumers is projected to be \$743 billion**

(source: Witeck-Combs Communications and Packaged Facts, 2010)

**Corporate logos appear in national and local advertisements in Advocate, Go, Instinct, LA Weekly, Next, Passport, San Diego Gay & Lesbian News, Time Out New York, Village Voice, among others**

## Media Coverage Includes

**Over 100 stories in national, entertainment and LGBT print, online and TV outlets:**



"I'm so excited to work with GLAAD to help plan this event and raise funds for their work to combat bullying and grow acceptance of gay people."  
 – Jill Zarin, HollywoodLife.com

"We really value our partnership with GLAAD because GLAAD's focus on promoting understanding, acceptance, empowerment and equality aligns so well with our own commitment to creating a place where the contributions of all of our people, customers and vendors are valued and respected."  
 - Amelia Ransom Letcher, Nordstrom, Inc.

**Featured on**



# GLAAD COMMUNITY EVENTS

## SUMMER SERIES

### GLAAD Hancock Park • Los Angeles, CA • July 29, 2012

For food lovers, GLAAD Hancock Park brings 400 guests together for an afternoon of fabulous fare from Los Angeles' finest chefs. Featuring cook-offs with celebrity chefs and incredible tasting stations from local high-end restaurants, guests have an opportunity to bid on amazing food & wine-themed silent and live auction packages.



### GLAAD Manhattan • New York, NY • August 7, 2012



GLAAD takes its guests out for a summer evening at GLAAD Manhattan. With a view of the New York City skyline on one of Manhattan's largest rooftops, GLAAD hosts over 600 supporters and corporate partners at this chic cocktail reception.

## FALL SERIES

### GLAAD Tidings • Los Angeles, CA • November 4, 2012

GLAAD's annual travel-themed event brings over 500 donors together for an evening of early, guilt-free shopping in an effort to raise funds to support GLAAD's work. Each year, GLAAD and its corporate partners create a unique escape to paradise setting, complete with live entertainment and celebrity guests. Attendees bid on 150 exclusive travel related auction lots with packages from travel within the U.S and overseas.



### OUTAuction • New York, NY • November 18, 2012



Since 2002, GLAAD has produced one of the most visible art auction events in the LGBT community. Part glamorous cocktail party, part art auction, OUTAuction brings over 700 guests from the art, entertainment, fashion and philanthropic communities together to celebrate established and emerging artists, while recognizing GLAAD's Top 100 Artists. The fourth annual OUT In Art

award will be presented to an artist or foundation for their unique and unwavering commitment to fairness, diversity and support of the LGBT community. Art previously sold at OUTAuction include works by Pablo Picasso, Marc Chagall, and Joan Miro, among others.

## Special Guests & Supporters

Edward Albee  
Chad Allen  
Jensen Atwood  
John Bartlett  
Phillip Bloch  
Benjamin Bratt  
David Bromstad  
John Cameron Mitchell  
JP Calderon  
Jim Carrey  
Candis Cayne  
Kevin Christiana  
Kate Clinton  
Michelle Clunie  
Kim Coles  
Laverne Cox  
Corey Craig  
Wilson Cruz  
Alan Cumming  
Sahara Davenport  
Frank DeCaro  
Bianca Del Rio  
Loris Diran  
Fran Drescher  
Cole Escola & Jeffrey Self  
Scott Evans  
Katherine Erbe  
Susie Essman  
Chef Elizabeth Falkner  
Chef Susan Feniger  
Patricia Fields  
Tom Ford  
Bethenny Frankel  
Thea Gill  
Robert Gant  
Daphne Guinness  
Vicki Gunvalson  
Carolyn Hennesy  
Scott Herman  
Rib Hillis  
Randy Jackson  
Elton John  
JuJubee  
Elizabeth Keener  
Nicole Kidman  
Kelly Killoren Bensimon  
Josh Kilmer-Purcell & Brent Ridge  
Sally Kirkland  
Dave Koz  
David LaChapelle  
Dustin Lance Black  
Eva LaRue  
Chef Jamie Lauren  
Jonathan Ledee  
Amanda Lepore  
Lauren LoGiudice

"Univision strives to inform, entertain and empower U.S. Hispanics, and our partnership with GLAAD is critical to extending and strengthening our work in the community. We are honored to be a long time supporter of GLAAD and to have a long history of collaboration, working together to enhance our coverage and extend our commitment to present fair, accurate and inclusive representations of Hispanic members of the LGBT community."

- Ivelisse Estrada, Univision Communications Inc.

