

The National LGBTQ Task Force's **CREATING CHANGE CONFERENCE** is the premier skills-building conference and largest annual gathering for the LGBTQ community. The conference attracts 3,500+ community influencers, students, nonprofit and business leaders, elected officials, and celebrities and is the most diverse event of its kind. The five-day conference features 300+ workshops and four plenaries where LGBTQ leaders share their insights into the future of the LGBTQ community. This is the LGBTQ networking and celebration opportunity of the year!

As the Task Force prepares for the **30th Creating Change Conference** to be held in our hometown of Washington, D.C., we are excited by the opportunities for partnering with hundreds of organizations to promote the values of social justice and civil rights in our country. This is a critical time for working together to protect the progress our country has made and further LGBTQ equality. Creating Change has trained and mobilized thousands of diverse activists and organizers, public officials and advocates, young people and allies. Join us as we forge a path for freedom, justice and equity for all.

Creating Change is a great opportunity to **meet our movement's leaders and decision-makers.**

In Attendance

- 3,500+ registrants
- 1,500+ LGBTQ and progressive organizations from across the country
- 500+ volunteers



Demographics

- 45% people of color
- 50% under 30 years of age
- 27% trans/gender non-conforming
- 8% straight/heterosexual



Impressions

More than 63 million impressions annually with

- 2,000 media placements
- Over 13 engagements via social media





SPONSORSHIP PACKAGES

Your support for the Task Force and the Creating Change Conference demonstrates your organization's commitment to respecting the rights, protections and diversity of all LGBTQ people and their families. You'll make it clear that you want to make a difference by addressing the issues impacting the communities where your organization operates. The conference also provides a great opportunity for visibility among, and connection to, LGBTQ decision-makers and thought-leaders as well as an opportunity to improve the leadership skills of your LGBTQ and allied employees.

Benefits	Champion \$50,000 +	Leader \$25,000 +	Advocate \$10,000 +	Organizer \$5,000 +	Mentor \$2,500 +
Speaking Opportunity (limited to 1)					
Logo on Lanyards and Volunteer T-shirts					
Verbal Stage Recognition					
Logo on Conference Ads (2,000,000+ Impressions)					
Reception with Executive Director and Board Chairs					
Promotional Item in Registration Bag					
Logo on Email Promotions					
Logo on Plenary Screens and Website					
Logo on Onsite Signage and in Program Book					Listing
Program Book Advertisement Size	Full (color)	Full (b/w)	Half (b/w)	Quarter (b/w)	Quarter (b/w)
Exhibit Table Location	Premium	Premium	Regular	Regular	Regular
Registrations	15	10	5	2	1

SPECIFIC UNDERWRITING OPPORTUNITIES

Creating Change is a large conference with many opportunities. If none of the opportunities below are a good fit, we're happy to customize a sponsorship package that's just right for you.

PLENARY SPONSORSHIP | \$50,000

The largest sessions of the conference, attended by the majority of conference goers, include the Task Force's State of the Movement speech, important awards and LGBTQ luminaries and celebrities.

- Leader level sponsorship recognition & benefits
- VIP seating for ten at sponsored plenary with an option to place promotional items on all seats
- Special recognition from the stage and signage placement at sponsored plenary

INTERACTIVE CREATING CHANGE WEBSITE | \$25,000

Reach conference attendees through our mobile-friendly conference website. The website includes information on everything happening at the conference. It's a great way to reach our attendees!

- Leader level sponsorship recognition & benefits
- Logo prominently displayed on website

INSTITUTE OR WORKSHOP TRACK SPONSORSHIP | \$15,000

Align your organization with the programming it values most. There are robust options including over twenty Day-Long Institutes and thirty programming tracks. The more than 50 workshop and institutes tracks include: Aging, Art & Culture, Disability, Families, Health, Schools, Youth, and Workplace.

- Advocate level sponsorship recognition & benefits
- Logo on signage outside institute or track and in program book
- Opportunity to conduct or participate in a session with Task Force assistance

EVENT UNDERWRITING | VARIOUS LEVELS

The Task Force hosts numerous events during the conference, targeting different audiences in attendance. All underwriting opportunities include corresponding sponsor benefits and branding.

