



# OUTFRONT MINNESOTA SPONSORSHIP OPPORTUNITIES

---

2024





## ABOUT OUTFRONT MINNESOTA

OUTFRONT MINNESOTA was founded in August 1987 as a resource for queer and trans community members experiencing violence and hate crimes because of their identities. However, we soon saw issues facing the LGBTQ+ communities needed to be addressed with systemic change in addition to direct services.

In 1993, we successfully passed a statewide nondiscrimination law that included sexual orientation AND gender identity as protected statuses in the Minnesota Human Rights Act—the first law in the country that included protections for our trans community members. We won marriage equality by defeating an anti-marriage amendment at the ballot box in 2012 and passing marriage equality through the legislature in 2013. We ensured that our kids have safe and supportive environments to learn in by passing the Safe and Supportive Schools Act in 2014 and creating the Trans Toolkit in 2017. In 2023, we passed the Conversion Therapy Ban and the Trans Refuge Bill. Our fight is not over and our supporters are needed more than ever.

OutFront Minnesota is the state's largest LGBTQ+ advocacy organization. Our mission is to build power within Minnesota's 2SLGBTQIA+ communities and address inequities through intersectional organizing, advocacy, education, and direct support services. We envision a safe and equitable world where all members of our communities are free to lead lives of opportunity, autonomy, and full self-expression.



# OUTFRONT'S LGBTQ+ IMPACT

For decades, OutFront Minnesota has created change around LGBTQ+ rights, safety, and freedom in Minnesota. In 2023, OutFront Minnesota:

- Secured landmark legislative victories including the banning of conversion “therapy” and making Minnesota a transgender refuge state.
- Made advances in inclusive school policies across the state—including a Gender Inclusion Policy in Duluth Public Schools and a Pride Resolution in Osseo Public Schools.
- Supported almost 5,000 educators and LGBTQ+ youth in creating safer school environments.
- Connected with 42 GSAs across the state, more than 200 Gender & Sexuality Alliance (GSA) advisors, and nearly 1,300 middle- and high-school students through sponsored events.
- Ensured the safety of 290 LGBTQ+ victims/survivors of violence by providing them with crisis counseling, financial assistance, and advocacy.





## OUR COMMUNITIES' NEEDS

In 2023, Minnesota saw the greatest advances in LGBTQ+ equity in more than a decade. However, national attacks against the LGBTQ+ community continue to put pressure on community members—with thousands looking to Minnesota for refuge and resources.

In 2024 OutFront Minnesota is working to:

- Shape the national narrative around LGBTQ+ rights with local and national partners.
- Following the COVID pandemic, rebuild and strengthen GSAs and our educator and GSA advisor network across the state.
- Ensure the safety of nearly 300 LGBTQ+ victims/survivors of violence by providing them with crisis counseling, system navigation, financial assistance, and advocacy.
- As a first point of contact, field nearly 2,000 helpline calls and directing community members to local resources.
- Lay the groundwork for crucial election victories in 2024 to ensure LGBTQ+ rights are protected at every level of government.

# WHY SPONSOR OUTFRONT MINNESOTA?



A sponsorship helps your organization join a community of businesses committed to making a positive impact in our state.

The Twin Cities community boasts a long legacy of LGBTQ+ advocacy. More than 30 Minnesota corporations have been recognized by the Human Rights Campaign with scores of 90+ in the Corporate Equality Index. These scores reflect, in part, a social responsibility and commitment to the LGBTQ+ community through philanthropic giving. Your sponsorship can show your commitment to Minnesota's diverse LGBTQ+ community to the state and your peers.

OutFront Minnesota can elevate your brand with our large media and community footprint.

OutFront Minnesota is the state's leading voice on LGBTQ+ issues, with more than 18,000 Facebook, 7,500 Instagram, and 11,000 Twitter followers and a mailing and email list of more than 40,000.

In 2023, we have received frequent local and even national coverage from news outlets such as CNN for our work in LGBTQ+ rights. Your support of OutFront Minnesota with an event sponsorship can elevate your brand to a wide audience.



# YOUTH SUMMIT 2024

OutFront Minnesota's annual Youth Summit is a powerful event for students in grades 9–12, as well as the adults that support them in their learning environments. This event brings together more than 300 LGBTQ+ youth, allies, and educators from across the state for youth-led workshops, leadership development opportunities, community building and networking, and the chance for youth to speak with community leaders about issues that matter to them.

*“I just love the vibe for the kids that it’s okay to be exactly who they are, and be surrounded by like-minded people. They certainly don’t get that feeling at school.”*

WEDNESDAY, MARCH 13, 2024

- Keynote speaker
- Workshops
- Resource Fair
- Panel discussions
- Music and entertainment
- And more!

