



ATHLETE ALLY

6TH ANNUAL ACTION AWARDS SPONSORSHIP BENEFITS & TICKETING

- **80%** of LGBTQ student-athletes are not out to any of their coaches about their sexual orientation.
- Only **24%** of LGBTQ youth play a sport.
- **2X** is the rate at which LGBTQ youth drop out of sports compared to their non-LGBTQ peers.

Join Athlete Ally for our Sixth Annual Action Awards to support our mission of ending the structural and systemic oppression that isolates, excludes, and endangers LGBTQ people in sport. The Action Awards brings together 300+ supporters from around the country, including individuals, corporate funders, and athletes to celebrate advancements in sports for LGBTQ equality and inclusion, and to commit to the work ahead. The Action Awards raises approximately 30% of Athlete Ally's annual operating budget, so your support allows us to partner with more professional athletes, teams and leagues to **deepen support of and engagement in** LGBTQ equality and inclusion.

Past Honorees and Special Guests include: Kareem Abdul-Jabbar, Yogi Berra, James Blake, Jason Collins, HBO, Grant Hill, Jemele Hill, Billie Jean King, KPMG, Lori Lindsey, Greg Louganis, Brandon McCarthy, Heather O'Reilly, Dr. Renee Richards, Salesforce, Michael Sam, the WNBA, and more.

**TUESDAY,
NOVEMBER 12
2019**

NEW WORLD STAGES
340 W 50th St. New York, NY

Tickets and sponsorships available at:
WWW.ATHLETEALLY.ORG/ACTIONAWARDS

- 6 PM** **VIP Reception** Includes cocktails, catered hors d'oeuvres, and intimate meet-and-greet with honorees and special guests
- 7 PM** **General Reception** Includes cocktails and catered hors d'oeuvres
- 8 PM** **Awards Program** Includes Seated Program at New World Stages (Stage One, *Jersey Boys*)
- 9PM** **Post-Awards Reception** Includes cocktails, dessert, and coffee

Note: This is not a seated dinner

About Athlete Ally:

Athlete Ally is a leading national nonprofit working at the intersection of sport and LGBTQ equality to end the structural and systemic oppression that isolates, excludes and endangers LGBTQ people in sport. Some key wins include creating a landmark campaign, Principle 6, which successfully lobbied the International Olympic Committee to include sexual orientation in the Olympic Charter and working with the NBA, NCAA, and ACC on their historic decisions to move the competitions from North Carolina in the wake of anti-LGBTQ law HB2.

For questions or more info, contact Mitch Mathias at mitch.mathias@athleteally.org

	\$50,000 Presenting Sponsor	\$25,000 Champion Sponsor	\$15,000 MVP Sponsor	\$10,000 Ally Sponsor	\$5,000 Varsity Sponsor	\$2,500 Captain Sponsor	\$1,500 Legend Sponsor	\$1,000 VIP Ticket	\$500 Individual Ticket
Logo or Name with "Presented by" credit on all collateral – invitation, event website, social media, e-newsletter, and other Customized Benefits to be determined with Development Director (<i>Exclusive opportunity</i>)	X								
Private Meet & Greet with Honorees and Special Guests (<i>Details TBD</i>)	X								
Logo on Step & Repeat (<i>Corporate Only</i>)	X	X	X						
Acknowledgement from stage	X	X	X						
Mention in press release	X	X	X	X					
Keynote Address or Training from Athlete Ally Executive Director to a conference or gathering of your choice	X	X	X	X					
Digital Promotion on Athlete Ally's social media (50,000+ reach)									
Facebook	3x	2x	2x	1x					
Instagram	2x	1x	1x						
Twitter	3x	2x	1x	1x					
Dedicated eblast	1x	1x	1x	1x					
Logo or name on invitation & event signage (day of), including program book	Logo/ Name	Logo/ Name	Logo/ Name	Logo/ Name	Name	Name	Name		
Logo or Name with hyperlink on event website and all communications	Logo/ Name	Logo/ Name	Logo/ Name	Logo/ Name	Name	Name	Name		
VIP Tickets	20 tickets	12 tickets	10 tickets	6 tickets				1 ticket	
Tickets to General Reception and Seating for Awards Program					5 tickets	3 tickets	2 tickets		1 ticket

____ Yes, I'm interested in joining the Host Committee and commit to raise or donate a minimum of \$2,500, in exchange for your name and/or your household's listing on event invite; website; program book; and day-of signage.

* A portion of each ticket used is not tax deductible.

If you are interested in sponsoring or underwriting any of the following opportunities, please contact: Mitch Mathias at mitch.mathias@athleteally.org.

- Promotional Video played during program
- Photo booth during Cocktail Reception
- Back-page advertisement in program book
- Donating to the Silent Auction

Deadline to be included on event invite (digital) and full social media outreach is October 1, 2019.

Deadline to be included on step and repeat and program book is October 15, 2019.

Notes: The Action Awards is not a seated dinner; cocktails and food will be served before and after the Awards presentation. Each guest will have a seat in the auditorium for the Awards program at 8 pm. Seats are first come, first served. Space is limited, so RSVP today.