- Welcome Reception | \$25,000 | Welcome hundreds of conference attendees at conference kick-off in high style
- VIP Reception | \$25,000 | The most glamorous of our receptions, celebrating the conference with our top sponsors, donors, and Leadership staff and Board member
- Social Event Sponsorship | \$10,000 | A number of well attended and highly anticipated social events are held throughout the conference, including multiple dance events for all attendees and a 'House Ball' for youth
- National Religious Leadership Roundtable Breakfast | \$5,000 | An important gathering of LGBTQ-affirming clergy from across the country working on faith-based organizing

WELLNESS HUB | \$15,000

The Wellness Hub offers all attendees an opportunity to regroup and re-set in a supportive atmosphere, and a chance to step out of the sometimes challenging atmosphere of the conference. Meditation, yoga, and massage were among the offerings last year. The Wellness Hub is a critical component in creating a positive and healthy environment at Creating Change.

- Advocate level sponsorship recognition & benefits
- Signage and distribution of promotional materials in Hub

ART STUDIO SPACE | \$10,000

The Art Studio Space is a very popular part of the conference, offering guided and self-led art activities that allow attendees to engage in relaxing, creative pursuits that often tie back to struggles of identity and self-empowerment. The Studio showcases the produced artwork in a 'Gallery Walk' on the last evening of the conference.

- Advocate level sponsorship recognition & benefits
- Signage and distribution of promotional materials in the studio space

HOSPITALITY SUITE SPONSORSHIP | \$5,000

Six suites offer much-needed space to relax, eat, and network among peers. Current suite options are: Youth, Elders, Disabled, Bisexual, People of Color and Transgender.

- Organizer level sponsorship recognition & benefits
- Signage and distribution of promotional materials in suite

SCHOLARSHIP FUND | Any level of sponsorship

Every year, the Task Force subsidizes the registration fees of hundreds of participants who otherwise could not afford to attend and have the transformative experience of Creating Change. In fact, the Scholarship Fund is one of the drivers of the conference's tremendous diversity.

- Benefits corresponding to level of sponsorship
- Special recognition at the Scholarship Fund Reception

ADVERTISE IN THE 30TH ANNIVERSARY CREATING CHANGE PROGRAM!

Your ad in the Creating Change program book ensures that the leaders of the LGBTQ movement and our allies will know you support us. Make sure the 3,500+ people at the Conference and everyone who looks at the online version of the program books knows you're with us. (And we are happy to accept tribute ads congratulating the Task Force on this 30th version of Creating Change – a really big accomplishment!)

COLOR ADS

Inside Front or Inside Back Cover, Full Page - \$3,500
Full Page - \$2,750

BLACK & WHITE ADS

Full Page - \$2,000
Half-Page Horizontal - \$1,200
Half-Page Vertical - \$1,200
Quarter-Page - \$600
Eighth-Page - \$325

EXHIBITOR TABLES AVAILABLE

Be part of the Creating Change Exhibit Hall! Make sure people know about your great work, your wonderful programs, your amazing school, your adorable jewelry, books, rainbow tube socks and tee-shirts. A table in our exhibit hall guarantees that the 3,500+ people at Creating Change will be by to see you.

Type	Rate	Notes
Standard location	\$750	
Standard location with electricity	\$900	
Premium location	\$1,300	Limited availability!
Premium location with electricity	\$1,400	Limited availability!

For more information, contact **Janice Thom** at jthom@thetaskforce.org or 646-358-1467

PREVIOUS CONFERENCE SPONSORS INCLUDE



"Southwest Airlines is proud to support the National LGBTQ Task Force and believes in its mission to build the grassroots power of the LGBTQ community."

Linda Rutherford
Vice President of Communications
& Strategic Outreach, Southwest Airlines

"Corporate partnerships, like the one we have with the National LGBTQ Task Force, help us market our brand and our shows in a way that is both impactful and meaningful to our community, and provide a way for the community to interact directly with Showtime."

George DeBolt
Vice President of Media, Promotions, and
Partnership Marketing, Showtime Networks, Inc.

CONTACT US

For more information on how your company can support the Creating Change Conference, please contact:

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