

The National LGBTQ Task Force's **CREATING CHANGE CONFERENCE** is the largest annual gathering of the LGBTQ community and its supporters. Creating Change attracts more than 3,500 leaders and activists in our movement and from the worlds of business, non-profit and government. The Conference is the most diverse event of its kind. Over five days, the conference features over 300 workshops and three plenaries where LGBTQ leaders share their insights about where we are and where the LGBTQ community needs to go. Creating Change is where the future of our movement begins.

Creating Change has taught thousands of people how to make change: public officials and advocates, youth and elders, and professionals in all fields. With your support, even more people can learn the skills they need to forge a path for freedom, justice and equality 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

- 48% 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 Creating Change Conference and the Task Force demonstrates your organization's commitment to supporting the rights of all LGBTQ people and their families. A sponsorship of the conference will make it clear that you're invested in making a positive difference, including in 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. Through the complimentary registrations that are part of our sponsorship opportunities, your LGBTQ and allied employees will also have a chance to improve their leadership skills.

Benefits	Champion \$50,000 +	Leader \$25,000 +	Advocate \$10,000 +	Organizer \$5,000 +	Mentor \$2,500 +
Speaking Opportunity					
Logo on Lanyards					
Verbal Stage Recognition at all plenaries					
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	Full	Half	Quarter	Eighth
Exhibit Table Location	Premium	Premium	Regular	Regular	Regular
Registrations	10	6	4	2	1

# SPECIFIC UNDERWRITING OPPORTUNITIES FOR SPONSORSHIP

*Creating Change gives our supporters many opportunities to show their commitment to the LGBTQ community. If none of the opportunities below are a good fit, we're happy to customize a sponsorship package that's just right for your organization.*

## **PLENARY SPONSORSHIP | \$50,000**

These gatherings are attended by most of our 3,500+ conference attendees. They're eager to hear the Task Force's State of the Movement address, enjoy keynote speeches from LGBTQ luminaries, and cheer on our movement's leaders as they receive awards.

- 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
- Exhibit table outside plenary hall.

## **CREATING CHANGE WEBSITE | \$12,000**

Reach conference attendees through our mobile-friendly conference website. The website includes absolutely up-to-the-minute information on everything happening at Creating Change. It's what our guests check all day long to make sure they have the latest information on everything from workshops to receptions. It's a great way to get your name in front of all our attendees!

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

## **INSTITUTE OR WORKSHOP TRACK SPONSORSHIP | \$15,000**

Here's a chance to align your organization with the kind of work it values most. With more than twenty Day-Long Institutes and thirty programming tracks on everything from Aging to Art & Culture to Disability, from Youth to Immigration to Faith, you'll find a great match between our work and your organization.

- 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, each targeting different audiences. All underwriting opportunities include corresponding sponsor benefits and branding.

- Welcome Reception | \$25,000 | Your chance to welcome hundreds of conference attendees in high style. Your logo will be on signage at the event and in the program book.
- Social Event Sponsorship | \$5,000 per event | A number of enthusiastically attended events are held every night of the conference, including dances for Boomers & Millennials, for Youth as well as a 'House Ball' where our guests can really strut their stuff.
- National Religious Leadership Roundtable Breakfast | \$5,000 | An important gathering of LGBTQ-affirming clergy from across the country working with the Task Force on faith-based organizing.

## **Accessibility | \$10,000**

Help make the conference as accessible as possible for people who are deaf or hard of hearing, need spoken language interpretation or have mobility issues

## **Community Care Spaces SPONSORSHIP | \$5,000 per space**

In addition to being a much-needed space to network and receive support from peers, we have six spaces that offer 3 meals each day, making the conference more accessible to everyone. Current Community Care Spaces are: Youth, Elders, Disabled, Bisexual, People of Color and Transgender.

In addition, our Wellness Center is visited by more than 1,000 times by people taking advantage of yoga, meditation and massage.

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

## **WiFi SPONSORSHIP \$5,000/day or \$20,000 for entire conference**

Like any gathering, the use of WiFi is critical to the experience of our attendees. Be highly visible to everyone gathered with a custom login page and a redirect to a site of your choice.

Benefits corresponding to level of sponsorship. Does not include exhibit table or advertisement.

## **VOLUNTEER SPONSORSHIP \$10,000**

It takes nearly 500 volunteers to make Creating Change possible. From registration volunteers to workshop monitors to bag stuffers to meeters & greeters, these volunteers make sure our guests have the best possible experience. Along with ensuring volunteers have a clean tee-shirt every day – with your logo on the back! – your sponsorship also underwrites their meals and snacks.

- Advocate level sponsorship recognition and benefits.
- Your logo on the back of all our volunteer tee-shirts (if confirmed by 10/1).

## **CHARGING STATION - \$3,000/day or \$7,500 for entire conference**

An absolute necessity for a conference of this size, the station will be in a high-traffic location, and your branding will attract many eyes!

### Support the SCHOLARSHIP FUND!

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. Any level of support is appreciated; gifts \$2,500+ will also receive corresponding sponsor benefits.

#### ADVERTISE IN THE 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.

#### 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.

For more information, contact **Janice Thom** at [jthom@thetaskforce.org](mailto: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 please contact:  
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646-358-1462

**Ads and exhibit tables are complimentary benefits of your sponsorship. If you'd like to purchase ads or exhibit tables separately, prices are below.**

Your ad in the Creating Change program book ensures that the 3,500 leaders of the LGBTQ movement at the Conference and everyone who sees the online version of the Program Book knows you're on our side.

## DISPLAY ADVERTISING RATES

All ads are full COLOR (CMYK)

Rate	Page size	Measurement (width x height) in inches
○ \$5500	Back Cover	Trim Size 8.5" x 11" Full-page, full bleed (add 1/8" all around)
○ \$7000	Inside Covers	Trim Size 8.5" x 11" Full-page, full bleed (add 1/8" all around)
○ \$3000	Full-page	Trim Size 8.5" x 11" Full bleed (add 1/8" all around) 7.5" x 10" for non-bleed ads
○ \$1500	Half-page Horizontal	6.75"w x 4.875"h
○ \$1500	Half-page Vertical	3.25"w x 10"h
○ \$800	Quarter-page	3.25"w x 4.875"h
○ \$350	Eighth-page	3.25"w x 2.3125"h

## EXHIBIT TABLE RATES

○ \$825	Standard
○ \$925	Standard with electric
○ \$1500	Premium
○ \$1600	Premium with electric

Premium exhibit tables receive placement in higher-traffic areas

To purchase an exhibit table, please contact Janice Thom, Director of Operations at 646-358-1467 or [jthom@thetaskforce.org](mailto:jthom@thetaskforce.org).

## EXHIBIT HALL HOURS

The Exhibit Hall at Creating Change 2020 will be open:

**Thursday, January 16** from 3:00pm to 10:00pm. Set-up takes place from noon to 3:00pm.

**Friday, January 17** and **Saturday, January 18** from 8:30am to 7:30pm.

**Sunday, January 19** from 9:00am to 1:00pm. Exhibits must be removed by 3:00pm