

# Get LGBTBE certified

CERTIFICATION



## **LGBTBE Certification Benefits**

- Invitation to GSBA's annual LGBTQ Business Matchmaker event for face to face meetings with corporations and government agencies looking to do business with certified LGBTBEs
- Opportunity to apply for business scholarships and stipends to attend the UW Foster School of Business, annual NGLCC Conference, or be chosen for marketing packages to accelerate your business
- Registration in NGLCC's exclusive database that is searched by corporations and other LGBTBEs for product and service needs
- Use the NGLCC LGBTBE certified business logo in your branding materials to identify yourself as an LGBTBE to a national network of corporations, business owners, government agencies, and affiliate chambers

## **Corporate Partners**

Corporate partners demonstrate their commitment to inclusion by completing the circle of diversity, which includes purchasing from certified LGBT Business Enterprises.

LGBTQ supplier diversity ensures that a company's diversity practices are uniform across segments. Partnering with NGLCC and GSBA on LGBTQ supplier diversity confirms that a corporation's supply chain mirrors the diverse customer and employee base that the company has, or is trying to attract.

## Who is GSBA?



GSBA is Washington State's LGBTQ and allied chamber of commerce, and the largest of its kind in North America.

Advancing equality through business, GSBA is a leader in its advocacy for small business, civil rights, promoting LGBTQ tourism, and investing in the next generation of leaders through the GSBA Scholarship Fund.

## Our 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 and inclusion while marketing to a loyal LGBTQ and allied community.

## Our Vision

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

## Our Values

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

## Who is NGLCC?



NGLCC, the National LGBT Chamber of Commerce is

the exclusive certifying body of LGBTQ-owned businesses.

## LGBT Business Enterprise Certification

NGLCC offers certification to LGBTQ-owned business enterprises (LGBTBEs), as well as a host of opportunities to enhance their visibility to corporations seeking to do business with LGBTQ suppliers. Corporations can search for certified LGBTBEs through the NGLCC exclusive LGBTQ supplier database, as well as meet face-to-face with potential suppliers at matchmaking events. Certified LGBTBEs may also be eligible for scholarship programs, mentorship, leadership training, and other business development tools.

*“Certified LGBT business enterprises (LGBTBEs) have contributed over \$1.5 billion to the U.S. economy. Over one-third of Fortune 500 companies recognize and are actively looking to do business with LGBTBEs.”*

—NGLCC

*“The total buying power of the U.S. gay, lesbian, bisexual, and transgender adult population is estimated at \$1.7 trillion.”*

—Community Marketing, Inc., 2018

## **What We Do**

GSBA and NGLCC work together with companies to develop and expand their commitment to supplier diversity while ensuring equality of opportunities for small, local, and diverse businesses.

## **Why We Do It**

By becoming a certified LGBTBE, businesses are able to build relationships with leading corporations, generate prospective business and clients, and collectively team with each other for contracting opportunities. As corporate America becomes more inclusive and further diversifies its supply chain, certification offers opportunity for LGBTQ-owned businesses to differentiate themselves from their competitors.

## **Supplier Diversity**

Identifying your LGBT-, women-, and/or minority-owned business through national diversity supplier certification adds value to your business by providing another channel through which to market your products or services, and differentiates your business from competitors.

## **Is There a Fee?**

The NGLCC certification fee of \$400 is waived for GSBA members.

### **Not a GSBA Member?**

Visit [theGSBA.org](http://theGSBA.org) or call 206-363-9188 for more information.

## Contact Information

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