

OUT FOR
BUSINESS 2010



NGLCC NATIONAL BUSINESS
& LEADERSHIP CONFERENCE

NOV 18-20

WASHINGTON, DC

And the

**NGLCC National Dinner:
*An Evening of Courage***

Friday, November 19th, 2010 • Washington, DC

Sponsorship Opportunities



The National Gay & Lesbian Chamber of Commerce is happy to announce the combination of their two signature events in our Nation's Capital.

2010 NGLCC National Business & Leadership Conference: *Out for Business!*

November 18–20, 2010
Capital Hilton
Washington, DC

As the largest LGBT business event on record, the *Out for Business!* conference will unite corporate leaders, business owners, entrepreneurs, LGBT suppliers, corporate purchasers, and chamber representatives for three days of development seminars, panel discussions, and networking opportunities. Conference attendees will hear from LGBT business experts and have the opportunity for intense networking at a variety of special events including "Make the Connection" at the NGLCC Marketplace Expo.

2010 NGLCC National Dinner: *An Evening of Courage!*

November 19, 2010
Great Hall, National Building Museum
Washington, DC

The annual NGLCC National Dinner: *An Evening of Courage* is held in the Great Hall of the historic National Building Museum in downtown Washington, DC. This exciting evening is dedicated to celebrating courageous women and men in business, government, and community activism. Partnership at the National Dinner will give your company direct exposure to over 750 top corporate representatives, business owners, and entrepreneurs from across the Nation.

The following is a list of sponsorship opportunities for the 2010 National Business and Leadership Conference & National Dinner: *An Evening of Courage!*



NGLCC Co-Founders Chance Mitchell and Justin Nelson with CEO of Navratilova, Inc. Barb Delany and Tennis Legend and LGBT advocate Martina Navratilova



Col. Grethe Cammermeyer gives insight to LBT issues during the Woman's Business Initiative (WBI) roundtable

Sponsorship Levels— Conference & Dinner

CEO Level Sponsor - \$65,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Corporate logo on the conference and dinner gift bags
- Pamphlet and/or promotional item in conference and dinner attendee bags
- One luncheon sponsorship during the conference event
- Corporate executive remarks at the sponsored conference luncheon
- Corporate executive remarks at the dinner event
- Corporate website linked to the conference and dinner homepage
- Corporate logo (poster) displayed on site at sponsored events
- Full page ad in the conference and dinner program books
- One dinner table (10 seats) and ten tickets to the VIP/Major Donors' Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- 10 conference registrations and ten tickets to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Verbal recognition from the podium at the conference Opening Session and at the dinner event
- Solo logo rotation on screen during the dinner
- Recognition as a sponsor of the conference at special events

Executive Vice President Level Sponsor - \$50,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Corporate logo on the conference and dinner gift bags
- Pamphlet and/or promotional item in conference and dinner attendee bags
- One coffee break sponsorship during the conference event
- Corporate website linked to the conference and dinner homepage
- Corporate logo (poster) displayed on site at sponsored events
- Full page ad in the conference and dinner program books
- One dinner table (10 seats) and eight tickets to the VIP/Major Donor's Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Six conference registrations and six tickets to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Verbal recognition from the podium at the conference Opening Session and at the dinner event
- Solo logo rotation on screen during the dinner
- Recognition as a sponsor of the conference at special events

Vice President Level Sponsor - \$35,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Corporate logo on the conference and dinner gift bags
- Pamphlet and/or promotional item in conference and dinner attendee bags
- One session sponsorship during the conference event
- Corporate website linked to the conference and dinner homepage
- Corporate logo (poster) displayed on site at sponsored events
- Full page ad in the conference and dinner program books
- One dinner table (10 seats) and six tickets to the VIP/Major Donor's Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Four conference registrations and four tickets to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Verbal recognition from the podium at the conference Opening Session and at the dinner event
- Solo logo rotation on screen during the dinner

Director Level Sponsor - \$25,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Pamphlet and/or promotional item in conference and dinner attendee bags
- One session sponsorship during the conference event
- Corporate website linked to the conference and dinner homepage
- Corporate logo (poster) displayed on site at sponsored events
- Full page ad in the conference and dinner program books
- One dinner table (10 seats) and four tickets to the VIP/Major Donor's Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Three conference registrations and three tickets to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Verbal recognition from the podium at select special conference events and at the dinner event
- Shared logo rotation on screen during the dinner

Manager Level Sponsor - \$15,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Pamphlet and/or promotional item in conference and dinner attendee bags
- One session sponsorship during the conference event
- Corporate logo (poster) displayed on site at sponsored events
- Full page ad in the conference and dinner program books
- One dinner table (10 seats) and two tickets to the VIP/Major Donor's Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Two conference registrations and two tickets to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Verbal recognition from the podium at select special conference events
- Shared logo rotation on screen during the dinner

