

2022 SPONSORSHIP OPPORTUNITIES



OUTFRONT
MINNESOTA

OUTFRONT MINNESOTA HISTORY & VISION

OutFront Minnesota is an LGBTQ+ education, advocacy, and direct service organization that was founded in 1987. The organization was built around our Anti-Violence helpline, established to support queer and trans Minnesotans that were experiencing hate crimes and violence in their community. Since then, OutFront has expanded into a multi-program organization that aims to create a state where LGBTQ+ people are safe, affirmed, and celebrated.

Our mission is to create a state where LGBTQ+ people can be who they are, love who they love, and live without fear of violence, harassment, or discrimination.



Annually, we effect change and reach thousands of individuals through our three program areas:

Anti-Violence

Our Anti-Violence Program (AVP) works to end violence against and within LGBTQ+ communities in Minnesota. Our direct service work includes our phone line, counseling and advocacy services, and Health Shelf supplies for victims/survivors. In 2021, AVP responded to over 1,000 incidents of violence against and within LGBTQ+ communities. We also provide training and resources about anti-violence and supporting LGBTQ+ victims/survivors to social service organizations statewide.

Educational Equity

Our Educational Equity Department works to create school environments where LGBTQ+ students are safe and their experiences are celebrated. We provide trainings, resources, and technical support around LGBTQ+ inclusion for teachers, administrators, and our Gender and Sexuality (GSA) Advisor Network made up of 150 GSA advisors statewide. OutFront engages youth directly through our Youth Leadership Council and Youth Summit event, both designed to help LGBTQ+ youth build community and leadership skills.

Policy & Organizing

OutFront's Policy & Organizing Department works with public institutions, elected officials, and constituents to promote and protect the rights of LGBTQ+ Minnesotans. Our work builds an informed electorate, registers LGBTQ+ voters, and advocates for laws protecting LGBTQ+ rights, such as marriage equality legislation. Our most recent victory was guiding the Executive Order signed by Governor Walz in July 2021 to ban state funds being used toward the harmful and discredited practice of conversion therapy.

OUR PRIORITIES FOR 2022 ARE TO:

- **Prepare Minnesotans for the urgent 2022 election** during this critical political moment for LGBTQ+ individuals. OutFront's election advocacy and education work ensures that voting is accessible to LGBTQ+ individuals and that our government officials are here to protect LGBTQ rights. This year, we will register 20,000 LGBTQ+ individuals to vote, while also providing voter education around LGBTQ+ issues and policies statewide.
- **Strengthen our Educational Equity impact** through trainings, events, and our Youth Leadership Council and Youth Researchers programs. This work will create education and learning environments designed to support the health and mental health outcomes of LGBTQ+ youth, which are significantly lower than non-LGBTQ+ youth due to bullying and systemic barriers.
- **Expand our support of queer, trans, and allied victims/survivors** that have experienced violence, harassment, or discrimination. Specifically, we hope to dismantle outdated ideas of who victims/survivors are, bringing to the forefront the barriers that male-identified and transgender victims/survivors face when seeking direct support services.

Between these three areas of focus, we are always striving to create a more equitable state for queer and trans Minnesotans while simultaneously developing leaders and institutions that will further LGBTQ+ liberation efforts for years to come.

PRIDE MONTH



OutFront Pride Month Sponsorship Opportunities

Pride is a celebration in June commemorating the Stonewall Riots, an uprising led by queer and trans people of color. By sponsoring OutFront during Pride you would be featured at OutFront events for the entire month of June!

During Pride, OutFront hosts a full month of events, with plenty of opportunities for brand elevation. Specific events to be determined Spring, 2022.

SPONSORSHIP BENEFITS	GRASSROOTS \$150	ADVOCATE \$300	ORGANIZER \$500	MOVEMENT BUILDER \$1,000	COMMUNITY LEADER \$2,500	CHAMPION \$5,000	FEATURED \$10,000
Premier logo placement on banner and verbal recognition at June Pride events ✨							●
Customized volunteer opportunity						●	●
Blog post on website						●	●
Workplace inclusion training					●	●	●
Give away of company swag at OutFront Pride events during the month of June ✨				●	●	●	●
Name* or logo** included in minimum of 2 emails to OutFront's 50k subscribers			●*	●**	●**	●**	●**
Name* or logo** featured in all invitations and promotional materials for Pride events ✨	●*	●*	●*	●**	●**	●**	●**
Name* or logo** featured on website and event banner for month of June ✨	●*	●*	●*	●**	●**	●**	●**

LOGO DEADLINE: May 18, 2022

Submit to communications@outfront.org

Grassroots, Advocate, and Organizer Levels intended for small non-profit support only

✨ As sober spaces are important for LGBTQ+ communities, OutFront Minnesota is excited to be hosting a sober event for Pride 2022 (details forthcoming). Out of respect for this community, any alcohol or CBD sponsorships will not be included in the marketing for this event.