Sponsorship benefits include brand elevation, tabling opportunities, and more!



# YOUTH SUMMIT 2024

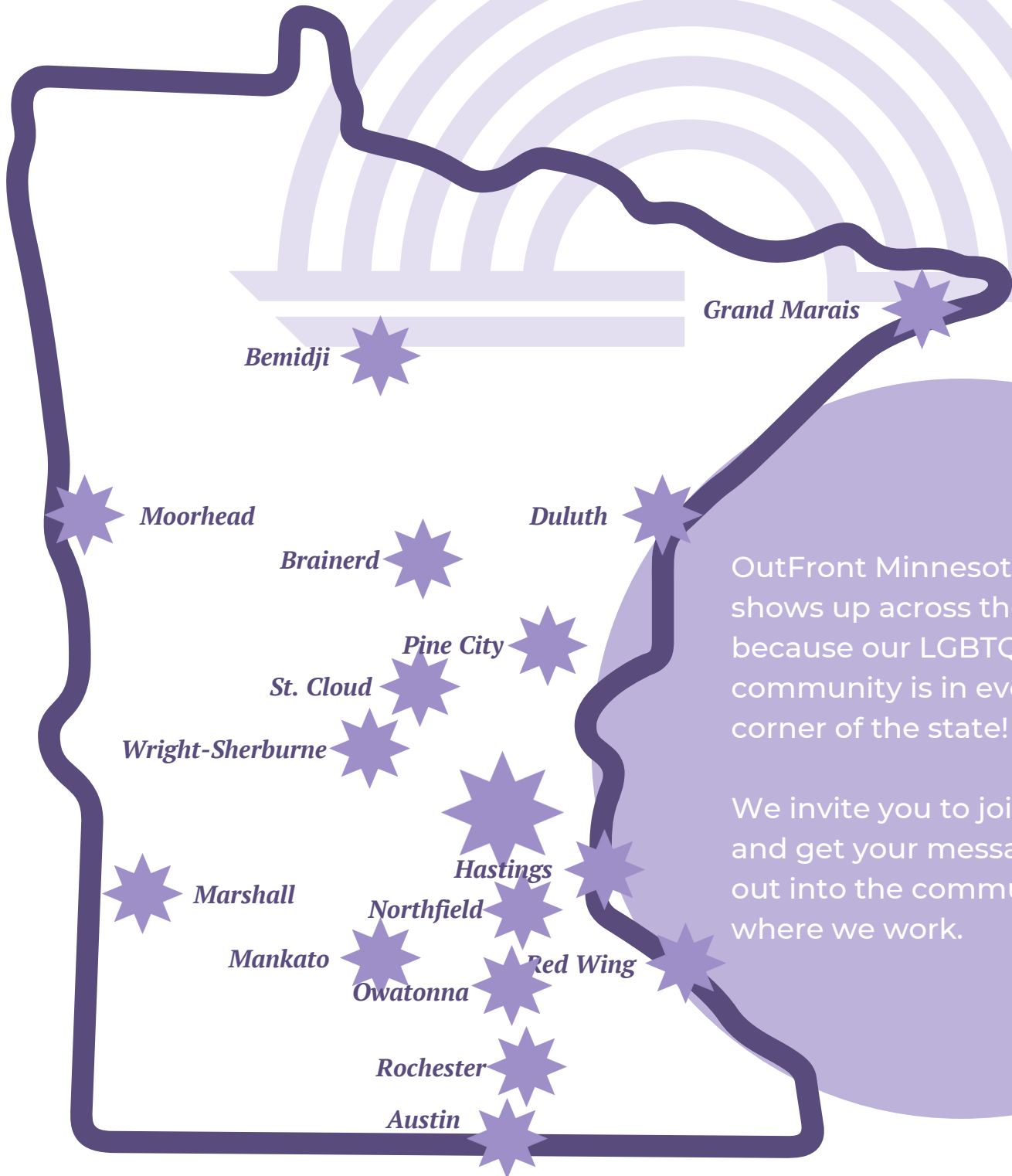
SPONSORSHIP BENEFITS	\$500	\$1,000	\$2,500	\$5,000
Opportunity to speak during Youth Summit opening program				●
Opportunity to schedule a Workplace Inclusion Training session				●
Logo featured on Educational Equity website for the year			●	●
Company or organization ad included in printed program		●	●	●
Opportunity to host a vendor table during Youth Summit event (subject to availability)	●	●	●	●
Name or logo* in Youth Summit social media post	●	●*	●*	●*
Name or logo* included in opening session presentation	●	●*	●*	●*
Name or logo* featured in program booklet and Youth Summit emails and communications	●	●*	●*	●*

