

2022

LGBT

**PARTNERSHIP & SPONSORSHIP
OPPORTUNITIES**



Reaching the Next Level of LGBTQ+ Business



TABLE OF CONTENTS

- 4** About LGBT Network
- 6** Our Reach & Footprint
- 8** Partners & Sponsors
- 10** LGBT Marketing & Consumer Trends
- 12** 2022 Calendar
- 14** LGBT Families Expo
- 16** LGBT Youth Conference
- 18** Workplace Summit
- 20** LGBT Network Gala
- 22** Hamptons Summer Kick-Off
- 24** Long Island Pride
- 26** National Coming Out Day Campaign
- 28** LGBT Job Fair
- 30** Connecting with LGBT Network

ABOUT LGBT NETWORK

Established in
1993

The LGBT Network is a 501(c)(3) non-profit organization that is a home and a voice for LGBT people, their families, and support systems of Long Island and Queens.

The LGBT Network's community centers help LGBT people to *be themselves, stay healthy, and change the world.*

Since 1993, LGBT Network has been pioneering advocacy and social change to create safe spaces where LGBT people **LIVE, LEARN, WORK, PLAY, and PRAY.**

OUR COMMUNITY CENTERS

25,000 visits made annually

Hauppauge
Center
HQ

Hamptons
Center,
Sag Harbor

Queens
Center
(Q-Center),
Astoria

Bay Shore
Center
& Senior
Housing



Be Yourself

1,000 groups & events engaging
5,000 LGBT people and their allies

Long Island Pride Celebration
uniting **10,000+** members
of the Long Island community

Stay Healthy

600 HIV tests delivered

250 served with counseling &
support services

140 people enrolled in health
insurance programs

Change The World

600 LGBT 101 programs educated
13,000 Long Islanders

900 schools, businesses, and groups
implementing *Coming Out Campaign*
engaging more than **1 million** people

OUR REACH. YOUR OPPORTUNITY.

The LGBTNetwork offers a range of sponsorship, marketing, and advertising opportunities for companies both large and small to connect with the LGBT community.

Why the LGBT Network?

- The LGBT Network comprises the **only** human services organizations and community centers solely dedicated to serving the Long Island LGBT community.
- The LGBT Network has **unparalleled reach** to the LGBT markets of Long Island and NYC, including the exclusive Hamptons.
- We reach the LGBT community **throughout the lifespan**, from youth to adult to older adult. We also have a growing constituency of LGBT people with children or seeking to start a family.
- The LGBT Network's **base is growing** with increasing number of donors from New York City, reflecting an enhanced reach into Queens as well as dual-residency donors of the Hamptons.
- The LGBT Network has a **demonstrated history and track-record of success** in serving the LGBT community with a range of high-quality services.

23,500+
CONSTITUENTS

We have the largest list of LGBT households on Long Island - more than anyone, anywhere, giving you a unique value proposition to reach this market.

17,750+
POSTAL ADDRESSES

We mail special event invitations throughout the year, which include acknowledgement of our top event sponsors - the largest of which include logo placement.

165,000+
WEBSITE VISITORS

Our website receives an ever-growing number of visitors, maximizing your company's visibility and impact.

16,500+
EMAIL ADDRESSES

Our constituents are engaged through strategic e-mail communications to promote programs and events.



14.7K
followers

@LGBTNetwork



3,434
followers

@LGBTNetwork



4,082
followers

@LGBTNetworkNY



OUR PARTNERS & SPONSORS

The listing below is a non-exhaustive list of current partners and sponsors



"For the past seven years, Bethpage has partnered with the LGBT Network to provide support for programs serving Long Island's LGBT community. We have celebrated the Network's accomplishments through a number of events including Long Island Pride, LGBT Network Gala and Winter Ball. We have collaborated with the Network's leaders to bring financial education seminars and a unique affinity program to its members. Together, we are committed to enhancing the quality of life for lesbian, gay, bisexual and transgender Long Islanders in the schools, the workplace and the Long Island community. Our partnership enriches the lives of the people we serve and inspire us to create opportunities to build a stronger community."



