



# spirit day CONCERT

POWERED BY  
**LIVE NATION**

THE 5TH ANNUAL SPIRIT DAY CONCERT RETURNS!

Join GLAAD on **Wednesday, October 18, 2023** for the 2023 Spirit Day Concert, a night of celebrities, songs, and solidarity to support LGBTQ youth to kick off Spirit Day. Align with an unparalleled list of music industry insiders as a corporate leader to raise awareness for the largest, most visible LGBTQ anti-bullying campaign in the world.

**Where:** The Belasco, Los Angeles, CA

**Past Performers:** Troye Sivan, Bebe Rexha, Idina Menzel, Hailee Steinfeld, Carly Rae Jepsen, Darren Criss, JoJo, and Courtney Love



## about spirit day

#SpiritDay is the world's most visible anti-bullying movement inspiring LGBTQ youth, especially transgender and nonbinary youth to live their lives in their truth and authenticity. This year, on Thursday, October 19th, GLAAD will organize thousands of celebrities, influential voices, news & media outlets, tv & film studios, brands & corporations, landmarks, sports leagues, tech leaders, influencers, faith groups and so many more to go purple and support LGBTQ youth by creating clear possibility models for them to thrive and be represented in the world.

While GLAAD research shows that LGBTQ acceptance is at an all-time high, so too is anti-LGBTQ discrimination and bullying. As online hate continues to foment real-world harm, coupled with the anti-LGBTQ climate of our day -- from book bans to bans on drag, bans on LGBTQ history and bans on healthcare -- America's youth is particularly at-risk and has never needed our support more than right now. #SpiritDay gives LGBTQ youth, their parents and allies an opportunity to see what's possible when we lead with acceptance.

Take the [#spiritday](https://www.glaad.org/spiritday) pledge now to commit to going purple on Thursday, October 19th and showing LGBTQ youth you've got their backs! Learn more at [glaad.org/spiritday](https://www.glaad.org/spiritday) and @glaad across all social media.

# sponsorship opportunities

## presenting

**\$50,000**

### sponsorship includes:

- Category exclusivity (within product or service category) at Presenting Sponsor level
- Naming rights and recognition as “‘Brand’ Presenting Sponsor of Spirit Day Concert”
- Verbal mention from stage during the event
- Twenty (20) tickets
- Access to VIP Lounge
- Access to Tables on the Main Floor
- Logo placement on event step-and-repeat
- Logo placement on additional event collateral (i.e. digital invites, event website, on-site signage, etc.)
- Opportunity for 10x10 on-site sponsor activation such as sampling opportunity and/or display space (to be assessed and mutually agreed upon; additional production fees to be paid for by sponsor)
- Designated GLAAD activation team member (if applicable)

### promotion & amplification:

- Brand mention within all Spirit Day Concert press releases distributed by GLAAD
- Brand mention within the Spirit Day Concert recap article on [glaad.org](http://glaad.org)

### social media inclusions:

- Choice of two (2) of the below dedicated social media posts from @GLAAD:
  - A Facebook post from GLAAD promoting sponsorship of #SpiritDayConcert
  - A Twitter/X or Threads repost from GLAAD promoting sponsorship of #SpiritDayConcert
  - An Instagram post from GLAAD promoting sponsorship of #SpiritDayConcert



## major

**\$25,000**

### sponsorship includes:

- Naming rights and recognition as “‘Brand’ Major Sponsor of Spirit Day Concert”
- Verbal mention from stage during the event
- Ten (10) tickets
- Access to Tables on the Main Floor
- Access to VIP Lounge
- Logo placement on event step-and-repeat
- Logo placement on additional event collateral (i.e. digital invites, event website, on-site signage, etc.)

### promotion & amplification:

- Brand mention within all Spirit Day Concert press releases distributed by GLAAD
- Brand mention within the Spirit Day Concert recap blog post on [glaad.org](http://glaad.org)

### social media inclusions:

- Choice of one (1) dedicated social media post from GLAAD promoting sponsorship of #SpiritDayConcert on mutually agreed upon platform

## official

**\$10,000**

### sponsorship Includes:

- Naming rights and recognition as “‘Brand’ Official Sponsor of Spirit Day Concert”
- Five (5) tickets to the event
- Access to Tables on the Main Floor
- Text listing on select event collateral (i.e. digital invites, event website, on-site signage, etc.)

### promotion & amplification:

- Brand mention within the Spirit Day Concert recap blog post on [glaad.org](http://glaad.org)