Associate Level Sponsor - \$10,000

- Corporate name/logo on all pre-conference and dinner materials
- Corporate name/logo listed on the sponsor page of the conference and dinner program books and in the post-conference and dinner newsletter
- Pamphlet and/or promotional item in conference and dinner attendee bags
- Corporate website linked to the conference and dinner homepage
- Corporate logo (poster) displayed on site at sponsored events
- Half page ad in the conference and dinner program books
- One dinner table (10 seats) and two tickets to the VIP/Major Donor's Reception
- Table placard identifying corporation at the dinner event
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- One conference registration and one ticket to the conference VIP special event
- Complimentary display booth at the NGLCC Marketplace Expo during the conference
- Shared logo rotation on screen during the dinner

Sponsorship Levels— Dinner Only

Corporate Dinner Table & Ad Package - \$5,000

- One dinner table (10 seats) and two tickets to the VIP/Major Donor's Reception
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Table placard identifying corporate at the dinner event
- Full page ad in the dinner program

AFTER-PARTY

Dinner After-Party Presenting Sponsor - \$20,000

- Exclusive branding rights for the NGLCC National Dinner After-Party
- Corporate executive remarks at the NGLCC National Dinner After-Party
- Corporate name on all pre-dinner promotional materials
- Corporate name/logo listed on the sponsor page of the dinner program as the exclusive NGLCC National Dinner After-Party sponsor
- National Dinner After-Party sponsor
- Exclusive use of jumbo screen for sponsor branding
- Opportunity for promotional item in the dinner gift bag
- Corporate web site linked to the dinner homepage
- Corporate logo (poster) displayed on site at the dinner
- Tables for collateral during the NGLCC National Dinner After-Party
- Full page ad in the dinner program
- Verbal recognition from the podium during the dinner program
- One dinner table (10 seats) and four tickets to the VIP/Major Donor's Reception
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Table placard identifying corporation at the dinner event

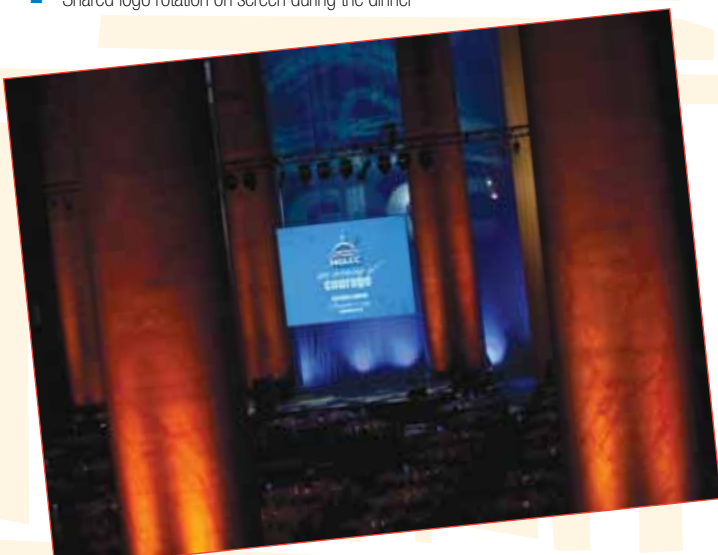
Dinner After-Party Gold Sponsor - \$10,000

- Shared branding rights for the NGLCC National Dinner After-Party
- Corporate name on all pre-dinner promotional materials
- Corporate name/logo listed on the sponsor page of the dinner program as an NGLCC National Dinner After-Party sponsor
- Shared use of jumbo screen for sponsor branding
- Opportunity for promotional item in the dinner gift bag
- Corporate website linked to NGLCC's dinner homepage
- Corporate logo (poster) displayed on site at the dinner
- Tables for collateral during the NGLCC National Dinner After-Party
- Full page ad in the dinner program
- Verbal recognition from the podium during the dinner program
- One dinner table (10 seats) and two tickets to the VIP/Major Donor's Reception
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Table placard identifying corporation at the dinner event

Dinner After-Party Silver Sponsor - \$5,000

- Corporate name on all pre-dinner promotional materials
- Corporate name/logo listed on the sponsor page of the dinner program as an NGLCC National Dinner After-Party sponsor
- Opportunity for promotional item in the dinner gift bag
- Corporate website linked to the dinner homepage
- Corporate logo (poster) displayed on site at the dinner
- Tables for collateral during the NGLCC National Dinner After-Party
- One dinner table (10 seats) and two tickets to the VIP/Major Donor's Reception
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Table placard identifying corporation at the dinner event

In addition to dollar amounts, entertainment and celebrity presence is encouraged. Expenses and fees for talent will be totaled as sponsorship dollars and yielded as sponsorship benefits.