"As advocates of family building, Long Island IVF embraces the opportunity to partner with the LGBT Network. Just as Long Island IVF was at the forefront of bringing In Vitro Fertilization to Long Island with prodigious success, we believe it is crucial to bring society up to date on the reality and universality of diverse family structures made up of individuals with varying sexual orientation and gender identity. We are particularly grateful to the Network for fostering respectability and exposure of the many different types of family structures and relationships that have not previously been universally accepted or respected. Partnering with the Network, allows us to bring to light the pervasive need to provide for medical care and family building for individuals in a sensitive and welcoming environment for all."



PROMOTIONAL & EVENT PARTNERS



LGBT MARKETING & CONSUMER TRENDS

The combined buying power of the U.S. LGBT Community is estimated at 917 billion.

32% of gay and bisexual men and 24% of lesbian and bisexual women describe themselves as "Impulsive Shoppers."

31% of LGBT people purchased a laptop computer. 51% purchased a smart phone.

Nearly 54% of LGBT people took a vacation in 2017.

39% of men and 49% of women purchased salon services or spa treatments.

38% of LGBT people purchased tickets to a live entertainment show/event.

51% of LGBT people desire to have children.

LGBT: the preferred term by more than 75% of LGBT people

71% of LGBT people indicated pets in the home.

77%

of LGBT people surveyed agreed they were more likely to buy products or services from a company that they knew was gay-friendly.

70%

of LGBT people would be likely to remain loyal to a brand supportive to the LGBT community, even if less friendly companies offered lower prices.



56%

of lesbians and gays say they would go out of their way to purchase products and services advertised in gay media.



80%

of lesbians and gays reported they changed the brand they purchase based on a company's support for the LGBT community.

LGBT consumers, on average, spend more at specialty retailers. For example, they were **72% more likely** to have purchased something from a bookstore than their non-LGBT counterparts.

60% of lesbians and gays feel that they are "part of a large, recognized and ... untapped market."

43% of

Millennials drink clear spirits at least once a week. **32%** of Baby Boomers drink wine once a week.

88%

say corporations that support LGBT equality are more important the ever.

70%

of lesbians and gays would prefer to buy from companies that market to them.



2022 CALENDAR



LGBT Families Expo
Hauppauge Center
March 6, 2022



**Long Island & NYC Youth
Conference, Citi Field**
March 16, 2022



LGBT Gala
Hauppauge Center
April 2022



LGBT Workplace Summit
Hauppauge Center
April 2022



Hamptons Summer Kick-Off
Bridgehampton Tennis & Surf Club
Saturday, May 28, 2022



LGBT Youth Prom
Location TBA
June 2022



Long Island Pride
Various Locations
June 2022



National Coming Out Day
#WearTheRibbon Campaign
Tuesday, October 11, 2022



LGBT Job Fair
Hauppauge Center
October 2022

LGBT FAMILIES EXPO SUN MAR 6 2022

Helping LGBT families grow.



The LGBT Network's Families Expo provides a one-of-a-kind opportunity to connect directly with LGBT-headed families and those seeking to start a family. Develop connections and build relationships that can grow.

All sponsorships include Exhibitor space. Space is limited.

	Exhibitor \$500	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$15,000
ON-SITE PRESENCE						
Exhibit Space (with 6-ft. table)	✓	✓	✓	✓	✓	✓
Sponsor listing on video screens		✓	Logo	Logo	Logo	Logo
Program Ad			¼-page	½-page	Full	Full
Promo placement (either at check-in or in swag bag)				✓	✓	✓
Logo on co-branded swag bag					✓	✓
Opportunity to speak at event for up to 2 minutes						✓
PRE-EVENT MARKETING						
Listed on website as Exhibitor	✓	✓	Logo	Logo	Logo	Logo
Social media post(s) announcing your company as a Sponsor	1	1	1	2	4	8
Logo included in e-mail marketing to 15,000 households					✓	✓
Website announcement of your company as Sponsor						✓
YEARLONG MARKETING						
Annual Membership for LGBT Business Directory & Job Board		Bronze	Silver	Gold	Diamond	Diamond
Logo featured on Supporter webpage, with hyperlink			Logo	Logo	Logo	Logo

