

Exclusive sponsorship opportunities

SPONSORSHIP

VISIBILITY

ACCESS

CIVIC ENGAGEMENT

SOCIAL RESPONSIBILITY



Power in Numbers

LGBTQ BUSINESSES contribute

\$1.7 trillion

to the US economy.

When surveyed

85%

of LGBTQ community members stated, “Corporations that **SUPPORT LGBTQ EQUALITY** are more important than ever.”

76%

say “Companies that support LGBTQ equality **WILL GET MORE OF MY BUSINESS** this year.”

91%

of surveyed consumers report that a company’s treatment of its LGBTQ employees **IMPACTS THEIR DECISION TO DO BUSINESS WITH THAT COMPANY.**

90%

of purchasing decisions **ARE INFLUENCED BY CORPORATE SPONSORSHIP** of LGBTQ events and participation in LGBTQ organizations.

GSBA IS THE LARGEST LGBTQ CHAMBER OF COMMERCE in North America, serving

1,400 members

representing **HUNDREDS OF THOUSANDS OF EMPLOYEES.**

Testimonials

“Our partnership with GSBA has been outstanding. The leadership of the GSBA team and community puts people, business, and community at the forefront of its agenda! For Alaska, GSBA intersects with our values as a company and its focus on supporting and engaging business issues and youth. Working with GSBA has helped to make our communities stronger and our region focused.”

— Kyle Levine & Shaunta Hyde, Alaska Airlines

“We believe in equality, and equality for all. So being a part of the chamber is a part of our goals and mission in our business, and also personally. “It’s a no brainer for us to partner with a company and an organization, and all of the other companies that we work with that are GSBA members, because we all have the same goal in mind.”

— Joseph & Melissa Irons,
Irons Brothers Construction

“Comcast’s partnership with GSBA rises above a partnership between a chamber or with our LGBTQ community alone. It’s a partnership of shared values that directs what we do now. And it’s a partnership with a shared vision that works towards a more equitable world for generations to come. Together with our partners at GSBA, we don’t feel helpless to address the inequities we see and face each day. No one has to do it alone. We feel empowered and moved to action thanks to our friends at GSBA. It’s a partnership based on mutual respect, trust, engagement and listening. #WeHeartGSBA.”

— Diem Ly, Comcast Washington

All Sponsor Benefit Levels Include:

VISIBILITY

- Membership in GSBA, the chamber committed to equality in business
- Business listings in GSBA Guide & Directory (circulation 15,000)
- Logo on GSBA Guide & Directory
- Logo on GSBA Website
- Recognition at all annual events and in *GSBA Impact Report*

ACCESS

- LGBTQ cultural competency trainings
- Admission for employees to attend business development workshops and networking mixers
- Expo table at annual meeting
- Inclusion in annual LGBTQ Business Matchmaker event
- Volunteer engagement opportunities

CIVIC ENGAGEMENT

- Advance equality through business
- Amplify the voice of small business
- Access to elected officials
- Policy roundtables
- Candidate reception
- Candidate forum

SOCIAL RESPONSIBILITY

- Position your business as a progressive business voice
- Demonstrate commitment to equality, diversity, equity, and inclusion
- Invest in education of future LGBTQ leaders
- Expand the pipeline for a skilled workforce
- Connect business with LGBTQ and allied nonprofit community

Jewels of GSBA

Investing in GSBA and the GSBA Scholarship Fund

DIAMOND | \$60,000+

- Top logo placement on back cover of Guide
- Full-page ad in sponsor section of Guide
- Full-page ad in Guide (category of choice)
- Customized marketing plan
- Table for (10) at all three annual galas
- Table for (10) at annual meeting
- Table for (10) at Pride Business Luncheon
- Opportunity to be named a Signature Gala Title Sponsor

EMERALD | \$45,000+

- Prominent logo placement on back cover of Guide
- Full-page ad in sponsor section of Guide
- Full-page ad in Guide (category of choice)
- Customized marketing plan
- Table for (10) at EQUALUX: TASTE of GSBA
- Table for (10) at Business & Humanitarian Awards Dinner
- Table for (10) at annual meeting or Pride Business Luncheon
- Opportunity to be named a Signature Gala Presenting Sponsor

RUBY | \$35,000+

- Logo placement on back cover of Guide
- Full-page ad in sponsor section of Guide
- Full-page ad in Guide (category of choice)
- Customized marketing plan
- Table for (10) at EQUALUX: TASTE of GSBA
- Table for (10) at annual meeting or Pride Business Luncheon
- Opportunity to be named a Signature Gala Sponsor

