



PRIDE  
INCLUSION  
PROGRAMS

# 2024 PRIDE IN PRACTICE SPONSORSHIP OPPORTUNITIES



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diversity

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sport

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+wellbeing

PRIDE  
TRAINING

# 2024 PRIDE IN PRACTICE CONFERENCE



## ABOUT

The annual Pride in Practice Conference is the only national conference dedicated to LGBTQ+ inclusion across Australian workplaces. In previous years, the conference has attracted over 900 individual delegates from all across Australia. Attendees can choose to tailor their conference experience by attending one or two days of the program.

The conference features a number of thought provoking sessions centering around LGBTQ+ inclusion. Delegates will hear from industry experts on best practice; gain insight into the award winning initiatives of Platinum and Gold Tier employers and organisations and have the opportunity to take best practices back to their workplace to contribute to the Australian LGBTQ+ inclusion landscape.

The Pride in Practice Conference attracts delegates with roles that are responsible for creating inclusive workplaces for their LGBTQ+ employees and allies including:

- CEO and C-suite leaders
- Senior business leaders
- HR and diversity professionals
- Recruitment professionals
- Employee Network Groups
- Community leaders
- Managers

## 2024 EVENT DETAILS

- Date:** Tuesday 26 November to Wednesday 27 November 2024
- Location:** This event will be held in person at Marvel Stadium, 740 Bourke Street, Docklands Victoria
- Time:** 9:00am – 5:00pm each day
- On Demand:** All sessions will be recorded and available on demand for 3 months. Prices will be announced when tickets go on sale



## 2024 PRIDE IN PRACTICE SPONSORSHIPS

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$23,000	<b>SECURED BY THE STAR ENTERTAINMENT GROUP</b>
GOLD	1	\$17,500	<b>1x AVAILABLE</b>
SILVER	2	\$15,000	<b>2x AVAILABLE</b>
BRONZE	3	\$12,500	<b>SECURED BY DELL TECHNOLOGIES</b> <b>1 x AVAILABLE</b> <b>1 x AVAILABLE</b>

\* All prices are in AUD and are exclusive of 10% GST

## 2024 PRIDE IN PRACTICE SIGNATURE SPONSORSHIPS (Benefits detailed further on pages 6–7)

Pride in Practice Signature Sponsorships provide a distinctive way to promote your organisation and engage with conference delegates.

**Networking Event** – An opportunity to sponsor the official networking event where conference delegates will join presenters and ACON's Pride Inclusion Programs' team to continue the conversation over canapes and beverages.

**CEO Summit** – This invite only event provides CEO's with an opportunity to discuss LGBTQ+ workplace inclusion with their peers. Australian leaders share their experiences, challenges and discuss their role in promoting LGBTQ+ inclusion. This event is a highlight for many of Australia's leaders with numbers limited to maximise discussion opportunity.

**Auslan Interpreters** – By taking up this opportunity you will be ensuring we can provide Auslan interpreters for Conference sessions allowing accessibility for delegates and speakers who are deaf and/or hard of hearing to be able to attend and fully participate.

**Room Naming Rights** – An opportunity to sponsor a conference room (plenary and breakout). This room will be named after your organisation, e.g. The ACON Room and will be referred to throughout the two day event.

**Coffee Carts and Juice & Smoothie Bar** – An opportunity to provide Barista-Made Coffee or freshly made Juice & Smoothie Bar to conference attendees for one day of the conference and promote your brand on cups. Sponsorship of multiple days is also possible.

SIGNATURE EVENT TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
NETWORK EVENT SPONSOR	1	\$17,500	<b>1x AVAILABLE</b>
CEO SUMMIT	1	\$15,000	<b>SECURED BY PWC</b>
AUSLAN INTERPRETERS	1	\$12,500	<b>1x AVAILABLE</b>
ROOM NAMING RIGHTS	4	\$6,000	<b>4x AVAILABLE</b>
COFFEE CART	2	\$5,495	<b>SECURED BY THE UNIVERSITY OF SYDNEY</b> <b>1x ON HOLD</b> <b>2x AVAILABLE</b>
JUICE & SMOOTHIE BAR	2		

\* All prices are in AUD and are exclusive of 10% GST

## 2024 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$23,000	GOLD \$17,500	SILVER \$15,000	BRONZE \$12,500
<b>ONLINE EXPOSURE</b>				
Event app: company name, logo, profile and contact details listed <b>Due Friday 23 August</b>	400 words	250 words	250 words	150 words
Year-long sponsor recognition on the Pride in Practice website as a 2024 Sponsor	•	•	•	•
Year-long sponsor profile published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc. <b>Due ASAP</b>	400 words	250 words	250 words	150 words
Logo on the Pride in Practice website	•	•	•	•
Newsletter acknowledgement (reach 1500+) in the run up to the sponsored event	•	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•	•
Advertisement in conference delegate program <b>Due Friday 23 August</b> <b>Full page</b> = A4 297mm x 210mm (Landscape). <b>Half page</b> = 148.5mm x 210mm (Portrait). Artwork to be supplied as CMYK 300dpi PDF text outlined/ 4mm bleed with crop marks outside bleed	3 x full page advertisements	2 x full page advertisements	1 x full page advertisement	½ page advertisement
Conference delegate program: company name, logo, profile and contact details listed <b>Due Friday 23 August</b>	400 words	250 words	250 words	150 words
<b>TICKETS / PASSES TO THE PROGRAM</b>				
Included tickets to the Conference – names and email addresses to be provided <b>Due Friday 18 October</b>	1 Corporate Table (8 seats per day) <b>Includes On-Demand Access</b>	1 Corporate Table (6 seats per day) <b>Includes On-Demand Access</b>	3 x Full Conference Tickets <b>Includes On-Demand Access</b>	2 x Full Conference Tickets <b>Includes On-Demand Access</b>
Guaranteed invitation for CEO to attend Roundtable Luncheon (details TBA)	•	•	–	–

