



BUSINESS SUMMIT & EXPO

**October 6-7, 2023**

**Raleigh Convention Center**

## **Join in Celebrating and Supporting the LGBT+ Community!**

We are thrilled to invite your organization to be a part of the 2023 PrideLife Business Summit & Expo, a groundbreaking two-day event designed to empower, connect, and celebrate the LGBT+ community and its allies!

### **About the Event**

This event is focused on Diversity, Equity, and Inclusion (DEI), fostering business relationships, and providing valuable resources for LGBT+ business owners, professionals, and allies. It is powered by Harmony: NC LGBT+ Allied Chamber of Commerce, the official National Gay & Lesbian Chamber of Commerce (NGLCC) affiliate responsible for supporting and growing the LGBT+ business and professional community in the eastern 50 counties of North Carolina. (Learn more at [harmonync.org](https://harmonync.org).)

Taking place on October 6 & 7, 2023 at the Raleigh Convention Center, PrideLife features a B2B Business Summit on the first day, focused on Diversity, Equity, and Inclusion (DEI), followed by a B2C Expo on the second day, connecting LGBT+ individuals and allies with LGBT-embracing companies and community resources.

**PrideLife Business Summit:** A day filled with thought-provoking discussions, workshops, and networking opportunities centered around DEI and its impact on business growth and innovation.

**PrideLife Expo:** Our 2nd Annual PrideLife Expo features breakout sessions and an inclusive marketplace featuring LGBT-friendly businesses and community resources, fostering connections between companies, government and community agencies, and the diverse LGBT+ consumer base. It is a free event suitable for all ages, promoting understanding and acceptance within families and communities.

### **How to Participate**

Join us as a sponsor of the Business Summit, Expo, or both, and showcase your commitment to diversity, inclusion, and the LGBT+ community. Together, we can foster a supportive and empowering environment for businesses and individuals alike! Stand out as a champion of DEI efforts and make a lasting impression on our diverse audience.

Visit [pridelifeexpo.org](https://pridelifeexpo.org) or contact John Mitterling ([john.mitterling@harmonync.org](mailto:john.mitterling@harmonync.org)) today to further explore the various sponsorship levels included herein and find the perfect fit for your brand.

# Who Should Sponsor and/or Attend the Business Summit?

- Business leaders committed to creating diverse and inclusive workplaces
- LGBT+ entrepreneurs and business owners seeking growth and collaboration opportunities
- Supplier diversity professionals looking to expand their network of diverse suppliers
- HR and DEI professionals dedicated to fostering inclusive work environments
- Professionals passionate about driving DEI initiatives in their organizations

## Why Attend?

### PrideLife Business Summit: Oct 6

**Gain Insight:** Learn from renowned industry experts and thought leaders who are driving meaningful change in diversity, equity, and inclusion.

**Network:** Connect with a diverse range of professionals, including business leaders, LGBT+ entrepreneurs, and supplier diversity advocates, to expand your network and create valuable connections.

**Collaborate:** Engage in interactive workshops, panel discussions, and breakout sessions to explore innovative strategies and best practices for implementing DEI initiatives in your organization.

**Opportunity:** Discover new business prospects, potential partnerships, and supplier diversity opportunities in a supportive and inclusive environment.

**Empowerment:** Be inspired by success stories from trailblazers who have overcome challenges and championed diversity in their respective fields.

### PrideLife Expo: Oct 7

**Connect with LGBT-Embracing Companies:** Engage with organizations that are committed to fostering diverse and inclusive workplaces, providing a safe space for LGBT+ employees and customers alike.

**Explore Community Resources:** Discover valuable resources, support networks, and services tailored to the needs of the LGBT+ community and its allies.

**Learn:** Attend insightful breakout sessions led by industry experts, activists, and community leaders to deepen your understanding of LGBT+ issues and celebrate diversity.

**Family-Friendly Fun:** Enjoy a day of fun activities, entertainment, and interactive experiences suitable for all ages. We encourage families to come together and celebrate diversity as a united community.