SAPPHIRE | \$20,000+

- Logo placement on back cover of Guide
- Full-page ad in sponsor section of Guide
- Full-page ad in Guide (category of choice)
- Customized marketing plan
- Table for (10) at annual meeting or Pride Business Luncheon
- Opportunity to be named a program or event sponsor

PEARL | \$10,000+

- Logo on back cover of Guide
- Full-page ad in sponsor section of Guide
- Full-page ad in Guide (category of choice)
- Customized marketing plan
- Opportunity to be named a program or event sponsor
- (2) seats to the annual meeting and GSBA Pride Business Luncheon

Annual Corporate Sponsors

PLATINUM | \$40,000+

- Double-page ad in sponsor section of Guide
- Double-page ad in Guide & Directory (category of choice)
- Logo placement on back cover of Guide
- Exclusive sponsor of GSBA iPhone App
- Customized marketing plan
- Table for (10) at all three signature galas
- Table for (10) at annual meeting and Pride Business Luncheon

GOLD | \$15,000+

- Full-page ad in sponsor section of Guide
- Full-page ad in Guide & Directory (category of choice)
- Logo placement on back cover of Guide
- Customized marketing plan
- Table for (10) at EQUALUX: TASTE of GSBA
- (2) tickets to annual meeting and Pride Business Luncheon

SILVER | \$10,000+

- Full-page ad in sponsor section of Guide
- Full-page ad in Guide & Directory (category of choice)
- Logo placement on back cover of Guide
- Customized marketing plan
- (2) tickets to annual meeting and Pride Business Luncheon

BRONZE | \$4,000 (under 51 employees)

- Full-page ad in Guide (category of choice)
- Logo on Bronze sponsor page of Guide
- (2) tickets to annual meeting or Pride Business Luncheon

Signature Galas

EQUALUX: TASTE of GSBA

Business & Humanitarian Awards Dinner

GSBA Scholars Dinner

TITLE SPONSOR | \$25,000 (exclusive)

- Welcome guests from the podium or via video
- Full page ad in dinner program (inside front cover)
- Logo on event program front cover
- Logo on bid card (EQUALUX only)
- Logo on event step and repeat
- Logo on event slide presentation
- Logo on event promotional materials
- Recognition from podium
- VIP table for (10) and valet parking for (1)
- Recognition in *GSBA Impact Report*

PRESENTING SPONSOR | \$15,000 (exclusive)

- Full page ad in dinner program (inside back cover)
- Logo on event step and repeat
- Logo in event slide presentation
- Logo on event promotional materials
- Digital ad on GSBA website for (6) months
- VIP table for (10) and valet parking for (1)
- Recognition in *GSBA Impact Report*

EVENT SPONSOR | \$10,000

- Half-page ad in dinner program
- Logo on event promotional materials
- Logo in event slide presentation
- VIP Table for (10)
- Recognition in *GSBA Impact Report*

MAJOR DONOR APPRECIATION EVENTS | \$2,500

- Ruby Slipper Club Reception
- President's Circle Dinner

Additional Opportunities

EXECUTIVE BUSINESS SPONSORSHIPS | \$5,000-\$25,000

- Capitol Hill Business Alliance (businesses on Capitol Hill)
- Travel Out Seattle (hospitality and tourism industries)
- Business Empowerment Workshops (all size businesses)
- GSBA Guide & Directory (exclusive)
- Leadership Academy
- Corporate Advisory Board
- Seattle Entrepreneurial Womxn (SEW)
- Small Business Council
- LGBTQ Business Matchmaker

ANNUAL EVENTS | \$5,000-\$10,000

- GSBA Annual Meeting and Holiday Luncheon
- GSBA Pride Business Luncheon
- Civic Engagement Reception & Face to Face Forum
- Pride month parade and over 20 Pride festivals and events
- New Member Welcome and Volunteer Appreciation Cruise
- Power Connect Mixers
- Womxn on Top
- Young Professionals with Pride
- T Time

Mission

To combine business development, leadership, and social action to expand economic opportunities for the lesbian, gay, bisexual, transgender, and queer community, and those who support equality for all. Align your business with GSBA as supporting equality, diversity, equity, and inclusion while marketing to a loyal LGBTQ and allied community.

Vision

A vibrant global economy strengthened through the full participation of diverse local communities.

Values

- Exchange Ideas
- Increase Visibility
- Work Collaboratively
- Celebrate Diversity
- Promote Inclusiveness
- Invest in Future Leaders



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PROGRAMS OF GSBA