## 2024 PRIDE IN PRACTICE SPONSOR BENEFITS

	PLATINUM \$23,000	GOLD \$17,500	SILVER \$15,000	BRONZE \$12,500
<b>ONSITE CONFERENCE BENEFITS</b>				
Acknowledgement of sponsorship at conference opening	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	•	•
Logo on all holding slides used in plenary sessions	•	–	–	–
<b>SPEAKING BENEFITS</b>				
Opportunity to deliver a 2–3 minute address at conference opening on why you are sponsoring	•	–	–	–
Opportunity to provide a short <b>2 minute or less video</b> to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I  <b>Due Friday 18 October</b>  Please provide in .mp4 video format and include captions/subtitles.	•	•	•	•





## 2024 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	NETWORK EVENT SPONSOR \$17,500	CEO SUMMIT \$15,000	AUSLAN INTERPRETERS \$12,500	ROOM NAMING RIGHTS \$6,000	COFFEE CART /JUICE BAR \$5,495
<b>ONLINE EXPOSURE</b>					
Event app: company name, logo, profile and contact details listed <b>Due Friday 23 August</b>	200 words	200 words	200 words	100 words	100 words
Year-long sponsor recognition on the Pride in Practice website as a 2024 Sponsor	•	•	•	•	•
Year-long sponsor profile published on the Pride in Practice website. May be a company overview, why you are sponsoring the conference etc <b>Due ASAP</b>	200 words	200 words	200 words	–	–
Logo on the Pride in Practice website	•	•	•	•	–
Newsletter acknowledgment (reach 1500+) in the lead up to the sponsored event	•	•	•	•	•
Social media mentions in the lead up to the Pride in Practice Conference	•	•	•	•	•
Advertisement in conference delegate program <b>Due Friday 23 August</b> <b>Full page</b> = A4 297mm x 210mm (Landscape). Artwork to be supplied as CMYK 300dpi PDF text outlined/ 4mm bleed with crop marks outside bleed	1 full page advertisement	1 full page advertisement	1 full page advertisement	–	–
Conference delegate program: company name, logo, profile and contact details listed <b>Due Friday 23 August</b>	200 words	200 words	200 words	–	–
Acknowledgement of sponsorship in conference delegate program	–	–	–	•	•

## 2024 PRIDE IN PRACTICE SIGNATURE SPONSORSHIP BENEFITS

	NETWORK EVENT SPONSOR \$17,500	CEO SUMMIT \$15,000	AUSLAN INTERPRETERS \$12,500	ROOM NAMING RIGHTS \$6,000	COFFEE CART /JUICE BAR \$5,495
<b>TICKETS / PASSES TO THE PROGRAM</b>					
Included tickets to the Conference – names and email addresses to be provided <b>Due Friday 18 October</b>	3 x Full Conference Tickets <b>Includes On-Demand Access</b>	3 x Full Conference Tickets <b>Includes On-Demand Access</b>	2 x Full Conference Tickets <b>Includes On-Demand Access</b>	1 x Full Conference Tickets <b>Includes On-Demand Access</b>	1 x Full Conference Tickets <b>Includes On-Demand Access</b>
<b>ONSITE CONFERENCE BENEFITS</b>					
Acknowledgement of sponsorship at conference opening	•	•	•	•	•
Logo recognition on holding slide upon conference welcome	•	•	•	•	–
Logo on sponsor wall (frequency dependant on sponsorship level)	•	•	–	–	–
Banners in Room	1 (at Network Event)	1 (at CEO Summit)	1 (in Plenary Room)	–	–
<b>SPEAKING BENEFITS</b>					
Speaking opportunity to address attendees at the opening of CEO Summit	–	•	–	–	–
Speaking Opportunity to address attendees at the opening of the Networking Event	•	–	–	–	–
Opportunity to provide a short <b>2 minute or less video</b> to be played in between the sessions. Video can either be a message on why you are sponsoring or a promo video around D&I. <b>Due Friday 18 October</b> Please provide this .mp4 video format and include captions	•	•	•	•	–

We recognise the diversity of Aboriginal and Torres Strait Islander people, their experiences, cultures, languages and practices, and the richness of their contributions to the places where we work, live and play.

We acknowledge the Traditional Owners and Custodians of Country across Australia and their continuing connection to lands, waters, skies and communities. We pay respect to Elders past and present, and extend this to all Aboriginal and Torres Strait Islander people attending our events.

## **ACON'S PRIDE INCLUSION PROGRAMS**

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