



PRIDE  
INCLUSION  
PROGRAMS

# 2023 SPORT SPONSORSHIP OPPORTUNITIES

AUSTRALIAN  
**PRIDE**  
IN  
**SPORT**  
AWARDS

**pridein**  
**sport**

# 2023 AUSTRALIAN PRIDE IN SPORT AWARDS



## ABOUT THE AUSTRALIAN PRIDE IN SPORT AWARDS

The Australian Pride in Sport Awards acknowledges achievements around the inclusion of people with diverse genders and sexualities in Australian sport. Recognising smaller clubs, LGBTQ community sport initiatives, coaches, role models, media outlets, and allies for their contributions to this space.

Award recognition on the night includes:

- Results from the current year's Pride in Sport Index (PSI)
- Results from the current year's Community Sports Club – PSI
- Recognition of several community based nomination awards

Hosted by a celebrity MC, this event includes a 2 course dinner and beverages, keynote speakers specialising in the sport industry, as well as the much anticipated award ceremony. It is also a fundraising opportunity for Pride in Sport, enabling the program to continue our work supporting Australian sport to be inclusive of LGBTQ people.

This event is considered a must-attend on the LGBTQ sporting calendar and is celebrated by leading advocates, sports administrators, athletes and corporate supporters, including Pride in Sport Co Patrons; former Australian Cricket Captain Alex Blackwell, and ex Australian Rugby League player Ian Roberts.

Join us in celebrating the achievements in LGBTQ inclusion across Australian sport.

To secure a sponsorship opportunity for this event, please contact Beau Newell, National Program Manager, Pride in Sport:

**[beau@prideinsport.com.au](mailto:beau@prideinsport.com.au)**

2023 EVENT DETAILS

**Date:** Wednesday 10 May 2023

**Location:** CENTREPIECE at Melbourne Park  
Olympic Blvd  
Melbourne VIC 3000

**Time:** 6:00pm – 10:00pm (AEST)

**Dress code:** Semi formal



The 2023 Pride in Sport Awards will be our biggest yet and held at the world-class CENTREPIECE at Melbourne Park in Australia’s iconic epicentre of sports. Experience an unforgettable 4 hours with more time for networking, drinks, a dinner curated by Executive Chef Asif Mamun, entertainment and the highly anticipated Awards Ceremony as we take this event to the next level.

The precinct is home to nine national, elite sporting teams and welcomes millions of visitors annually. It plays host to hundreds of events each year, ranging from game day matches to grand finals, and from intimate occasions to epic arena spectaculars. It’s the perfect place to celebrate the incredible work in LGBTQ inclusion in sport across Australia.



2023 TICKETING PRICING

SPONSORSHIP TYPE	INDIVIDUAL TICKETS		TABLE TICKETS (8)	
	MEMBER*	NON MEMBER*	MEMBER*	NON MEMBER*
INDIVIDUAL	\$159	\$189	\$1249	\$1499
INDIVIDUAL – AWARD FINALIST‡	\$99		NA	

‡ Award finalists as per finalist announcements of community nominated award categories only (1x ticket only)

\* All prices are in AUD and are exclusive of 10% GST

## 2023 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSORSHIPS

This event will showcase the best of Australian LGBTQ inclusion, and celebrate innovation, best practice and thought leadership in the Australian sporting industry.