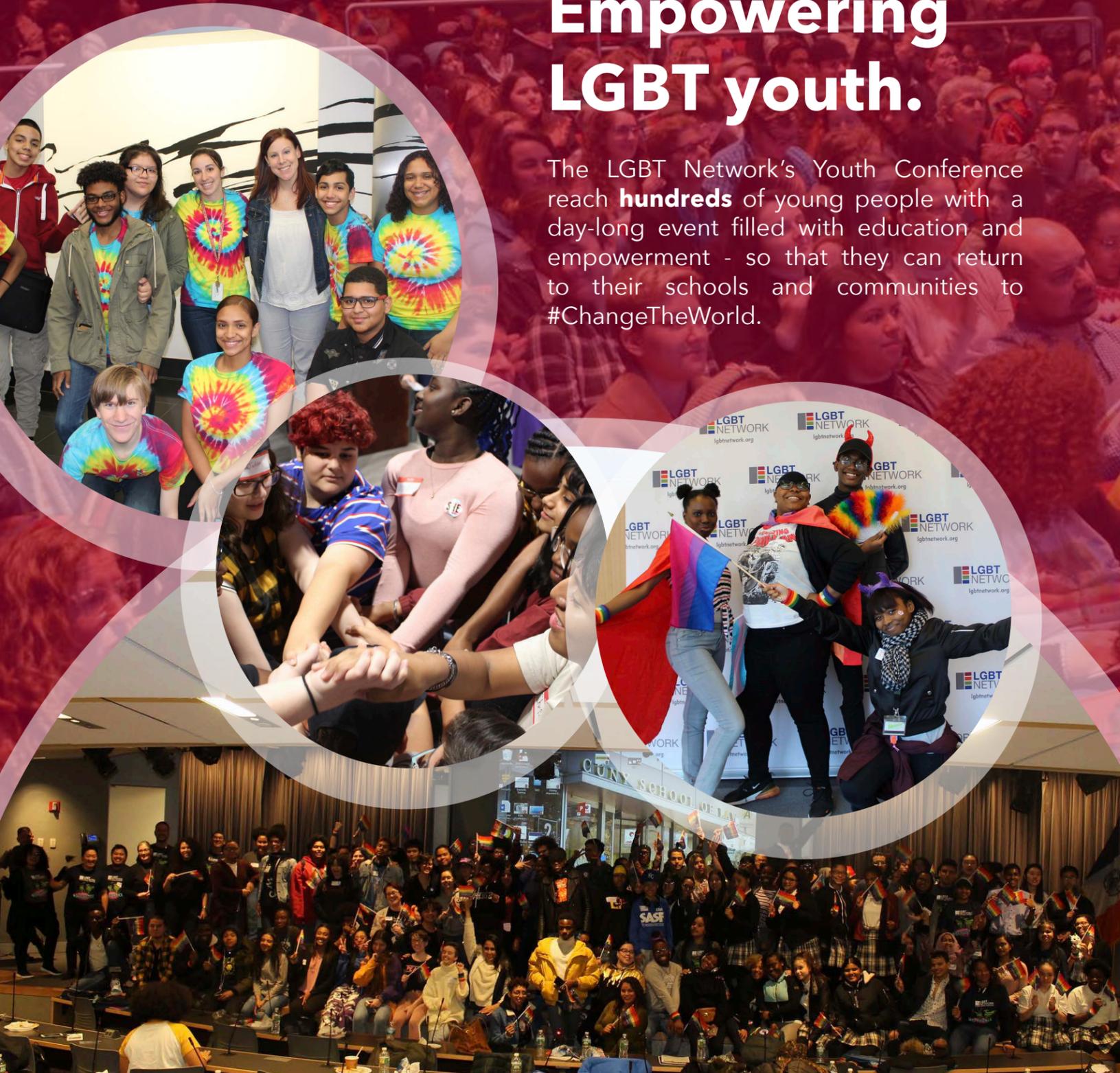
Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

LONG ISLAND + NEW YORK CITY LGBT YOUTH CONFERENCE MAR 16 2022



Empowering LGBT youth.

