

CELEBRATION OF COURAGE



OUTRIGHT
ACTION INTERNATIONAL

1 JUNE 2020
TRIBECA ROOFTOP



KICK OFF PRIDE MONTH JUNE 1

About Celebration of Courage

Celebration of Courage is OutRight Action International's annual gala in New York City and is an evening of inspiration and community in support of LGBTIQ human rights around the world. OutRight uses the **Celebration of Courage** to highlight and advance activist leading the charge to gain acceptance and equal rights.

The Felipa de Souza Award recognizes the courage and activism of grassroots groups and individuals in the spirit of the 16th century woman persecuted by the Brazilian Inquisition for publicly declaring her love for a woman, which the award is named after. The **OutStanding Award** pays tribute to special individuals, companies, and or organizations who have significantly advanced human rights for LGBTIQ people. And the **OutSpoken Award** recognizes a group or individual serving as an ally who contributes to advanced awareness and equality for LGBTIQ people.

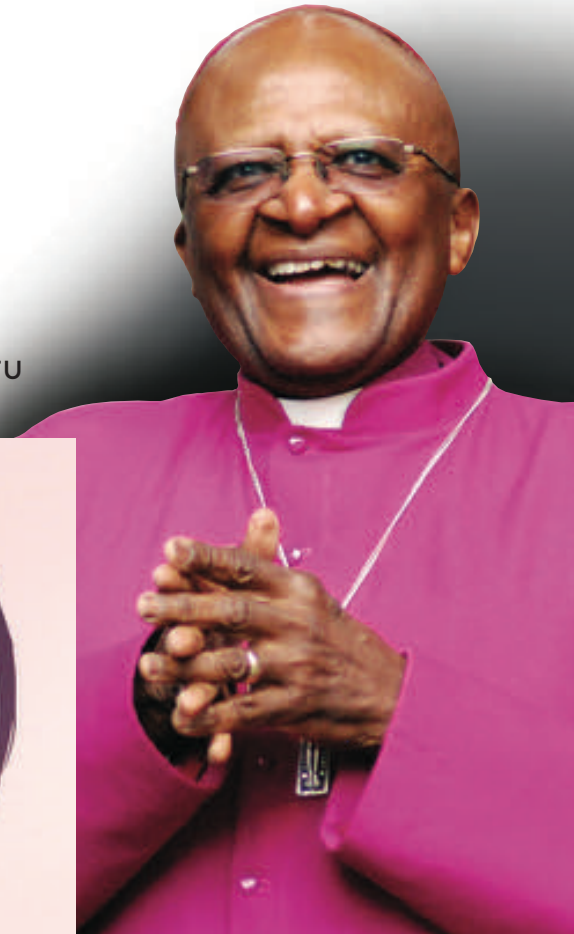


Past Honorees

Those honored in the past have included Reverend Desmond Tutu; Former Congressman Barney Frank; Andrew Tobias; Paul Albert; The Honorable Mary Robinson; Michel Sidibe; Jeff Sharlet; Judge Karan Atala; Tracy Norman, Kenneth Cole, U.S. Senator Tammy Baldwin, cast and crew of *Transparent*; IBM Corporation; Microsoft; Blue Diamond Society; delegations and organizations from over 30 countries including India, Indonesia, Iraq, Mongolia, Sri Lanka, Turkey, Zimbabwe and Thailand.

“I have spoken against the injustice of apartheid, racism, where people were penalized for something about which they could do nothing, their ethnicity... I therefore could not keep quiet, it was impossible, when people were hounded for something they did not choose, their sexual orientation.”

– REV. DESMOND TUTU



Audience

OutRight's Celebration of Courage audience includes LGBTIQ professionals and allies who care about rights and equality. Celebration of Courage attracts some of the best and the brightest from the media, political, business and finance sectors. These are OutRight's top-level supporters who are among New York's most influential philanthropists and industry and social leaders. Many of the guests have international connections and are interested in global news, world affairs and travel.

**"I never forget, and neither should you.
Our fight for equality is far from over."**

– ALAN CUMMING





Who We Are

Every day, LGBTIQ people's human rights and dignity are abused around the world in ways that shock the conscience. The stories of LGBTIQ struggles and resilience are astounding, yet remain unknown – or willfully ignored – by those with the power to make change. Without a groundswell of pressure, particularly from countries where LGBTIQ equality has progressed, these attacks on individuals' fundamental identities will continue unabated.

That's where OutRight Action International comes in.

For the past 30 years OutRight has worked to make a difference in the lives of millions around the world. Our staff works alongside LGBTIQ individuals across four continents to help identify community-focused solutions and guide policymakers toward lasting change.

OutRight is the only LGBTIQ organization with permanent presence to advocate at the United Nations in New York where we bring to light the concerns of LGBTIQ people globally.



What We Do

We support the grassroots LGBTIQ movement in several regions of the world.