SPONSORSHIP TYPE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
PLATINUM	1	\$15,000	<b>SECURED BY REVOLUTIONISE SPORT</b>
PRINCIPLE PARTNER	1	\$10,000	<b>1x AVAILABLE</b>
GOLD	1	\$8,500	<b>1x AVAILABLE</b>
SILVER	2	\$5,990	<b>2x AVAILABLE</b>
BRONZE	3	\$3,890	<b>3x AVAILABLE</b>
ENTERTAINMENT SPONSOR	1	\$10,000	<b>1x AVAILABLE</b>
AWARDS NAMING RIGHTS:			
• 2022 LGBTQ Ally of the Year	1	\$2,990	<b>ON HOLD</b>
• 2022 LGBTQ Exec Leader of the Year	1	\$2,990	<b>ON HOLD</b>
• 2022 LGBTQ Inclusion Initiative	1	\$2,990	<b>ON HOLD</b>
• 2022 LGBTQ Inclusive Coach	1	\$2,990	<b>ON HOLD</b>
• 2022 LGBTQ Out Role Model	1	\$2,990	<b>ON HOLD</b>
• 2022 LGBTQ Positive Media Award	1	\$2,990	<b>ON HOLD</b>

\* All prices are in AUD and are exclusive of 10% GST

## 2023 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$15,000	PRINCIPLE \$10,000	GOLD \$8,500	SILVER \$5,990	BRONZE \$3,890	AWARDS NAMING RIGHTS \$2,990	ENTERTAIN- MENT \$10,000
<b>EXCLUSIVE BENEFITS</b>							
Option to purchase Pride in Practice – Sport Hub conference tickets at membership rates	✓	✓	✓	✓	✓	✓	✓
Philanthropic tax deductible donation to ongoing LGBTQ inclusion work in sport	–	\$5,000	–	–	–	–	–

## 2023 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$15,000	PRINCIPLE \$10,000	GOLD \$8,500	SILVER \$5,990	BRONZE \$3,890	AWARDS NAMING RIGHTS \$2,990	ENTERTAIN- MENT \$10,000
EVENT BENEFITS							
Opportunity to assist with awards presentations on stage†	✓	✓	✓	–	–	✓	–
Stage acknowledgement of your sponsorship	✓	✓	✓	✓	✓	✓	✓
Logo on holding slides throughout event	✓	–	–	–	–	–	–
Opportunity to deliver 3 minute address on why you are sponsoring	✓	–	–	–	–	–	–
Sponsor name engraved on respective naming rights trophy	–	–	–	–	–	✓	–
Opportunity for staff to volunteer (in-kind) at the event‡	✓	✓	✓	✓	✓	✓	✓
Acknowledgment of entertainment sponsorship during entertainment acts	–	–	–	–	–	–	✓
COMPLIMENTARY TICKETS							
Complimentary tickets IN PERSON*	2x Tables (8 seats per table)	Half Table (4 seats)	1x Table (8 seats)	Half Table (4 seats)	Half Table (4 seats)	Half Table (4 seats)	Half Table (4 seats)
Option to purchase additional tickets at discounted rate	✓	✓	✓	✓	✓	✓	✓
Complimentary seat for an executive at the VIP/Speakers table	✓	–	–	–	–	–	–

† Opportunity to assist with awards presentation on stage is not guaranteed and is subject to award winners in person attendance

‡ Opportunity for staff to volunteer is subject to requirements and only upon Event Manager approval. Interested parties should email [ahofman@acon.org.au](mailto:ahofman@acon.org.au) to seek confirmation at the time of finalising sponsorship

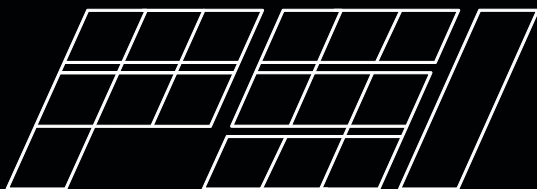
\* Complimentary tickets IN PERSON are subject to change, depending on health safety restrictions which may be in place at the time of the event