The LGBT Network's Youth Conference reach **hundreds** of young people with a day-long event filled with education and empowerment - so that they can return to their schools and communities to #ChangeTheWorld.



	Exhibitor \$500	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$15,000
ON-SITE PRESENCE						
Exhibit Space (with 6-ft. table)					✓	✓
Sponsor listing on video screens		✓	Logo	Logo	Logo	Logo
Program Ad			¼-page	½-page	Full	Full
Promo placement (either at check-in or in swag bag)				✓	✓	✓
Logo on co-branded swag bag					✓	✓
Opportunity to speak at event for up to 2 minutes						✓
PRE-EVENT MARKETING						
Listed on website as Exhibitor	✓	✓	Logo	Logo	Logo	Logo
Social media post(s) announcing your company as a Sponsor	1	1	1	2	4	8
Logo included in e-mail marketing to 15,000 households					✓	✓
Website announcement of your company as Sponsor						✓
YEARLONG MARKETING						
Annual Membership for LGBT Business Directory & Job Board		Bronze	Silver	Gold	Diamond	Diamond
Logo featured on Supporter webpage, with hyperlink			Logo	Logo	Logo	Logo

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

LGBT NETWORK GALA APR 2022

The Gala is the LGBT Network's largest fundraising event gathering hundreds of major donors, corporate sponsors, civic leaders, and business professionals. The event features a brief program and honoree award presentation with a fun cocktail style format prime for networking.

Recognizing advocates.



	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$20,000
ON-SITE PRESENCE					
Event Tickets	2	4	6	10	15
Sponsor listing on video screens	✓	Logo	Logo	Logo	Logo
Program Ad		¼-page	½-page	Full	Full
Promo placement (at check-in or in swag bag)			✓	✓	✓
Logo on co-branded swag bag				✓	✓
Opportunity to speak at event for up to 2 minutes					✓
PRE-EVENT MARKETING					
Listed on website as Sponsor	✓	Logo	Logo	Logo	Logo
Social media post(s) announcing your company as a Sponsor	1	1	2	4	8
Logo included in e-mail marketing to 15,000 households				✓	✓
Website announcement of your company as Sponsor					✓
YEARLONG MARKETING					
Annual Membership for LGBT Business Directory & Job Board	Bronze	Silver	Gold	Diamond	Diamond
Logo featured on Supporter webpage, with hyperlink		Logo	Logo	Logo	Logo

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

LGBT WORKPLACE SUMMIT APR 2022

Advancing LGBT diversity, equity, & inclusion.

LGBT Network's Workplace Summit convenes thought leaders, industry experts, and LGBT workplace leaders for a full day of professional education and networking. The Workplace Summit welcomes more than **125** representatives from **50+** companies to advance LGBT diversity, equity, and inclusion (DEI) in their workplaces. The event features plenary sessions, breakouts, and networking. It is the only event of its kind in the region.

As the flagship activity of LGBT Network's Workplace Initiative, Summit event sponsors at the Silver and above levels also receive recognition throughout the year as a Workplace Partner.



	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$15,000
ON-SITE PRESENCE					
Event Tickets	2	4	6	10	15
Sponsor listing on video screens	✓	Logo	Logo	Logo	Logo
Program Ad		¼-page	½-page	Full	Full
Promo placement (at check-in or in swag bag)			✓	✓	✓
Logo on co-branded swag bag				✓	✓
Opportunity to speak at event for up to 2 minutes					✓
PRE-EVENT MARKETING					
Listed on website as Sponsor	✓	Logo	Logo	Logo	Logo
Social media post(s) announcing your company as a Sponsor	1	1	2	4	8
Logo included in e-mail marketing to 15,000 households				✓	✓
Website announcement of your company as Sponsor					✓
YEARLONG MARKETING					
Recognized as Workplace Partner for one year			✓	✓	✓
Annual Membership for LGBT Business Directory & Job Board	Bronze	Silver	Gold	Diamond	Diamond
Logo featured on Supporter webpage, with hyperlink		Logo	Logo	Logo	Logo

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

HAMPTONS SUMMER KICK-OFF MAY 28 2022



Welcome summer.