## Special Guests & Supporters

Countess LuAnn de Lesseps  
Cameron Manheim  
Mike Manning  
Alex McCord &  
Simon van Kempen  
Chef Paul McCullough  
Heather McDonald  
Patrick McDonald  
Morgan McMichaels  
David Meister  
Sonja Morgan  
Kevin Nicholas  
Rosie O'Donnell  
Michael O'Neill &  
JD Samson  
JD Ordonez  
Keke Palmer  
Chef Mark Peel  
Jenni Pulos  
Richie Rich  
Anwar Robinson  
Jai Rodriguez  
Gretchen Rossi  
Mike Ruiz  
Kyra Sedgwick  
Sia  
Alan Siegel  
Chef Josie Smith-Malave  
Sam Sparro  
Doug Spearman  
Darryl Stephens  
Suede  
Donna Summer  
Chef Richard Sweeney  
Junior Vasquez  
Robert Verdi  
Nick Verreos  
Derek Warburton  
John Waters  
Johnny Weir  
Shereé Whitfield  
Robbie Williams  
Vanessa Williams  
Jessica Wild  
Trevor Wright  
Eduardo Xol  
NaTasha Yvette Williams  
Jill Zarin

# ADDITIONAL NATIONAL EVENTS

GLAAD's National Event Series provide you with the ability to choose your market and directly reach a highly targeted audience. Our National Event Series provide multiple market branding through our events. Whether you are looking to match your brand with LGBT young professionals or appeal to affluent business leaders and established major donors, let our National Event Series be your vehicle to meet your marketing needs in key regions.

## "Thank GLAAD It's Friday" (TGIF) series



"Thank GLAAD It's Friday" (TGIF) is GLAAD's national networking event series for young LGBT media-conscious professionals and allies. Hosted in popular venues, TGIF events introduce new members to GLAAD's programmatic work through a series of networking events with like-minded professionals. Companies obtain a unique opportunity to increase their direct support and engage LGBT staff and Employee Resource Groups in regional markets. TGIF events generate increased brand visibility to a targeted demographic with significant disposable income (under 40 LGBT professionals). With guest hosts and celebrity entertainment, TGIF events deliver a fresh take on traditional networking opportunities.

2012 Events: Los Angeles, New York, San Francisco, South Florida & Washington D.C.

## Third Party Events

Third party events, hosted by corporate partners and community groups, include in-store events, digital marketing promotions and entertainment related projects. These are all customized partnerships that allow companies to donate all or a portion of the proceeds to GLAAD. A minimum commitment of \$10,000 is required to activate a third party partnership. All final terms and conditions on these unique partnerships to be mutually agreed on.



## Amplifier Awards October 2012

The Amplifier Awards honor individuals and projects in the advertising and marketing industries for their fair, accurate and inclusive representations of the LGBT community. The Amplifier Awards is an official event of Advertising Week, the premier gathering of cutting-edge communications leaders.

Please contact GLAAD's Corporate & Foundation Relations Manager, Melanie Simangan at [simangan@glaad.org](mailto:simangan@glaad.org) for information on corporate packages.

# CORPORATE PARTNERSHIPS LEVELS & BENEFITS

Whether you are looking to obtain national or local impact, GLAAD's corporate packages offer unique and highly visible marketing opportunities. The corporate benefits ensure optimum brand recognition through digital and print advertising, on-site activations, and direct attendee engagement. A corporate partnership with GLAAD highlights a company's corporate responsibility with like-minded corporations, community leaders and affluent brand loyal supporters. The corporate packages below can be customized to meet your marketing needs.

Corporate levels and benefits below apply to GLAAD Hancock Park, GLAAD Manhattan, GLAAD Tidings, and OUTAuction.

## Presenting Partner - \$15,000

- Event naming rights (i.e. *GLAAD Tidings presented by Partner Logo*)
- Logo placement on press banner (step and repeat)
- Dedicated Activation & Visibility Opportunities (to be mutually agreed upon)
  - Category Exclusivity
  - Product Display & Placement
  - Interactive Event Activities
  - Branded Event Supplies (i.e. napkins, serving trays, glasses, linens, etc.)
- 15 VIP Tickets per Event
- On-stage Remarks during Program
- Logo Placement on Marketing Materials, Digital and Printing Advertising (1.5 million+ impressions)
- Logo Listing on GLAAD Website with Link
- Listing as Presenting Partner in Event Press Releases with Event Name
- Text Listing in GLAAD Performance Report

## Underwriter Partner - \$10,000

- Listing as UNDERWRITER of an applicable event component (i.e. *auction area, after party lounge, or Corporate/ Talent Lounge area*)
- Dedicated Activation & Visibility Opportunity in respective event component (to be mutually agreed upon)
  - Category Exclusivity
  - Product Display & Placement
  - Interactive Event Activities
  - Branded Event Supplies (i.e. napkins, serving trays, glasses, linens, etc.)
- Logo placement at the event in respective area (to be mutually agreed upon)
- 10 VIP Tickets per Event
- Verbal Recognition from Stage during Program
- Logo Placement on Marketing Materials, Digital and Printing Advertising (1.5 million+ impressions)
- Logo Listing on GLAAD Website with Link
- Listing in Event Press Releases
- Text Listing in GLAAD Performance Report

## Local General Partner - \$5,000

- 5 VIP Tickets per Event
- Verbal Mention from Stage during Program
- Logo Placement on Marketing Materials, Digital and Printing Advertising (1.5 million+ impressions)
- Logo Listing on GLAAD Website with Link
- Text Listing in GLAAD Performance Report

## National General Partner - \$15,000 (\$20,000 value)

This is an amazing opportunity for companies looking for national exposure with direct marketing access to attendees in regional communities. You will obtain year round visibility at four of our most attended events all for one sponsorship price.

