



THE FOURTH ANNUAL

ATHLETE
ALLY
ACTION
AWARDS
2017

TUESDAY, OCTOBER 3 | 6-10 PM

THE GALLERY AT DREAM DOWNTOWN

355 W 16TH STREET (BETWEEN 8TH AND 9TH AVENUES)

6 PM

7 PM

8 PM

VIP Reception

Cocktails and hors d'oeuvres

Awards Presentation Includes Silent Auction

Athlete Ally is a 501c3 nonprofit organization founded in 2011 that provides public awareness campaigns, educational programming, tools and resources to foster inclusive sports communities. We mobilize Ambassadors in collegiate, professional and Olympic sports who work to foster “allyship” in their athletic communities.

Who is an Athlete Ally?

An Athlete Ally can be any person – regardless of sexual orientation or gender identity – who takes a stand against homophobia and transphobia in sports and brings the message of respect, inclusion and equality to their athletic community. Athlete allies include competitive and recreational athletes as well as coaches, parents, teachers, league officials, sports fans, other sports participants, and advocates around the globe.

24,789

HAVE JOINED THE
MOVEMENT

152

PRO AMBASSADORS

100

CAMPUS
AMBASSADORS

52

CAMPUS PROGRAMS



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**We are witnessing
the greatest
expansion
of athlete activism in
modern history.**

Never before have we
seen athletes, teams
and leagues using
their influence so
regularly to champion
equality for
marginalized
communities around
our country.

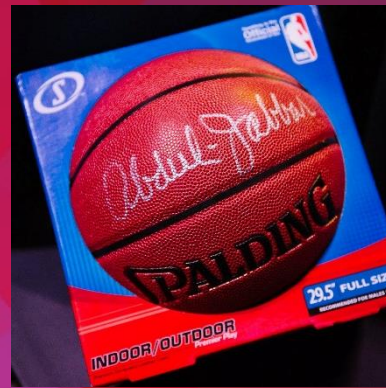
**Athlete Ally is proud
to be a part of this
movement.**



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Recent Wins:

- Worked with the NBA on their historic decision to move the All-Star game from North Carolina in the wake of HB2, the legislation Attorney General Loretta Lynch called "state-sanctioned discrimination against some of the most vulnerable members of our society."
- Worked with the NCAA to pull all of their championships from North Carolina.
- Partnered with the NCAA to develop and administer an anti-discrimination survey to guide their choice of locations for key sporting events.
- Created a landmark campaign, Principle 6, which successfully lobbied the International Olympic Committee to include sexual orientation in the Olympic Charter.
- Led athlete participation in campaign to persuade Vice President Mike Pence to moderate Indiana's anti-LGBT "Religious Freedom Restoration Act" in 2015.
- Led the successful #WomenInFIFA campaign, engaging more than 150 Olympic and professional athletes in calling on FIFA reforms to include greater representation of women and increased support for women's football.



The Action Awards celebrates the pioneering actions by individuals and organizations in 2017 that helped create LGBT inclusive athletic environments and eliminate anti- LGBT prejudice.



The annual event features athlete and celebrity honorees and participants, a luxury auction, and the opportunity to network with individual and corporate philanthropic leaders from the sports and business communities.



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Previous Honorees, Presenters & Special Guests

Kareem Abdul-Jabbar
Yogi Berra
James Blake
Boston Celtics
Jason Collins
Grant Hill
HBO
KPMG
Lori Lindsey
Greg Louganis
Brandon McCarthy
Martina Navratilova
Heather O'Reilly
Dr. Renée Richards
Salesforce
Michael Sam
WNBA



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SPONSORSHIP

Sponsorship Levels

CHAMPION SPONSOR

\$50,000

MVP SPONSOR

\$25,000

CAPTAIN SPONSOR

\$15,000

ALLY SPONSOR

\$10,000

VARSITY SPONSOR

\$5,000

ROOKIE SPONSOR

\$2,500

Previous Sponsors Include:

Airbnb

Ansell Grimm & Aaron, PC

AT&T

BakerHostetler

Barefoot Wine

Bloomberg Philanthropies

Capalino + Company

Cipperman Design

Citi

Edelman

G-III

Goldman Sachs

Allison Grover & Susie Scher

Haddad Brands

HBO

Hyatt Worldwide

Icon Realty Management

JetBlue

Ken Mehlman

KPMG

Major League Soccer

McDermott Will & Emery

Merrill Lynch

MillerCoors

NBA Cares

National Football League

Northwestern Mutual

PepsiCo

RBC Capital Markets

Steve Madden

Target

Steve, Laurie, & Jonathan Tisch

Tito's Handmade Vodka

Tusk Ventures

United Federation of Teachers

Steve Wozencraft & John Evans



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Champion Sponsor | \$50,000

\$49,120 IS TAX-DEDUCTIBLE

- Prime table for 8 individuals
- Access to VIP reception and opportunity to meet and take photos with honorees and special guests
- Full-page color advertisement in the program book
- Logo recognition on invitation, digital event materials, and step and repeat*
- Verbal recognition from the stage
- Additional programmatic benefits available for your marketing or diversity and inclusion goals

MVP Sponsor | \$25,000

\$24,120 IS TAX-DEDUCTIBLE

- Prime table for 8 individuals
- Access to VIP reception and opportunity to meet and take photos with honorees and special guests
- Full-page color advertisement in the program book
- Logo recognition on invitation, digital event materials, and step and repeat*
- Verbal recognition from the stage
- Additional programmatic benefits available for your marketing or diversity and inclusion goals

*STEP AND REPEAT LOGO INCLUSION IS RESERVED FOR CORPORATIONS ONLY, NOT INDIVIDUALS.