## 2023 AUSTRALIAN PRIDE IN SPORT AWARDS SPONSOR BENEFITS

	PLATINUM \$15,000	PRINCIPLE \$10,000	GOLD \$8,500	SILVER \$5,990	BRONZE \$3,890	AWARDS NAMING RIGHTS \$2,990	ENTERTAIN- MENT \$10,000
ONLINE EXPOSURE							
Year-long sponsor recognition on the Pride in Sport website	✓	✓	✓	✓	✓	✓	✓
Year-long sponsor profile/overview published on the Pride in Sport website	✓	✓	✓	✓	✓	✓	✓
Social media mentions in the lead up to the event	✓	✓	✓	✓	✓	✓	✓
Sponsor mentions in the Pride in Sport eNewsletter (EDM) in lead up to event (reach 2,000+)	✓	✓	✓	✓	–	–	✓
Opportunity to publish a 1 minute virtual sponsor address on why you are sponsoring to Pride in Sport social media	✓	✓	✓	✓	✓	✓	✓
PRINT EXPOSURE							
Advertisement/s within printed program	3 full page ads	2 full page & ½ page ads	2 full page ads	1 full page & ½ page ads	1 full page ad	½ page ad	1 full page ad
Sponsorship profile within printed program	200 words	150 words	150 words	100 words	100 words	100 words	100 words
Sponsor logo within printed program	✓	✓	✓	✓	✓	✓	✓
Logo on the front cover of the printed program	✓	–	–	–	–	–	–



# HOW DO YOU STACK UP?



PRIDE IN SPORT INDEX

The Pride in Sport Index (PSI) is an Australian benchmarking tool that will enable you to measure and compare your LGBTQ inclusion initiatives. Enhance your team's performance and gain a competitive advantage. Participation is free.

[www.prideinsport.com.au/psi](http://www.prideinsport.com.au/psi)

# 2023 PRIDE IN SPORT VIRTUAL EVENTS



## ABOUT THE PRIDE IN SPORT VIRTUAL EVENTS

Pride in Sport hold regular online panel events to coincide with LGBTQ Days of Significance. These themed events see a host and guest panellists speaking to the Australian sporting community about all things relative to sport and are specific to the relevant Day of Significance.

With audience participation free to all, sponsorship of Pride in Sport virtual events provides a broad exposure of your brand. In 2021, our online events averaged over 150 attendees with Pride in Sport specific social media posts reaching an average of 60,000 impressions per month. Audiences ranged from grass roots community clubs, to university sector, state, national and even international attendees, and included all tiers of sporting organisations – from sporting volunteers and administrators, to D&I personnel, senior leadership, CEO's and board members. All events are recorded and made available on the Pride in Sport website ensuring that your sponsorship, your brand lives on.

To secure an event sponsorship please contact Beau Newell, National Program Manager, Pride in Sport: [beau@prideinsport.com.au](mailto:beau@prideinsport.com.au)

## 2023 VIRTUAL EVENT DETAILS

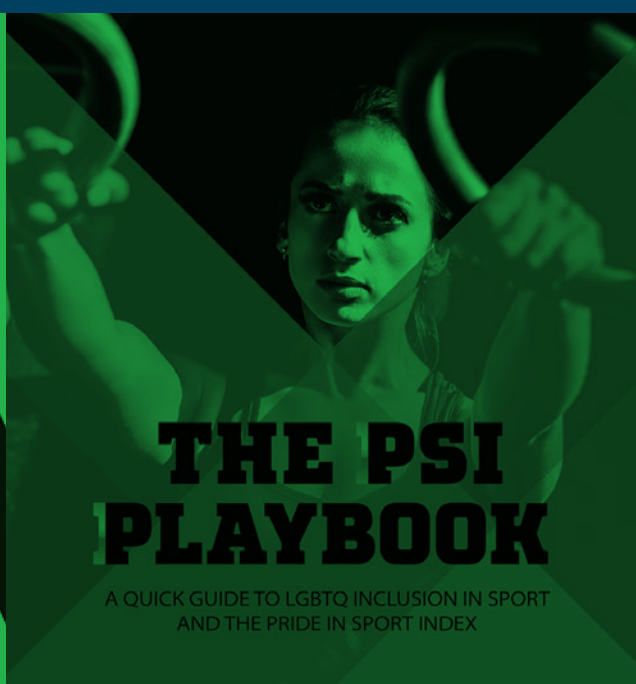
VIRTUAL EVENT	DATE	COST*	CURRENT AVAILABILITY
TRANSGENDER DAY OF VISIBILITY	31 March	\$2,100	AVAILABLE
LESBIAN VISIBILITY DAY	26 April	\$2,100	AVAILABLE
IDAHOBIT	17 May	\$2,100	AVAILABLE
INTERNATIONAL NON BINARY PEOPLE'S DAY	14 July	\$2,100	AVAILABLE
WEAR IT PURPLE DAY	Last Friday in August	\$2,100	AVAILABLE
BISEXUAL VISIBILITY DAY	23 September	\$2,100	AVAILABLE
INTERNATIONAL LESBIAN DAY	8 October	\$2,100	AVAILABLE
TRANSGENDER AWARENESS WEEK	13–19 November	\$2,100	AVAILABLE
PANSEXUAL PRIDE DAY	8 December	\$2,100	AVAILABLE