This partnership provides General Partner benefits for our Summer and Fall series (GLAAD Hancock Park, GLAAD Manhattan, GLAAD Tidings, and OUTAuction).

Please see the General Partner section above for full package benefits.

"Like GLAAD, we too believe that 'words and images matter' regardless of whether you are an employee or one of our customers. Delta people from all walks of life strengthen and define our airline. We are proud to support our LGBT employees, customers and communities where we live and serve."

– Perry Cantarutti, Delta Air Lines – SVP, Europe Middle East and Africa



# CORPORATE PARTNERS OF GLAAD EVENTS

GLAAD events receive a wide range of support from corporations and offer unique opportunities for activation, donor engagement, and branding.

Corporations who have partnered with GLAAD to demonstrate their LGBT support and corporate social responsibility include:

ABSOLUT® Vodka  
 American Airlines  
 AussieBum  
 Bacardi  
 Barefoot Wine & Bubbly  
 Bravo  
 Brooke Brothers  
 Bud Light  
 David Yurman  
 Delta Air Lines  
 Dolce & Gabanna

FIJI Water  
 Giorgio Armani  
 Joseph Abboud  
 John Varvatos  
 Lexus  
 Ketel One Vodka  
 Miller Coors  
 Mitchell Gold + Bob Williams  
 Microsoft  
 Nordstrom  
 Omni Hotels & Resorts

Peroni  
 POM Wonderful  
 Safeco Insurance  
 SKYY Vodka  
 Southwest Airlines  
 Starbucks  
 Swanson  
 Versace  
 VisitBritain  
 Whole Foods  
 W Hotels Worldwide



**To learn more about corporate partnerships and how your company can be involved in GLAAD’s variety of events, please contact**

Melanie Simangan, Corporate & Foundation Relations Manager  
 (323) 634-2024  
[simangan@glaad.org](mailto:simangan@glaad.org)

GLAAD is a 501 (c)(3) non-profit organization. Tax ID number 13-3384027. Contributions are non-refundable and tax-deductible to the full extent of the law.

“Ketel One is a proud supporter of GLAAD and its action within the LGBT community. We are honored to take part in this year’s GLAAD Media Awards and look forward to providing our continued support for GLAAD’s Community Event Series.”

- Ed Bello, Brand Director, Ketel One Vodka

**GLAAD Community Events** Please check all that apply:

- |   |  |
|---|--|
| <input type="checkbox"/> Summer Series      | <input type="checkbox"/> Fall Series   |
| <input type="checkbox"/> GLAAD Hancock Park | <input type="checkbox"/> GLAAD Tidings |
| <input type="checkbox"/> GLAAD Manhattan    | <input type="checkbox"/> OUTAuction    |

**Select Corporate Partnership(s): Benefits listed on Page 5**

- |  |   |
|--|---|
| <input type="checkbox"/> Presenting Partner - \$15,000/event   | <input type="checkbox"/> Underwriter Partner - \$10,000/event   |
| <input type="checkbox"/> Local General Partner - \$5,000/event | <input type="checkbox"/> National General Partner of all (4) Community Events - \$15,000 (\$20,000 value) |

**TOTAL PARTNERSHIP \$** \_\_\_\_\_

**National Events** Please check all that apply:

- "Thank GLAAD It's Friday" (TGIF) series       Amplifier Awards
- Third Party Events
- Please contact me about corporate partnership and benefits

COMPANY \_\_\_\_\_

CONTACT NAME \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY/STATE/ZIP \_\_\_\_\_

PHONE \_\_\_\_\_

EMAIL \_\_\_\_\_

**PAYMENT OPTIONS** (Please check one):

**Credit Card:**

\_\_\_\_AMERICAN EXPRESS      \_\_\_\_VISA      \_\_\_\_DISCOVER      \_\_\_\_MASTERCARD

CARD NUMBER \_\_\_\_\_

Exp. Date \_\_\_\_\_ CVV Code \_\_\_\_\_

NAME (AS IT APPEARS ON CARD) \_\_\_\_\_

SIGNATURE \_\_\_\_\_

**Check:** Please make checks payable to "GLAAD" and include the event name on your check.

Mail checks to:  
GLAAD c/o Melanie Simangan  
5455 Wilshire Blvd., Suite 1500  
Los Angeles, CA 90036

**Invoice:** Please send me an invoice to the above address. (Payment is due two weeks prior to the event date)

Please fax the form with credit card information to (323) 933-2241

**For GLAAD Office Use Only:**

Solicitor \_\_\_\_\_

Date \_\_\_\_\_

New Record \_\_\_\_\_ Existing Record \_\_\_\_\_

Paperwork Completed by \_\_\_\_\_

RE ID# \_\_\_\_\_

Code # \_\_\_\_\_

Amount (\$) \_\_\_\_\_