VIP LOUNGE

Dinner VIP Lounge Exclusive Sponsor - \$25,000

- Exclusive branding rights for the NGLCC National Dinner VIP Lounge/Major Donor's Reception
- Corporate executive remarks at the NGLCC National Dinner VIP Lounge/Major Donor's Reception
- Corporate name on all pre-dinner promotional materials and in the post-dinner newsletter
- Corporate name/logo listed on the sponsor page of the dinner program as the exclusive NGLCC National Dinner VIP Lounge/Major Donor's Reception sponsor
- Opportunity for promotional item in the dinner gift bag
- Corporate website linked to NGLCC's dinner homepage
- Corporate logo (poster) displayed on site at the dinner
- Full page ad in the dinner program
- One dinner table (10 seats) and ten tickets to the NGLCC National Dinner VIP Lounge/Major Donor's Reception
- Entrance for all dinner attendees to the Founders & Friends Reception and Silent Auction
- Table placard identifying corporation at the dinner event
- Verbal recognition from the podium at the dinner event

Sponsorship Levels— Conference Only

Presenting Sponsor – Chamber Awards & Marketplace Expo Opening Breakfast - \$35,000

- Presenting sponsor branding rights at the breakfast
- Exclusive placement for collateral during breakfast
- Corporate name/logo on all pre-conference materials
- Use of screen/visual for sponsor branding
- Exclusive executive remarks at the breakfast
- One table with premier placement reserved for Presenting Sponsor attendees
- Corporate name/logo listed on the sponsor page of the conference program as the exclusive breakfast sponsor
- Corporate website link from NGLCC's conference homepage
- Corporate logo (poster) displayed on site at sponsored event
- Full page ad in the conference program
- Three tickets to the VIP special event
- Three conference registrations

Conference VIP Special Event - \$30,000 Exclusive or \$10,000 Shared (limit 3)

- Corporate name/logo on all pre-conference materials
- Exclusive or shared branding rights for the VIP Special Event
- Corporate name/logo listed on the sponsor page of the conference program as the exclusive VIP special event sponsor
- Use of screen/visual for sponsor branding
- Executive remarks at the event (Exclusive Level only)
- Pamphlet and/or promotional item in conference attendee bags
- Corporate website link from NGLCC's conference homepage
- Corporate logo (poster) displayed on site at sponsored event
- Table for collateral during the VIP Special Event
- Full page ad in the conference program book
- Six tickets to the VIP special event
- Four conference registrations

Women's Business Initiative (WBI) Special Event - \$5,000 (limit 5)

- Corporate name/logo on all pre-conference materials
- Corporate name/logo listed on the sponsor page of the conference program as a WBI special event sponsor
- Pamphlet and/or promotional item in conference attendee bags
- Corporate website link from NGLCC's conference homepage
- Corporate logo (poster) displayed on site at sponsored event
- Table for collateral during the WBI Special Event
- Half page ad in the conference program book
- One ticket to the VIP special event
- One conference registration
- Listing as WBI Corporate Partner on WBI webpage

Conference Nametag Lanyard Sponsor - \$15,000

- Shared visibility with NGLCC on every conference attendee nametag lanyard
- Corporate name/logo on all pre-conference materials
- Corporate name/logo listed on the sponsor page of the conference program as the exclusive nametag lanyard sponsor
- Corporate website link from NGLCC's conference homepage
- Full page ad in the conference program
- One ticket to the VIP special event
- One conference registration

Conference Cyber Café - \$15,000

- Exclusive branding rights at the Cyber Café
- Exclusive placement for collateral in the Cyber Café
- Corporate name/logo on all pre-conference materials
- Corporate name/logo listed on the sponsor page of the conference program as the exclusive Cyber Café sponsor
- Corporate website link from NGLCC's conference homepage
- Full page ad in the conference program
- Two tickets to the VIP special event
- Verbal recognition from the podium at select conference events
- Two conference registrations

Conference Break Sponsorship - \$3,000

- Exclusive branding rights during the sponsored break
- Corporate name/logo on all pre-conference materials
- Corporate name/logo listed on the sponsor page of the conference program as the exclusive Break sponsor
- Corporate website link from the NGLCC's conference homepage
- Corporate logo (poster) displayed on site at break and area for collateral placement
- Half page ad in the conference program
- Promotional item and/or pamphlet in the conference gift bag
- Verbal recognition from the podium at select conference events
- Two conference registrations

Furnishings and all which goes toward the décor of the VIP Lounge will be totaled as sponsorship dollars and yielded as sponsorship benefits.