\* All prices are in AUD and are exclusive of 10% GST

## 2023 PRIDE IN SPORT VIRTUAL EVENTS SPONSOR BENEFITS

ONLINE EXPOSURE	
Year long sponsor recognition on Pride in Sport website	✓
Year long sponsor profile/overview published on Pride in Sport website	✓
Social media mentions in the lead up to the event	✓
Branding on promotional material for event	✓
EVENT BENEFITS	
Opportunity to deliver keynote presentation at the start of the event	✓
Branding of the event (logo on screen throughout event via virtual backgrounds)	✓
Branding on holding slides throughout event	✓
Unlimited free invitations to attend the live virtual event	✓
Sponsorship cost allows Pride in Sport to compensate talent included in the event	✓
EXCLUSIVE BENEFITS	
Ability to purchase Pride in Practice: Sport Hub tickets at membership rates	✓

# 2023 RESOURCES & PUBLICATIONS SPONSORSHIPS



## PRIDE IN SPORT RESOURCES & PUBLICATIONS

Pride in Sport develop resources and regular publications for the purpose of developing and supporting the growth of LGBTQ inclusion across Australian sport. Pride in Sport publications have unlimited reach, are made available to the public on the Pride in Sport's website, given out at conferences and presentations throughout the year and shared with our international counterparts in the U.S., U.K., New Zealand, Hong Kong, Singapore, India, Canada, and South Africa. They are also often referenced by media and HR bodies throughout Australia for LGBTQ inclusion practice, trends, and survey findings. The annual publications have an initial reach of over 400 sporting, corporate and health related organisations, are uploaded onto member websites, referenced within Acon's Pride Inclusion Programs' training sessions and form part of an ongoing library of resources for year-on-year distribution.

To secure a sponsorship please contact Beau Newell, National Program Manager, Pride in Sport: [beau@prideinsport.com.au](mailto:beau@prideinsport.com.au)

## 2023 PUBLICATIONS & RESOURCES DETAILS

THEME OF RESOURCE	NUMBER OF OPPORTUNITIES	COST*	CURRENT AVAILABILITY
Administrators Guide to Supporting Trans and Gender Diverse Participants in Sport	1	\$10,000	AVAILABLE
LGBTQ Disciplinary Framework Guide for Sports	1	\$7,000	AVAILABLE
A Guide to Pronouns and Misgendering in Sport	1	\$7,000	AVAILABLE
An LGBTQ Active Allies Guide for People in Sport	1	\$7,000	AVAILABLE
An LGBTQ Inclusive Guide to Bathrooms and Facilities in Sport	1	\$7,000	AVAILABLE
Best Practice Zero Tolerance Policy for Sports	1	\$5,000	AVAILABLE
Best Practice LGBTQ Inclusion Policy for Sports	1	\$5,000	AVAILABLE
Other Resources	As required	Various	AVAILABLE