SATURDAY, MAY 28, 2022
BRIDGEHAMPTON TENNIS & SURF CLUB

The Summer Kick-Off is the first LGBT Hamptons event of the season, welcoming an eclectic high-net worth audience of **300 to 350**, including many with dual residency in both NYC and the Hamptons.

	Bronze \$1,000	Silver \$2,500	Gold \$5,000	Titanium \$10,000	Platinum \$15,000	Presenting \$25,000
Event Tickets with Complimentary Valet Parking	2	4	6	10	15	25
Social media post(s) announcing your company as a Sponsor	1	1	2	4	6	8
Sponsor listing on web site, e-blasts, & event signage	✓	Logo	Logo	Logo	Logo	Logo
Program Ad		¼-page	½-page	Full	Full	Full
Promo placement (at check-in or in swag bag)			✓	✓	✓	✓
Logo on co-branded swag bag				✓	✓	✓
Opportunity for Sector Exclusivity					✓	✓
Opportunity to speak at event for up to 2 minutes						✓
Website announcement of your company as Sponsor						✓
Logo featured on Supporter webpage, with hyperlink		Logo	Logo	Logo	Logo	Logo

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org



LONG ISLAND PRIDE JUNE 2022

Celebrating Pride Month.

LGBT Network produces the official Long Island Pride events - the Parade, Concert & Festival, Pet Parade, Youth Prom, and Pride Night with the NY Mets at Citi Field. Sponsors have a variety of opportunities for sponsorships. Premium sponsorships have the additional option to customize their activation for maximum impact.



PRIDE PARADE

Nearly 100 organizations and groups march in this annual event maintaining a tradition of 30 years of Long Island Pride!



PRIDE CONCERT & FESTIVAL

Connect with thousands of LGBT people and their allies. Sponsors receive a festival exhibitor booth, pre-event sponsor acknowledgement, and Pride Guide ad.



PRIDE PET PARADE

Known for their pet parenting, LGBT people bring out their furry loved ones for another one-and-only Pride Pet Parade. Event features photo opps on the Grass Carpet, a Pet Social, Reviewing stand with guest judges and each pet and their human(s) announced, and prizes for best-in-class!



LGBT YOUTH PROM

LGBT Network provides LGBT youth and their friends a prom of their own - an event to celebrate the year's end with the safety and freedom to bring the date they want and to wear what they want without fear of harassment.



PRIDE NIGHT WITH NY METS @ CITI FIELD

The original Pride Night of a professional NY sports team!

COMING OUT CAMPAIGN TUE OCT 11 2022

Creating safer spaces.

The LGBT Network's National Coming Out Day Campaign, held every October, is one of the largest campaigns to raise awareness and build visibility of the needs of LGBT people. The Campaign invites people to "come out for safe spaces" for LGBT where they **LIVE, LEARN, WORK, PLAY,** and **PRAY.**

More than 900 business, schools, sports teams, places of worship, organizations, health care institutions, and other organizations implementing the Campaign in 2019 engaging an estimated 1 million people.

Participating groups receive a FREE Coming Out Campaign Kit, which includes rainbow and trans pride ribbon with pins, ally and pronoun stickers, an Organizing Manual with implementation tips, and more.

Sponsorships help keep Campaign Kits free and accessible to anyone who requests one.



NATIONAL COMING OUT DAY CAMPAIGN
10.8.2021

COME OUT for safe spaces

WEATHERIBBON.ORG

LGBT NETWORK
Be Yourself. Stay Healthy. Change the World.

#WEATHERIBBON
Sign the Pledge.