Please contact Rick Fowler, Director, Meetings and Special Events, at rfowler@nglcc.org; Paul Hengesteg, Manager, Meetings and Programs, at phengesteg@nglcc.org or call 202.234.9181 to become a sponsor today!

Deadlines & Information

- All sponsorship commitments must be received by October 1, 2010 for optimal pre-conference and dinner advertising. (Sponsorships will be accepted after this date but some benefits may not be available.)
- Logos should be sent electronically as Adobe Illustrator files (.ai or .eps — with all type converted to outlines), or as 300dpi JPEGs or TIFFs.
- Deadline for program book sponsor-provided ads is October 8, 2010.

Please contact Rick Fowler at rfowler@nglcc.org, Paul Hengesteg at phengesteg@nglcc.org or call 202.234.9181 for details.

Mechanical Requirements

The NGLCC Conference & Dinner Program Book is printed in black and white, with a four-color process cover. Full-page ads may be either bleed or non-bleed; half-page ads are non-bleed only.

Ads may be set up in any of the following formats:

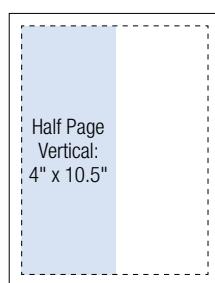
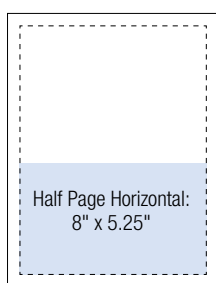
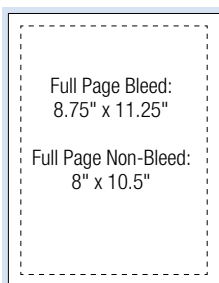
- Adobe Acrobat Press Quality PDF (high resolution: images should be 300dpi) with trim marks and bleed included (if applicable)
- Adobe Photoshop — EPS, TIFF, or JPEG files (300dpi)
- Adobe Illustrator (convert fonts to outline)
- Adobe InDesign CS4 (convert fonts to outline, package all elements)
- Full Page
 - Trim Size: 8.5" x 11"
- Bleed Size: 8.75" x 11.25"
 - Live Area: 8" x 10.5"
- Non-Bleed Size: 8" x 10.5"



Above, Oscar winning Director Cynthia Wade receives the 2008 NGLCC/American Airlines Extra Mile Award



Above, President of Levi Strauss, North America, Robert Hanson receives the 2007 NGLCC Courage in Business Award



National Gay & Lesbian Chamber of Commerce
 1612 U Street, NW
 Suite 408
 Washington, DC 20009
www.nglcc.org
 202.234.9181



“The NGLCC Conference allows us to significantly grow the reach of our corporate supplier diversity program in the LGBT segment. Through participation in one-on-one meetings with certified LGBT suppliers in the Matchmaker Event to ad hoc networking in the Marketplace Expo—we leave the conference every year with a new pool of innovative, competitive, and creative potential suppliers with which to do business. Sponsorship of the NGLCC Conference is a worthwhile investment for corporations with LGBT-inclusive supplier diversity programs.”

—Theresa Harrison, Director, Supplier Diversity, Ernst & Young

“Attendees at the annual NGLCC Conference include corporate representatives, small business owners, community leaders, and chamber members from across the country. No where else could you reach this diverse of an audience committed to the success and strength of the LGBT business community. We are proud to be a sponsor of this event for the third consecutive year!”

—Wanda Brackins, Managing Director, Diversity & Inclusion RBC Wealth Management



“The workshops, panel discussions, and council meetings at the National Business and Leadership Conference ensure that every attendee walks away with an energized and educated understanding of ways to improve LGBT diversity and inclusion efforts at their company. Year after year, we see a fantastic return on our investment in this event as a major sponsor.”

—Peter Francel, Chairman of Aetna LGBT Committee, and Head of Sales of Aetna Behavioral Health



“As an LGBT owned business, participating in the conference is essential to my client development strategy. I come prepared to build relationships, learn about potential new clients, and take home new insight on ways to improve and grow my company. Being a small business sponsor of the event raises my visibility and impact at the event to an even higher level.”

—Eileen Kessler, President, OmniStudio

“The networking that happens at the NGLCC Conference is unlike any we’ve ever experienced. Attendees are genuinely interested in building business relationships and come prepared to form lasting connections. Investing in the success and growth of LGBT companies and entrepreneurs has positively impacted our employees, our communities, and our business. We wouldn’t miss this conference for any other opportunity!”

—Chip Wheeler, President, ING Foundation