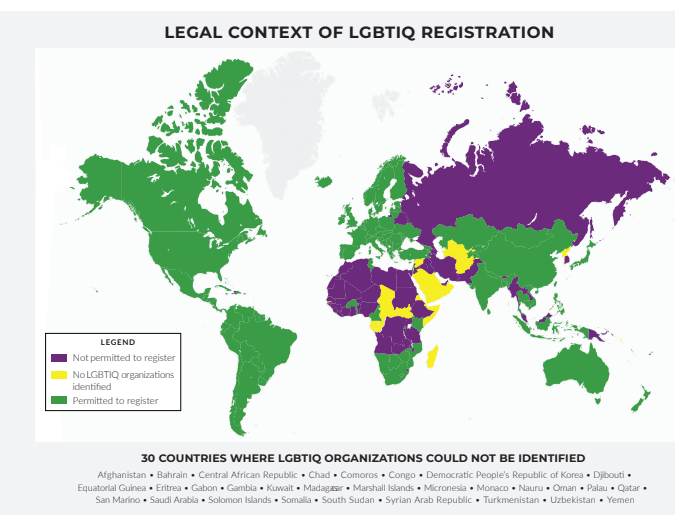
This involves training activists, journalists, law enforcement, civil servants and others; helping emerging LGBTIQ organizations obtain legal registration; and providing technical assistance and funding.

We hold governments accountable for how they treat LGBTIQ people.

OutRight coordinates year-round educational and advocacy efforts at the United Nations aimed at promoting equality and curbing human rights abuses.

We monitor and publish research on the conditions LGBTIQ people face around the world and progress/gaps in our movement.

This includes best practices reports, maps of organizing efforts around the world, and more.



OutRight 2018 in Numbers

GOVERNMENTS
ADVISED
57

PEOPLE
TRAINED
4,865

GRANTS TO GRASSROOTS
LGBTIQ GROUPS
\$384K

REPORTS
PUBLISHED
13

MEDIA
REACH
1.5B

PRIORITY
COUNTRIES
31

GLOBAL PARTNER
ORGANIZATIONS
150

COUNTRIES WITH
STAFF
7

LGBTIQ ACTIVISTS BROUGHT TO THE UN
TO MEET GOVERNMENTS, NONPROFIT
AND CORPORATE LEADERS
55

LGBTQ Community and Purchasing Power

Did You Know?

1 in 4 LGBT adults say they have switched products and service providers because they found a competing company that supports causes that benefit the LGBTQ community.

75% of gay men and lesbians are likely to remain loyal to a brand they perceive to be friendly and supportive of the LGBT community, even when less friendly companies offer lower prices or are more convenient.

58% of gay men and lesbians are more likely to purchase products and services from companies that market directly to gays and lesbians.

Galileo Capital Management's LGBT Capital arm conducts studies to evaluate the spending power of the LGBT community globally. The group estimated that LGBT spending power annually in the U.S. was 900 billion, and 3.7 trillion globally.

– SUN TIMES NETWORK



OutRight Corporate Partners

You will be in good company





Sponsorship Levels

Diamond – \$100,000

DISTINCT BENEFITS

- OutRight will provide **15 consultant hours** to your company to share expertise, and to address an LGBTQI-specific issue of importance to the corporation
- Provide **two personalized presentations** or webinars on LGBTIQ topics determined by the corporation
- Conduct a **tailored training** to company's employees or specific employee's resource group.

ADVERTISING & PROMOTION

- Full-screen and full color **ad** with premium placement in **event program**
- Logo and/or name on **event invitations**: electronic (distribution: ~20,000+); **slideshow**; **signage**; **media alerts/press releases**; **step and repeat**; **website**
- Onstage **acknowledgement during the event**
- Opportunity for **reciprocal link** on OutRight's website
- Listing on OutRight's website as a \$100,000 Corporate Supporter
- Listing in the 2020 **Annual Report** as Corporate Sponsor

HOSPITALITY

- 30 all-inclusive tickets
- Two VIP tables with premiere placement for dinner; one activist table for community activists
- Premium wine or champagne at each table
- Access to cocktail reception





Platinum - \$50,000

DISTINCT BENEFITS

- OutRight will provide **ten consultant hours** to your company to share expertise, and to address an LGBTIQ-specific issue of importance to the corporation
- Provide **two personalized presentations** or webinars on LGBTIQ topics determined by the corporation
- Conduct a **tailored training** to company's employees or specific employee's resource group.

ADVERTISING & PROMOTION

- Full-screen and full color **ad** with premium placement in **event program**
- Logo and/or name on **event invitations**: electronic (distribution: ~20,000+); **slideshow**; **signage**; **media alerts/press releases**; **step and repeat**; **website**
- Onstage **acknowledgement during the event**
- Opportunity for **reciprocal link** on OutRight's website
- Listing on OutRight's website as a \$50,000 Corporate Supporter
- Listing in the 2020 **Annual Report** as Corporate Sponsor

HOSPITALITY

- 20 all inclusive tickets
- Two VIP tables with premiere placement for dinner
- Premium wine or champagne at each table
- Access to cocktail reception





Gold - \$30,000

DISTINCT BENEFITS

- OutRight will provide **five consultant hours** to your company to share expertise, and to address an LGBTQI- specific issue of importance to the corporation **or** OutRight will provide one personalized presentation or webinar on LGBTIQ topics determined by the corporation.