**BUSINESS SUMMIT ONLY**  
2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	Innovator \$10,000	Elite \$7,500	Impact \$5,000	Advocate \$2,500	VIP Breakfast \$10,000	Lunch \$10,000	Breakout Session (4) \$3,500	Water Station \$2,000	Wifi \$2,000	Coffee for Exhibitors \$1,500
<b>ON-SITE</b>										
Event Tickets	3	2	1	1	3	3	1	1	1	1
Exhibitor Table	Premium	Featured	●	●	Premium	Premium	●	●	●	●
Verbal Recognition During Event	●				●	●				
Recognition on Event Presentation Slides	●	●	●	●	●	●	●	●	●	●
Introduce Breakout Session Speaker							●			
<b>WEBSITE, SOCIAL, &amp; EMAILS</b>										
Recognition on Summit Landing Page	Logo w/Link	Logo	Logo	Name	Logo w/Link	Logo w/Link	Name	Name	Name	Name
Social Media Mentions	●	●	●	●	●	●	●	●	●	●
Social Media Highlight	●	●			●	●				
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name		Logo	Logo	Name			
<b>DIGITAL ADS &amp; PRINT SIGNAGE</b>										
Digital Ads at Event	Featured	Logo	Name		Logo	Logo	Name			
Event Digital Program Ad	Logo w/Link	Logo w/Link	Logo	Name	Logo w/Link	Logo w/Link	Name	Name	Name	Name
Recognition on Event App	Logo w/Link	Logo w/Link	Name	Name	Logo w/Link	Logo w/Link	Name	Name	Name	Logo w/Link
Location of Table Signage Logo	Registration				Registration	Registration		Water Station		Coffee Station
Logo on Breakout Room Signage							●			
<b>POST-EVENT</b>										
List of Exhibitors & Sponsors w/Email Addresses	●	●	●		●	●				



EXPO ONLY

2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	Innovator \$10,000	Elite \$7,500	Impact \$5,000	Advocate \$2,500	Breakout Session (4) \$3,500	Low-Sensory Zone \$2,500	Water Station \$2,000	Wifi \$2,000	Coffee for Exhibitors \$1,500
<b>ON-SITE</b>									
Exhibitor Table	Premium	Featured	●	●	●	●	●	●	●
Introduce Breakout Session Speaker					●				
<b>WEBSITE, SOCIAL, &amp; EMAILS</b>									
Recognition on Expo Landing Page	Logo w/Link	Logo	Logo	Name	Name	Name	Name	Name	Name
Social Media Mentions	●	●	●	●	●	●	●	●	●
Social Media Highlight	●	●							
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name		Name				
<b>DIGITAL ADS &amp; PRINT SIGNAGE</b>									
Digital Ads at Event	Featured	Logo	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	Name	Name	Name	Name
Location of Table Signage Logo	Registration						Water Station		Coffee Station
Logo on Breakout Room Signage					●				
<b>POST-EVENT</b>									
List of Exhibitors & Sponsors w/Email Addresses	●	●							



**BOTH THE BUSINESS SUMMIT & EXPO**  
2023 SPONSORSHIP OPPORTUNITIES

SPONSORSHIP LEVELS	Presenting Sponsor \$25,000	Trail Blazer \$20,000	Visionary \$15,000	Champion \$10,000	Ambassador \$7,500	Ally \$5,000
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*Industry  
Exclusivity*

**ON-SITE**

	8	6	4	3	2	1
Event Tickets	Premium	Premium	Premium	Premium	●	●
Exhibitor Table at Business Summit & Expo	●	●	●			
Verbal Recognition During Event	●	●	●	●	●	●
Recognition on Event Presentation Slides						

**WEBSITE, SOCIAL, & EMAILS**

Recognition on PrideLife Homepage	Logo w/Link	Logo w/Link	Logo w/Link	Logo	Logo	Name
Social Media Mentions	●	●	●	●	●	●
Social Media Highlight	●	●	●	●	●	
Recognition in Promotional Emails	Logo w/Link	Logo w/Link	Name	Name		

**DIGITAL ADS & PRINT SIGNAGE**

Digital Ads at Both Events	Featured	Featured	Featured	Featured	Logo	Name
Event Digital Program Ads at Both Events	Featured	Featured	Logo w/Link	Logo w/Link	Logo w/Link	Logo
Recognition on Event App	Logo w/Link	Logo w/Link	Logo w/Link	Logo w/Link	Logo w/Link	Name
Registration Table Signage	Logo	Logo	Name			

**POST-EVENT**

List of Summit Exhibitors & Sponsors w/Email Addresses	●	●	●	●	●	
List of Expo Exhibitors & Sponsors w/Email Addresses	●	●	●	●	●	

**Additional Presenting Sponsor Benefits Include:**

- Recognition Below Event Title
- Display Company Banner
- Introduce Keynote Speaker
- Featured Article on PrideLife Website
- Logo on Event Map
- Logo on Summit & Expo Lanyards