OutFront GALA



OutFront Gala Sponsorship Opportunities

The OutFront Gala is our biggest event of the year, and we're looking forward to coming together in-person once again in 2022! Join community members from across the state to raise funds while we enjoy music, dancing, and celebrating the progress we've made for LGBTQ+ Minnesotans. Our gala will be held on Friday, December 2nd this year at the Hilton in downtown Minneapolis.

Ask about how your business or organization can be the sole sponsor of portions of the event, like a featured cocktail hour, silent auction, after party, dessert, etc.

	ADVOCATE \$300	ORGANIZER \$500	MOVEMENT \$1,250	COMMUNITY \$3,000	CHAMPION \$5,000	FEATURED \$10,000	PREMIERE \$25,000
SPONSORSHIP BENEFITS							
Opportunity to speak during Gala program							●
Recognition on stage during Gala program						●	●
Customized volunteer opportunity					●	●	●
Blog post on OutFront website					●	●	●
Sponsor name on nametag				●	●	●	●
Workplace inclusion training				●	●	●	●
Logo included in minimum of 2 emails to OutFront's 50k subscribers			●	●	●	●	●
Name* or logo** in social post to OutFront's 40k subscribers		●*	●**	●**	●**	●**	●**
Name* or logo** featured on website and promotional materials for the event		●*	●**	●**	●**	●**	●**
Name* or logo** featured in slideshow and program booklet	●*	●*	●**	●**	●**	●**	●**
Ad space in program booklet		eighth	quarter	half	half	full	full
Number of tickets (10 seats per table)	2	2	6	10	16	20	30

LOGO and AD DEADLINE: TBD, 2022

Submit to communications@outfront.org

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YOUTH SUMMIT



LGBTQ+ Virtual Youth Summit Sponsorship Opportunities

OutFront Minnesota's annual Youth Summit is a powerful event for students in grades 6-12, as well as the adults that support them in their learning environments. The 2022 event was held virtually on April 18th and 19th, and brought together hundreds of LGBTQ+ youth, allies, and educators for youth-led workshops, leadership development opportunities, community building, and the chance for youth to speak with legislators about issues that matter to them. **We hope to return to an in-person format for 2023!**

Sponsorship benefits for 2023 will include session attendance opportunities, brand elevation, and more! For the greatest impact, consider sponsoring both the Youth Summit event and our Educational Equity program together.

2022 SPONSORSHIP BENEFITS	GRASSROOTS \$150	ADVOCATE \$300	ORGANIZER \$500	MOVEMENT BUILDER \$1,000	COMMUNITY LEADER \$2,500	CHAMPION \$5,000
Recognition during Virtual Youth Summit opening program						●
Opportunity to attend adult/educator sessions					●	●
Electronic brochure included in virtual packet to all participants				●	●	●
Name* or logo** included in minimum of 2 emails to OutFront's 50k subscribers			●*	●**	●**	●**
Name* or logo** in social post to OutFront's 40k followers		●*	●*	●**	●**	●**
Name* or logo** included in opening session presentation and virtual program booklet	●*	●*	●*	●**	●**	●**
Name* or logo** featured on website and promotional materials	●*	●*	●*	●**	●**	●**

2023 LOGO DEADLINE TBD

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Program Sponsorships



OutFront Minnesota is needed now more than ever before, as more and more people are being impacted by the harmful rhetoric and push-back against LGBTQ+ rights over the past several years. With a Program Sponsorship, your business has the opportunity to be a visible supporter of OutFront's programmatic work during our community trainings and public appearances.

Investments to our programming go directly to our general operating budget and help us continue the urgent work to protect queer and trans Minnesotans now and in the future.

Ask today about our general operating partnerships.

**Thank you for your consideration and for
your enthusiasm toward our shared goal
of LGBTQ+ equity and justice.**