

spirit day

Go purple. Support LGBTQ youth. Take a stand against bullying!



join glad in a stand against lgbtq bullying

#SpiritDay is the world's most visible anti-bullying campaign inspiring LGBTQ youth, especially transgender and nonbinary youth, to live their lives in their truth and authenticity. Since its inception in 2010, GLAAD has organized thousands of celebrities, influential voices, news & media outlets, tv & film studios, brands & corporations, landmarks, sports leagues, tech leaders, faith groups, and so many more to #GoPurple in support LGBTQ youth by creating clear possibility models for them to thrive and be accurately represented in the world in which we live and do business.

2023 HIGHLIGHTS

- 1M+ impressions across social media
- **Top trending topic** & hashtag across social platforms
- 250M viewers reached across broadcast & radio
- 1B+ readers reached across digital
- Participation by all major TV and film studios
- Coverage by all national news networks and outlets



EVENT DETAILS

- Campaign Launch: **October 1, 2024**
- Spirit Day: **Thursday, October 17, 2024**
- Spirit Day hub: glaad.org/spiritday

2024 CAMPAIGN GOALS

- #GoPurple in support of LGBTQ youth.
- Empower allies and consumers to take a stand against bullying.
- Leverage a powerful national conversation of acceptance to create possibility models for LGBTQ youth.
- Provide resources for students, parents, educators, business leaders and people of influence to create environments of love & kindness for LGBTQ youth.
- Raise support for GLAAD to fund its LGBTQ youth advocacy, media accountability, & research year-round.





Sponsorship Opportunities

PRESENTING | \$100,000

Sponsorship Includes:

- Category exclusivity (within product or service category) at Presenting Sponsor level
- Naming rights and recognition as "'Brand' Presenting Sponsor of Spirit Day 2024"
- Brand logo inclusion on select GLAAD Presents #SpiritDay logo lock-ups
- Use of GLAAD Presents #SpiritDay logo and creative assets
- Dedicated printed collateral of select GLAAD Spirit Day 2024 resources for company use (max 100)
- Brand logo inclusion on all GLAAD Spirit Day 2024 resources

Promotion & Amplification:

- Opportunity to meet with GLAAD Communications team who can advise on press strategy/outreach (Pending review of brand Spirit Day campaign and/or programming)
- Quote from GLAAD senior leadership applauding brand's participation in Spirit Day
- Brand mention in all GLAAD Spirit Day 2024 press releases
- Prominent brand logo display on Spirit Day landing page (glaad.org/spiritday)
- Prominent brand logo display within all Spirit Day email blasts to GLAAD supporters (from two weeks after commitment)
- Brand mention and logo inclusion in Spirit Day highlights recap on glaad.org

Social Media Inclusions:

- Choice of two (2) dedicated social media posts, caption/content/platform to be mutually agreed upon, from @GLAAD

OFFICIAL | \$50,000

Sponsorship Includes:

- Naming rights: "'Brand' Official Sponsor of Spirit Day 2024"
- Use of GLAAD Presents #SpiritDay logo and creative assets
- Dedicated GLAAD Presents #SpiritDay activation team member
- Dedicated print-outs of select GLAAD Spirit Day 2024 resources for company use (max 100)
- Brand logo inclusion on all GLAAD Spirit Day 2024 resources

Promotion & Amplification:

- Brand mention in all GLAAD Spirit Day 2024 press releases
- Brand logo inclusion within two (2) Spirit Day email blasts to GLAAD supporters
 - *Email inclusion and date at GLAAD's discretion
- Brand logo present on Spirit Day landing page (glaad.org/spiritday)
- Brand mention and logo inclusion in Spirit Day highlights recap on glaad.org

Social Media Inclusions:

- Choice of one (1) social media post, platform/caption/content to be mutually agreed upon, from GLAAD promoting #SpiritDay

COMMUNITY | \$25,000

Sponsorship Includes:

- Naming rights: "'Brand' Community Sponsor of Spirit Day 2024"
- Use of GLAAD Presents #SpiritDay logo and creative assets
- Brand logo inclusion on all GLAAD Spirit Day 2024 resources

Promotion & Amplification:

- Brand mention in select GLAAD Spirit Day 2024 press releases
- Brand logo inclusion within one (1) Spirit Day email blast to GLAAD supporters *Email inclusion and date at GLAAD's discretion
- Brand logo present on Spirit Day landing page (glaad.org/spiritday)
- Brand mention and logo inclusion in Spirit Day highlights recap on glaad.org

Social Media Inclusions:

- Amplification of one (1) social media post from brand by GLAAD promoting sponsorship of #SpiritDay