*Limited volunteer opportunities may be available, for details or to ask about benefit customizations, please reach out to [development@outfront.org](mailto:development@outfront.org).*

For your sponsorship to be included in printed materials, please respond by FEBRUARY 21, 2024 to [development@outfront.org](mailto:development@outfront.org)



# PRIDE STATEWIDE



*Bemidji*

*Grand Marais*

*Moorhead*

*Duluth*

*Brainerd*

*Pine City*

*St. Cloud*

*Wright-Sherburne*

*Hastings*

*Marshall*

*Northfield*

*Mankato*

*Red Wing*

*Owatonna*

*Rochester*

*Austin*

OutFront Minnesota shows up across the state because our LGBTQ+ community is in every corner of the state!

We invite you to join us and get your message out into the communities where we work.

*Metro Area: Twin Cities Pride, St. Paul Pride, Bloomington Pride, Burnsville Pride, Golden Valley Pride, Hopkins Pride, POC Pride, Richfield Pride, West St. Paul Pride, Youth Pride (St. Paul)*





# PRIDE CELEBRATIONS

As Minnesota's largest LGBTQ+ organization, we celebrate Pride with 20+ regional community pride festivals. A sponsorship of OutFront Minnesota's Pride Celebrations ensures that we provide the same quality experience for our entire state community—from the hundreds who will be celebrating at the Marshall Pride Festival in Monticello to the thousands celebrating at the 52nd-annual Twin Cities Pride in the Park in Minneapolis.

Sponsorship Benefits	\$1,000	\$2,500	\$5,000	\$10,000
Title sponsor of OutFront's Twin Cities Pride in the Park section				●
Company or Organization Pride Volunteer Opportunity				●
Opportunity to schedule a Workplace Inclusion Training session			●	●
Opportunity for company swag to be distributed at all statewide festivals (May 15 deliverable deadline)		●	●	●
Logo Included in digital messaging and social media during Pride month	●	●	●	●

*Sponsor deadline May 1, 2024*

# OUTFRONT MINNESOTA ANNUAL GALA

THURSDAY, AUGUST 29, 2024  
The Depot Minneapolis  
225 3rd Ave S, Minneapolis, MN 55401

OutFront Minnesota's annual gala brings together our strongest supporters to celebrate the milestones our movement has reached—and to build the foundation for the work ahead.

Our gala event offers numerous naming and sponsor recognition opportunities, unique guest experiences, and a party for 500+ guests celebrating the LGBTQ+ community that you will not want to miss!

Schedule a meeting with Seth Goodspeed, Director of Development and Communications, for a meeting to learn more at [seth@outfront.org](mailto:seth@outfront.org) or call 612.767.7662.

Customized benefits may be available, inquire at [development@outfront.org](mailto:development@outfront.org)



	<b>\$2,500</b> (\$2,580 is tax-deductible)	<b>\$5,000</b> (\$4,300 is tax-deductible)	<b>\$10,000</b> (\$9,300 is tax-deductible)	<b>\$15,000</b> (\$14,300 is tax-deductible)	<b>\$25,000</b> (\$23,600 is tax-deductible)
	Bronze	Silver	Gold	Platinum	Presenting
Guests at gala dinner	x10	x10 VIP	x10 VIP	x10 VIP	x20 VIP
Ad in event program (Programs are approx. 8 1/2" x 5 1/2")	1/4 page	1/2 Page	Full Page	Full Page	Full Page
Sponsor Recognition on Event Website	●	●	●	●	●
VIP Cocktail Reception		●	●	●	●
Logo display at check-in and video displays		●	●	●	●
Workplace Inclusion Training		●	●	●	●
Custom Volunteer Opportunity			●	●	●
Event Element Naming Opportunity				●	●
Opportunity to Speak during Gala Program					●

Customized benefits may be available, inquire at [development@outfront.org](mailto:development@outfront.org)

# YOUR SPONSORSHIP SUPPORTS OUTFRONT MINNESOTA'S MISSION

## *When you sponsor our Youth Summit,*

You keep LGBTQ+ youth and educators across the state feeling safe and celebrated. You say: LGBTQ+ families know what's best for them and their children.

## *When you sponsor our Pride programs,*

You help LGBTQ+ families be seen and supported in every corner of the state, from Grand Marais to Austin to the Twin Cities. You say: diverse communities are strong and vibrant communities.

