



Join Harmony to Celebrate and Support the LGBT+ Community!

Harmony: NC LGBT+ Allied Chamber of Commerce invites your organization to participate in its two signature events: our inaugural PrideLife Business Summit and our 2nd Annual PrideLife Expo at the Raleigh Convention Center.

The PrideLife Business Summit on Oct. 6, 2023, will draw influential business and community leaders, LGBT+ business owners, and DEI and Supplier Diversity professionals. The focus of the event will be on how to strengthen your organization's DEI efforts and Pride employee resource groups, and how to attract top LGBT+ talent and suppliers. There will be a VIP breakfast, breakout and panel sessions, a marketplace, and supplier diversity matchmaking with LGBT+ business owners.

The PrideLife Expo on Oct. 7 will bring together LGBT+ owned and allied companies, government and community agencies, and nonprofits to showcase their services, resources, and support for the LGBT+ community. This year we're expecting more than 5,000 attendees and 200 exhibitors.

Your sponsorship of these events will elevate your brand as an LGBT+-friendly organization, and give you access to thousands of attendees and millions of media impressions.

In the Sponsorship Level matrices below, you can choose from three options: (1) sponsoring the Summit alone, (2) sponsoring the PrideLife Expo alone, or (3) sponsoring both events.

Please reach out to CJ Scarlet at cj.scarlet@harmonync.org if you have any questions or want to schedule a meeting to discuss your level of support.

Thank you for your consideration. We look forward to partnering with you!



Who Should Sponsor and Attend the PrideLife Business Summit

- Executives who want to ensure their companies' goals for Diversity, Equity, and Inclusion are attained, and who want to benefit from the higher revenues that diverse management teams generate.
- DEI professionals who want to learn best practices in the field, particularly as they relate to LGBT+ employees and suppliers.
- HR leaders who want access to top LGBT+ talent and better engage their employees.
- Supplier Diversity professionals who want to connect with diverse suppliers.
- LGBT+ business owners who want to do business with corporations and government agencies.
- Anyone who wants to connect and network with leaders who are committed to supporting the LGBT+ business and professional communities.

Who Should Sponsor and Attend the PrideLife Expo

- LGBT+ owned and allied companies that want to promote themselves as safe and affirming places with which to do business.
- Community organizations that want to showcase their resources and services for the LGBT+ community.
- HR leaders who want to promote job openings and access top LGBT+ talent.
- Supplier Diversity professionals who want to connect with diverse suppliers.
- LGBT+ individuals and families who want to discover what safe, affirming services and resources are available to them.
- Allies who want to join in the fun and show their support for the LGBT+ community.

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Sponsor Benefits for PrideLife Business Summit Only



	INNOVATOR	ELITE	IMPACT	ADVOCATE	VIP BREAKFAST	LUNCH	BREAKOUT SESSION SPONSOR
	\$10,000	\$7,500	\$5,000	\$2,500	\$10,000	\$10,000	\$3,500
Event Tickets	3	2	1	1	3	3	1
VIP Breakfast Tickets					4		
List of Exhibitors and Sponsors w/Emails	✓	✓	✓		✓	✓	
Recognition on Summit Website	Logo on Home Page w/Link	Logo on Home Page	Logo	Name	Logo on Home Page w/Link	Logo on Home Page w/Link	Name
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓
Social Media Highlights	✓	✓			✓	✓	
Digital Ads at Event	Featured	Logo	Name		Logo	Logo	Name
Exhibitor Table	Premium	Featured	✓	✓	Premium	Premium	✓
Verbal Recognition During Event	✓				✓	✓	
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name		Logo	Logo	Name
Recognition on Event Presentation Slides	✓	✓	✓	✓	✓	✓	✓
Event Digital Program Ad	Logo w/Link	Logo w/Link	Logo	Name	Logo w/Link	Logo w/Link	Name
Recognition on Event App	Logo w/Link	Logo w/Link	Name	Name	Name	Logo w/Link	Name
Registration Table Signage	Logo				Logo	Logo	
Introduce Breakout Session Speaker							✓
Logo on Breakout Room Signage							✓
50% off 1st Year Harmony Biz Membership	✓	✓	✓	✓	✓	✓	✓

	INNOVATOR	ELITE	IMPACT	ADVOCATE	BREAKOUT SESSION SPONSOR	LUNCH VOUCHERS FOR EXHIBITORS
	\$10,000	\$7,500	\$5,000	\$2,500	\$3,500	\$5,000
List of Exhibitors and Sponsors w/Emails	✓	✓				✓
Recognition on Expo Website	Logo on Home Page w/Link	Logo on Home Page	Logo	Name	Name	Name
Social Media Mentions	✓	✓	✓	✓	✓	✓
Social Media Highlights	✓	✓				✓
Digital Ads at Event	Featured	Logo	Name		Name	Name
Exhibitor Table	Premium	Featured	✓	✓	✓	✓
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name		Name	Name
Event Digital Program Ad	Logo w/Link	Logo w/Link	Logo		Name	Name
Recognition on Event App	Logo w/Link	Logo w/Link	Logo	Name	Name	Logo
Registration Table Signage	Logo					
Introduce Breakout Session Speaker					✓	
Logo on Breakout Room Signage					✓	
50% off 1st Year Harmony Biz Membership	✓	✓	✓	✓	✓	✓

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Benefits for Sponsoring BOTH the Summit & Expo



	PRESENTING SPONSOR	TRAIL BLAZER	VISIONARY	APP SPONSOR	CHAMPION	AMBASSADOR	ALLY
	\$25,000	\$20,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000
Recognition on Website	Logo on Home Page w/Link	Logo on Home Page w/Link	Logo w/Link	Logo w/Link	Logo	Logo	Name
Social Media Mentions	✓	✓	✓	✓	✓	✓	✓
Social Media Highlights	✓	✓	✓	✓	✓	✓	
Digital Ads At Event	Logo	Logo	Logo	Logo	Name		
Verbal Recognition During Event	✓	✓	✓	✓			
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name	Name	Name		
Recognition on Event Slides	Logo	Logo	Logo	Logo	Name	Name	Name
Expo Digital Program Ad	Featured	Featured	Logo	Logo	Logo	Name	Name
Summit Digital Program Ad	Featured	Featured	Logo	Logo	Logo	Name	Name
Recognition on Event App	Logo w/Link	Logo w/Link	Logo w/Link	Logo w/Link	Logo	Name	Name
Registration Table Signage	Logo	Logo	Name	Name			

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Benefits for Sponsoring BOTH the Summit & Expo



	PRESENTING SPONSOR	TRAIL BLAZER	VISIONARY	APP SPONSOR	CHAMPION	AMBASSADOR	ALLY
	\$25,000	\$20,000	\$15,000	\$10,000	\$10,000	\$7,500	\$5,000
Event Tickets	8	6	4	4	3	2	1
VIP Breakfast Tickets	4	2	1	1			
Industry Exclusivity	✓						
Recognition below Event Title	✓						
Display Company Banner	✓						
Introduce Keynote Speaker	✓						
Feature Article on Website	✓						
Event Map Logo	✓						
Logo on Summit & Expo Lanyards	✓						
Exhibitor Table at Summit and Expo	Premium	Premium	Premium	Premium	Premium	✓	✓
List of Summit Attendees/ Exhibitors w/Emails	✓	✓	✓	✓	✓	✓	
List of Expo Exhibitors/ Sponsors w/Emails	✓	✓	✓	✓	✓	✓	
50% off 1st Year Harmony Biz Membership	✓	✓	✓	✓	✓	✓	✓