

# COLOURS

**CONFERENCE AND PRIDE AWARDS**

**DETROIT** **lgbt**  
**REGIONAL**  

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**CHAMBER OF COMMERCE**



**MICHIGAN**  
**DIVERSITY COUNCIL**  
An inclusive community, a better nation

SPONSORSHIP OPPORTUNITIES



Dear Potential Sponsor:

Since its founding in 2013, the Detroit Regional LGBT Chamber of Commerce has remained committed to its core set of universal goals:

- Educate Businesses on LGBTQ Business certification and strategic use of the designation.
- Assist in promoting LGBTQ & Ally businesses throughout SE Michigan Region.
- Work with local, state, national, and global corporate partners to bring business opportunities into the region.
- Advocate on LGBTQ business issues & initiatives by aligning with strategic partners.
- Work with local LGBTQ economic development, equality, and tourism initiatives.
- Assist in the development of local LGBTQ business education programs.

The Detroit Regional LGBT Chamber of Commerce and Michigan Diversity Council will host the Virtual COLOURS Conference on Thursday and Friday, May 13-14th, 2021. As leaders in the workplace and Supplier Diversity, Equity, and Inclusion, a two-day conference will offer best practices and educational support to attendees on the importance of the LGBTQ presence in the workplace. The conference will feature a keynote address as well as an awards presentation where a leader will be presented with the Allan D. Gilmour award for Outstanding Leadership in Inclusion. Additional awards that will be presented at the conference include Small LGBTQ Business of the year; Corporation of the Year; Equity Champion of the Year; and LGBTQ Employee Resource Group (ERG) of the Year.

As a sponsor, you will have a captive audience of around 1000+ professionals, ultimate brand recognition, and direct access to LGBTQ Suppliers, Leaders in the Workplace Diversity Space and VIP attendees! On the next page, you will see the levels of sponsorship and the benefits associated with each level. We hope you will join as for these wonderful days of education to celebrate the people and businesses that make our community thrive!

Sincerely,

Detroit Regional LGBT Chamber of Commerce & Michigan Diversity Council



## SPONSORSHIP OPPORTUNITIES

### CONFERENCE & CAREER FAIR BENEFITS

#### \$25,000 PRESENTING SPONSOR (\$75,000 promotional value)

##### VIP ACCESS

- Virtual meet and greet with keynote speaker
- Preview of virtual platform 48 hours prior to conference

##### REGISTRATIONS

- Twenty (20) full conference registrations

##### MARKETING/BRANDING

- Named as presenting sponsor
- Event logo lockup
- Company logo on registration site
- A sponsor produced 1-minute ad featured at opening session.
- Logo on all promotional campaign including: print, digital and social media
- Press release mention for conference
- Verbal mention during general sessions

##### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to provide pre-recorded keynote address for opening & closing general sessions
- Opportunity to present workshop session at conference
- Opportunity to introduce keynote speaker
- Award sponsor (any award of choice) at conference
- Sponsor survey section in feedback survey
- List of all attendees
- Opportunity to recruit at career fair
- Opportunity for dedicated pre-program event
- Opportunity to conduct matchmakers

#### \$15,000 COLOURS CAREER FAIR SPONSOR (\$50,000 promotional value)

##### VIP ACCESS

- Virtual meet and greet with keynote speaker

##### REGISTRATIONS

- Fifteen(15) full conference registrations

##### MARKETING/BRANDING

- Named as Career Fair sponsor
- Company logo on registration site
- A sponsor produced 30-second welcome video at the start of the career fair.
- Press release mention
- Verbal mention during general sessions
- Logo on all promotional career fair materials

##### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to present workshop session at conference
- Award sponsor (any award of choice) at conference after presenting sponsor choice
- Recipient of all resumes submitted
- One-on-one Interview room
- Dedicted post event e-blast to all attendees
- Recruit at career fair
- Opportunity for dedicated pre-program event
- Opportunity to conduct matchmakers

#### \$10,000 NETWORKING/MATCHMAKING LOUNGE SPONSOR (\$25,000 promotional value)

##### REGISTRATIONS

- Ten (10) full conference registrations

##### MARKETING/BRANDING

- Named as Networking Lounge sponsor
- Company logo displayed on virtual platform
- Verbal mention during general sessions
- Press Release mention

##### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to present workshop session at conference
- Opportunities to promote products in the networking lounge
- Dedicated Post event e-blast to all attendees
- Opportunity to recruit at career fair
- Opportunity to conduct matchmakers

#### \$7,500 BREAKOUT SEGMENT SPONSOR (3 AVAILABLE) (\$10,000 promotional value)

##### REGISTRATIONS

- Eight (8) full conference registrations

##### MARKETING/BRANDING

- Named as a breakout room sponsor for 1 of 3 blocks
- Company logo displayed on agenda for concurrent breakout sections
- Verbal mention during general sessions and during each session for segment

##### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to present workshop session at conference or act as a moderator during breakout sessions
- Post session survey question
- Opportunity to recruit at career fair
- Opportunity to conduct matchmakers



## SPONSORSHIP OPPORTUNITIES

### \$5,000 COLOURS EQUITY SPONSOR

#### REGISTRATIONS

- Six (6) full conference registrations

#### MARKETING/BRANDING

- Named as Colours Equity Sponsor
- Company logo displayed on virtual platform
- Verbal mention during general session

#### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to present workshop session at conference or act as a moderator during breakout sessions
- Opportunity to recruit at career fair

### \$2,500 COLOURS INCLUSION SPONSOR

#### REGISTRATIONS

- Four (4) full conference registrations

#### MARKETING/BRANDING

- Company logo displayed on virtual platform
- Verbal mention during general session

#### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Opportunity to present workshop session at conference or act as a moderator during breakout sessions
- Opportunity to recruit at career fair

### MATCHMAKING/CAREER FAIR ONLY BENEFITS

### \$1,750 MATCHMAKING OPPORTUNITY

#### REGISTRATIONS

- Three (3) full conference registrations

#### MARKETING/BRANDING

- Company logo displayed in Matchmaking room
- Included in eblast to suppliers on RFP's and open bids.

#### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Matchmaking appointment sign-up in 15 Minute increments
- Opportunity to recruit at career fair

### \$1,500 CAREER FAIR BOOTH

#### REGISTRATIONS

- Two (2) full conference registrations

#### MARKETING/BRANDING

- Company logo displayed on virtual booth
- Included in eblast to university partners, community partners and registered attendees

#### ENGAGEMENT/SPEAKING OPPORTUNITIES

- Company recruitment video opportunity
- Provide a list of opening positions
- Ability to upload company collateral materials



# SPONSORSHIP FORM

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

ORGANIZATION \_\_\_\_\_

STREET ADDRESS: \_\_\_\_\_

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

TELEPHONE \_\_\_\_\_ FAX \_\_\_\_\_

E-MAIL \_\_\_\_\_

WEBSITE \_\_\_\_\_

Logo submissions are due no later than March 31, 2021. However, please confirm your participation by returning this form via mail or email at your earliest convenience; but no later than March 12, 2021. Form and payment should be mailed to: P.O. Box 32446, Detroit, MI, 48232. Ad/promotional videos may be emailed to: [kheard@detroitlgbtchamber.com](mailto:kheard@detroitlgbtchamber.com)

Thank you for your tax-deductible donation! Benefiting the Detroit LGBT Chamber Fund (Tax I.D. # is 83-3237118) and the Michigan Diversity Council (Tax I.D. # is 71-1037612). All benefits are subject to change without notice.

## SPONSORSHIP LEVELS (Please Choose)

### MATCHMAKING/CAREER FAIR BOOTH

- Match Making Booth \$1,750
- Career Fair Booth \$1,500

### CONFERENCE SPONSORSHIPS

- Presenting Sponsor \$25,000
- Colours Career Fair Sponsor \$15,000
- Networking Sponsor \$10,000
- Breakout Session Sponsor \$7,500
- Colours Equity Sponsor \$5,000
- Colours Inclusive Sponsor \$2,500

### CONFERENCE ONLY SPONSORSHIP

- \_\_\_\_ 2-Day Conference \$500 each
- \_\_\_\_ 1-Day Conference \$300 each