Sponsorship Levels

CHAMPION SPONSOR

\$50,000

MVP SPONSOR

\$25,000

CAPTAIN SPONSOR

\$15,000

ALLY SPONSOR

\$10,000

VARSITY SPONSOR

\$5,000

ROOKIE SPONSOR

\$2,500



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Captain Sponsor I \$15,000

\$14,120 IS TAX-DEDUCTIBLE

- Prime table for 8 individuals
- Access to VIP reception and opportunity to meet and take photos with honorees and special guests
- Half-page color advertisement in the program book
- Logo recognition on invitation, digital event materials, and step and repeat*

Ally Sponsor I \$10,000

\$9,340 IS TAX-DEDUCTIBLE

- Table for 6 individuals
- Access to VIP reception and opportunity to meet and take photos with honorees and special guests
- Half-page color advertisement in the program book
- Logo recognition on invitation, digital event materials, and step and repeat*

Sponsorship Levels

CHAMPION SPONSOR

\$50,000

MVP SPONSOR

\$25,000

CAPTAIN SPONSOR

\$15,000

ALLY SPONSOR

\$10,000

VARSITY SPONSOR

\$5,000

ROOKIE SPONSOR

\$2,500



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Varsity Sponsor I \$5,000

\$4,560 IS TAX-DEDUCTIBLE

- 4 tickets to VIP Reception and Awards
- Opportunity to meet and take photos with honorees and special guests
- Quarter-page advertisement in program book
- Listing on invitation and digital event materials

Rookie Sponsor I \$2,500

\$2,280 IS TAX-DEDUCTIBLE

- 2 tickets to VIP Reception and Awards
- Quarter-page advertisement in program book
- Listing on invitation and digital event materials

Sponsorship Levels

CHAMPION SPONSOR

\$50,000

MVP SPONSOR

\$25,000

CAPTAIN SPONSOR

\$15,000

ALLY SPONSOR

\$10,000

VARSITY SPONSOR

\$5,000

ROOKIE SPONSOR

\$2,500



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TICKETS

Host Committee I \$1,000

\$780 IS TAX-DEDUCTIBLE

- Listing on event webpage and print materials
- **2 tickets** to VIP Reception and Awards

VIP Ticket Package I \$500

\$280 IS TAX-DEDUCTIBLE

- **2 tickets** to VIP Reception and Awards

Individual Ticket I \$200

\$90 IS TAX-DEDUCTIBLE

- **1 ticket** to Awards

Young Patron Ticket (UNDER 40) I \$150

\$40 IS TAX-DEDUCTIBLE

- **1 ticket** to Awards

PLEASE NOTE

The Action Awards is not a seated dinner. The evening includes cocktails and hors d'oeuvres.

Only corporate sponsors will appear on step and repeat.

*Your gift, less the ticket value of \$110, is fully tax-deductible to the fullest extent allowed by law.
A receipt will be provided for your records.*

There are a limited number of Young Patron Tickets available.

Leadership Levels

HOST COMMITTEE

\$1,000+

VIP TICKET PACKAGE

\$500

INDIVIDUAL TICKET

\$200

YOUNG PATRON TICKET

\$150 (*under 40*)



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JOURNAL ADS

JOURNAL ADVERTISEMENTS

Support Athlete Ally and promote your company or leave a message of support for Athlete Ally or the honorees in the 2017 Action Awards program book.

Full-Page (Color) | \$1,000

Half-Page (Color) | \$500

Quarter-Page (Color) | \$250

Size:

- Full-Page: 5" W x 8" H // There are no bleeds.
- Half-Page: 5" W x 3.875" H // There are no bleeds.
- Quarter-Page: 2.375" W x 3.875" H // There are no bleeds.

Accepted File Formats:

- JPG or TIF // 300 DPI resolution at 100% scale; no compression
- PDF // PDF/X-1A:2001; 100% scale; no compression
- EPS // 100% scale; all fonts outline-converted
- All files output to CMYK

The deadline for advertisement inclusion is Friday, September 29, 2017.

Journal Advertisements

FULL-PAGE

\$1,000

HALF-PAGE

\$500

QUARTER-PAGE

\$250



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Board Members

Hudson Taylor

*Founder Executive Director
& Board Member*

Mike Balaban

Co-Chair, Board of Directors

Andrew Ward

Co-Chair, Board of Directors

Fran Boller**Joy Bunson****Laura Clise****Chris Coffey****Carin Ehrenberg****Brian Ellner****Allison Grover****Sean James****Lia Parifax, Co-Founder****Christine Quinn****Frederick C. Raffetto****Brian Rice****Ward Simmons****Robert Smith****Mark Stephanz****Sandye Taylor****Robert York****Deborah Block**

Co-Founder, Board Member Emeritus

List current as of 3.20.17



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2017

More Information

For more information on sponsorship opportunities or joining the Host Committee:

Mitch Mathias | Development Director

917.301.8015

mitch.mathias@athleteally.org

For more information or to submit your program book advertisement:

Jonathan Slawson | Development Coordinator

908.405.9359

jonathan.slawson@athleteally.org

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