\* All prices are in AUD and are exclusive of 10% GST

## 2023 PRIDE IN SPORT PUBLICATIONS & RESOURCES SPONSOR BENEFITS

SPONSOR BENEFITS	PUBLICATIONS	RESOURCES
ONLINE EXPOSURE		
Year-long sponsor recognition on Pride in Sport website	✓	✓
Year-long sponsor profile/overview published on Pride in Sport website	✓	✓
Sponsor mentions in the Pride in Sport e-Newsletter (EDM) (reach 2,000+)	✓	✓
Opportunity to publish a 1 minute sponsor video address on why you are sponsoring to Pride in Sport social media	✓	✓
PRINT EXPOSURE		
Sponsor logo on promotional material of publication/resource	✓	✓
Sponsor logo front cover of the publication/resource	✓	✓
Advertisement within publication	1 full page ad	–
Sponsorship profile within publication/resource	200 words	150 words
EXCLUSIVE BENEFITS		
Invitation to the VIP 'Thank You' event in Sydney (restrictions dependant)	✓	✓
Option to purchase Pride in Practice: Sport Hub tickets at membership rates	✓	✓
Invitation to Sponsor Pre-Drinks Networking at the Australian Pride in Sport Awards	✓	✓

# 2023 OTHER OPPORTUNITIES TO SUPPORT



## **MERCHANDISE SPONSORSHIP**

As a national not-for-profit program, Pride in Sport relies heavily on donations and income from promotional merchandise. Our online shop boasts a variety of merchandise offerings, and we are always seeking new items to sell as a fundraiser for our program. Some merchandise opportunities may allow sponsorship branding on the product or packaging.

## **PRO BONO & IN-KIND ASSISTANCE**

We recognise that some organisations may not be able to provide monetary sponsorship for our events, program or initiatives, however they may wish to provide a form of pro-bono or in-kind assistance to the Pride in Sport program. In-kind assistance may take the form of providing catering, official photography of events, printing of publications, an Aboriginal Elder for a Welcome to Country, or AusLan interpreters and so much more. There are a multitude of ways your organisation can contribute to making Pride in Sport a success.

## **PAYING IT FORWARD**

Pride in Sport welcomes conversations about how other forms of support may assist us in not only providing memorable events, but also in making the Pride in Sport program accessible to more organisations across Australia. Many small not-for-profit sporting organisations are restricted by their volunteer capacity, but still wish to provide safe and inclusive environments for people with diverse sexualities and genders. For many of these organisations their limited budgets cannot stretch to funding LGBTQ inclusive opportunities, training or changes to systems and processes. With your help, you can sponsor an organisation that aligns with your mission and values, the local community where you work, or your staff passion projects to benefit LGBTQ users of these services.

To get involved please contact Beau Newell, National Program Manager of Pride in Sport: [beau@prideinsport.com.au](mailto:beau@prideinsport.com.au)

# RESPECT ALL FEAR NONE

A code to live and play by



We believe sports are for everyone to enjoy and a place where all people should feel safe, accepted and included.

To join Pride in Sport and play your part, contact the membership team on **612 9206 2139**

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**sport**

We recognise the diversity of Aboriginal and Torres Strait Islander people, their experiences, cultures, languages and practices, and the richness of their contributions to the places where we work, live and play.

We acknowledge the Traditional Owners of Country across Australia and their continuing connection to lands, waters, skies and communities. We pay respect to Elders past, present and emerging, and extend this to all Aboriginal and Torres Strait Islander people.

## **ACON'S PRIDE INCLUSION PROGRAMS**

414 ELIZABETH ST SURRY HILLS NSW 2010 | +61 2 9206 2139

[pride@acon.org.au](mailto:pride@acon.org.au) | [www.prideinclusionprograms.com.au](http://www.prideinclusionprograms.com.au)