## *When you sponsor our Gala,*

You give LGBTQ+ communities a platform to tell our stories and fight for our rights—from the school board to the legislature. You say: all are welcome here in Minnesota.







# WORKPLACE INCLUSION TRAININGS

One of OutFront Minnesota’s most popular sponsorship benefits, available to our sponsors at the \$5,000 level and above—our trainings connect our experts with your team members on a variety of LGBTQ+ topics.

Workshop Topics Include:

- 2SLGBTQIA+ 101
- Introduction to Gender and Trans Issues
- Coming Out in the Workplace
- Allyship and Affirming Spaces
- 2SLGBTQIA+ 201: Intersectionality & Liberation Histories

*“It was so helpful to have a grounding conversation in terminology—such a basic starting point, but so essential in building an inclusive space.”*

*OutFront Minnesota staff will work with you to assess your current needs and can make recommendations to tailor your trainings to fit your group’s needs.*



# VOLUNTEER OPPORTUNITIES

Throughout the year, OutFront Minnesota has limited volunteer opportunities we hold for our strongest supporters.

As a sponsor at the \$10,000 level, or greater—on any event—we will work with you to create unique and meaningful opportunities for your team members to engage in the important work of OutFront Minnesota.

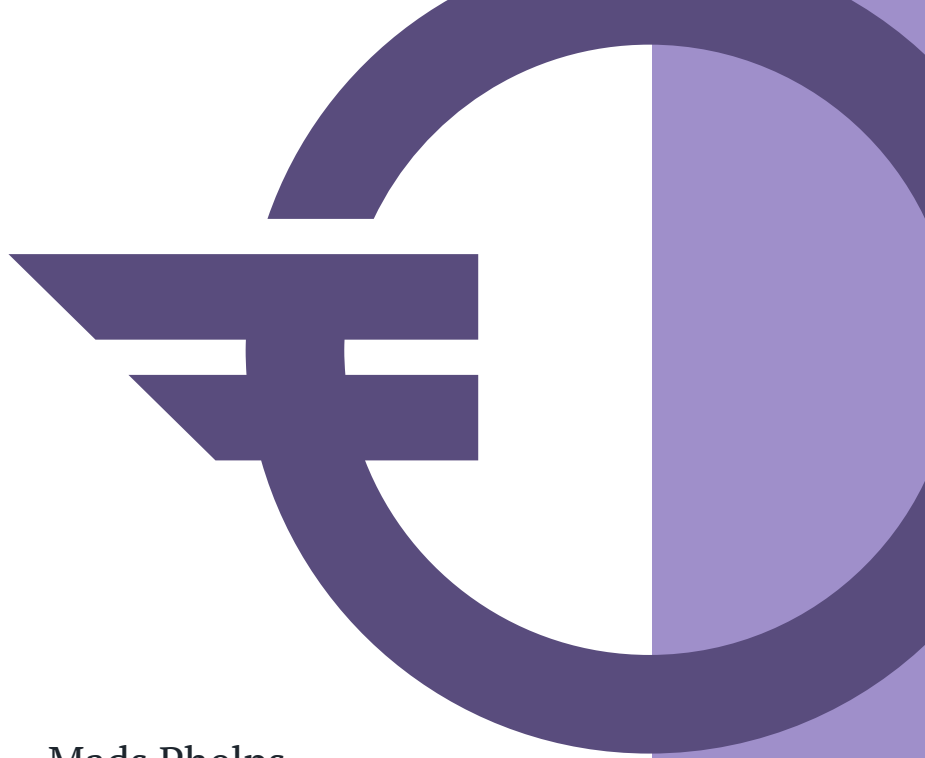
Volunteer events could include:

- Volunteering at Twin Cities Pride Festival
- Volunteering at FlipPhone Events  
Drag Brunches
- Volunteering at youth events like Youth Summit or Q-Quest
- Assembling HIV Test Kits for statewide distribution
- Assembling supply kits for school GSA groups across the state
- Assembling Toiletry and Personal Hygiene Kits for community members in need



*We want to work with you—please reach out to [development@outfront.org](mailto:development@outfront.org) to explore custom volunteer opportunities for your team.*





## Contact Us

Seth Goodspeed  
Director of Development  
and Communications  
[seth@outfront.org](mailto:seth@outfront.org)  
612.767.7662

Mads Phelps  
Associate Director of  
Development  
[mads@outfront.org](mailto:mads@outfront.org)  
612.767.7659



2446 University Ave W, Ste 112  
Saint Paul, MN 55114

[OUTFRONT.ORG](http://OUTFRONT.ORG) | [@OUTFRONTMN](https://twitter.com/OUTFRONTMN)