ADVERTISING & PROMOTION

- Full-screen and full color **ad** with premium placement in **event program**
- Logo and/or name on **event invitations**: electronic (distribution: ~20,000+); **slideshow**; **signage**; **media alerts/press releases**; **step and repeat**; **website**
- Onstage **acknowledgement during the event**
- Opportunity for **reciprocal link** on OutRight's website
- Listing on OutRight's website as a \$30,000 Corporate Supporter
- Listing in the 2020 **Annual Report** as Corporate Sponsor

HOSPITALITY

- Ten all-inclusive tickets
- One VIP table with preferred placement for dinner
- Access to cocktail reception





Silver - \$10,000

ADVERTISING & PROMOTION

- Half-screen and full color **ad** with premium placement in **event program**
- Logo and/or name on **event invitations**: electronic (distribution: ~20,000+); **slideshow**; **signage**; **media alerts/press releases**; **step and repeat**; **website**
- Listing on OutRight's website as a \$10,000 Corporate Supporter
- Listing in the 2020 **Annual Report** as Corporate Sponsor

HOSPITALITY

- Ten all-inclusive tickets
- One table with prime placement for dinner
- Access to cocktail reception

PHOTOS BY BRAD HAMILTON PHOTOGRAPHY:

All photos unless otherwise specified.

PHOTO BY KRISTEN OPALINSKI: Rev. Desmond Tutu

PHOTOS BY STARR BLACK: Jeff Sharlet; Kevin Schumacher, Blanche Wiesen Cook, Binnaz Toprak and Cynthia Nixon; Marcela Sánchez Buitrago, Bebe Zahara Benet and Stacy Ann Chin; Moises Kaufman and friends; Michel Sidibe and Kenneth Cole.





West Coast Upgrade

UPGRADE YOUR SPONSORSHIP TO SUPPORT OUTRIGHT'S WEST COAST EVENTS

- Ideal opportunity for corporations that have a presence on the West Coast

OutRight will host the following regional events in 2020:

- Seattle, WA – February 6, 2020 - Seattle OutRising
- San Francisco, CA – April/May 2020 - San Francisco OutRising
- Los Angeles, CA – Fall 2020 - Los Angeles OutRising

Upgrade your Celebration of Courage sponsorship package with an additional:

- Sponsorship of all three West Coast events – \$10,000
- Sponsorship of two West Coast events – \$7,500
- Sponsorship of one West Coast event – 5,000 Advertising & Promotion

BENEFITS

- Premiere listing as event sponsor with prime logo placement on invitation and event collateral
- Ten all-inclusive tickets
- Listing on website as a Corporate Supporter
- Listing in the 2020 Annual Report as a Corporate Sponsor

For more information, please contact **Katie Hultquist**, West Coast Director, based in Seattle, WA at khultquist@outrightinternational.org

Sponsor Agreement Form

MAKE YOUR PAYMENT ONLINE AT
outrightinternational.org/coc2020sponsor

CONTACT INFORMATION

NAME OF CORPORATION / INDIVIDUAL SPONSOR

ADDRESS

CITY

STATE

ZIP

PHONE

EMAIL

Name(s) exactly as you wish it/them to appear on event materials

OutRight Action International

80 Maiden Lane, Suite 1505

New York, NY 10038 USA

P: +1 (212) 430.6054 • F: +1 (212) 430.6060

hello@outrightinternational.org • @OutRightIntl

FOR MORE INFORMATION, PLEASE CONTACT:

ELISE COLOMER - CHEADLE

ecolomer@outrightinternational.org

LEVEL OF SUPPORT

- | | |
|--|--|
| <input type="checkbox"/> Diamond – \$100,000 | <input type="checkbox"/> Gold – \$30,000 |
| <input type="checkbox"/> Platinum – \$50,000 | <input type="checkbox"/> Silver – \$10,000 |

Upgrade your Celebration of Courage sponsorship package with an additional:

- ☐ Sponsorship of all three West Coast events – \$10,000
- ☐ Sponsorship of two West Coast events – \$7,500
- ☐ Sponsorship of one West Coast event – \$5,000

PAYMENT METHOD

- ☐ Enclosed is a check made payable to OutRight Action International in the amount of \$ _____
- ☐ Please charge by credit card:
 - ☐ AMEX ☐ VISA
 - ☐ MASTERCARD ☐ DISCOVER

NAME ON CARD

CARD NUMBER

SIGNATURE

EXPIRATION DATE

SECURITY CODE

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For a full listing of our staff, please visit outrightinternational.org/our-people/staff-directory