	Out \$250	Rainbow \$500	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$25,000
CAMPAIGN MATERIALS							
Campaign Kit	✓	✓	✓	✓	✓	✓	✓
Campaign Kit Upgrade with additional materials			✓	✓	✓	✓	✓
Complimentary T-shirts			2	4	6	8	20
CAMPAIGN EDUCATION & TRAINING							
Campaign Training: <i>LGBT Network staff to provide training to your group about how to run the Campaign</i>	✓	✓	✓	✓	✓	✓	✓
"Still Coming Out" Program					✓	✓	✓
SPONSORSHIP ACKNOWLEDGEMENT							
Social media post(s) announcing your company as a Sponsor	1	1	1	1	1	2	4
Listed on website as Sponsor	✓	✓	✓	Logo	Logo	Logo	Logo
Logo featured on Supporter webpage, with hyperlink				Logo	Logo	Logo	Logo
Logo included in e-mail marketing to 15,000 households						✓	✓
Logo on posters in every Campaign Kit (7/29 deadline)							✓
Article announcing your Sponsorship on website							✓
OTHER SPONSORSHIP BENEFITS							
# hours of training (LGBT 101)			1	2	4	6	10
Business Directory Membership		Bronze	Bronze	Silver	Gold	Diamond	Diamond

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

LGBT JOB FAIR OCT 2022

Recruit LGBT talent.

Become a sponsor of the LGBT Network's first-ever Job Fair to recruit talent from the LGBT community.

Our inaugural event will feature:

- Exhibitor space for each employer (limited to 35 employers - please reply early)
- Screening Center with high-top tables for quick one-on-one screening sessions
- Private Interview Rooms to conduct in-depth meetings with prime candidates
- All Exhibitors will have the opportunity to post their jobs on our online LGBT Job Board prior to the event, to increase your exposure and attract talent.

Sponsoring the LGB Job Fair can communicate a lot about your company to the LGBT job seeker. Sponsorship is a demonstration of your commitment to LGBT diversity, equity, and inclusion,



	Exhibitor \$500	Nickel \$1,000	Bronze \$2,500	Silver \$5,000	Gold \$10,000	Presenting \$15,000
ON-SITE PRESENCE						
Exhibit Space (with 6-ft. table)	✓	✓	✓	✓	✓	✓
Sponsor listing on video screens		✓	Logo	Logo	Logo	Logo
Program Ad			¼-page	½-page	Full	Full
Promo placement (either at check-in or in swag bag)				✓	✓	✓
Logo on co-branded swag bag					✓	✓
Opportunity to speak at event for up to 2 minutes						✓
PRE-EVENT MARKETING						
Listed on website as Exhibitor	✓	✓	Logo	Logo	Logo	Logo
Social media post(s) announcing your company as a Sponsor	1	1	1	2	4	8
Logo included in e-mail marketing to 15,000 households					✓	✓
Website announcement of your company as Sponsor						✓
YEARLONG MARKETING						
Annual Membership for LGBT Business Directory & Job Board		Bronze	Silver	Gold	Diamond	Diamond
Logo featured on Supporter webpage, with hyperlink			Logo	Logo	Logo	Logo

Contact: Robert Vitelli, Executive Vice President & Chief Operating Officer || LGBT Network
Cell: 631-835-5466 || robert@lgbtnetwork.org

Let's talk.

For more information or questions, please contact:

ROBERT VITELLI

Executive Vice President &
Chief Operating Officer

Cell 631.835.5466

robert@lgbtnetwork.org

**YEARLONG
PARTNERSHIPS**

The LGBT Network offers a range of opportunities for your business or organization to support our vital and life-saving work.

Whether you're new to LGBT Network, or if you're seeking to renew or upgrade your support, let's have a conversation so that we can learn about your goals.

We can create custom packages and yearlong partnerships with tailored activation to meet your needs.

Thank you for your consideration of support.

#BeYourself
#StayHealthy
#ChangeTheWorld

**CUSTOM
PACKAGES**



**TAILORED
ACTIVATION**

**LGBT
NETWORK**
Be Yourself. Stay Healthy. Change the World.



LGBT NETWORK

Be Yourself. Stay Healthy. Change the World.

[LGBTNETWORK.ORG](https://www.lgbtnetwork.org)

