

# GLAAD MEDIA AWARDS

GLAAD.ORG/MEDIAAWARDS

#GLAADAWARDS

## TRAILBLAZERS. VISIONARIES. SHOWSTOPPERS.

Join GLAAD for the largest, most legendary LGBTQ celebration in the world in 2023. Honoring those in the media who have shown exemplary achievements for fair, accurate, and inclusive representation of the LGBTQ community and the issues that affect our lives, the 34th Annual GLAAD Media Awards promises to deliver a sparkly mix of red carpet arrivals, iconic main stage moments, and an impactful message that demonstrates the value of representation and inclusion of LGBTQ people within all forms of media.

### EVENT ELEMENTS

- More than 12 Billion press impressions during our last live event in 2022
- Hashtag #GLAAD Awards accumulated 700+ Million impressions in 2022
- Delivers multi-platform exposure across 600 media outlets including broadcast, print, digital, and social
- 30+ categories awarded annually and special honoree presentations to LGBTQ leaders and advocates
- 2,200+ influential guests including celebrities, advocates, business and community leaders
- 20+ Fortune 500 corporate sponsors
- Iconic venues for unique sponsor activations
- View Highlights From 2022 at: <http://bit.ly/GLAAD33GMA>

#### COMMITMENT DEADLINE: FEBRUARY 1, 2023

Learn more about corporate partnership opportunities from Melissa Harris, Deputy Vice President, Strategic Partnerships at [mharris@glaad.org](mailto:mharris@glaad.org)

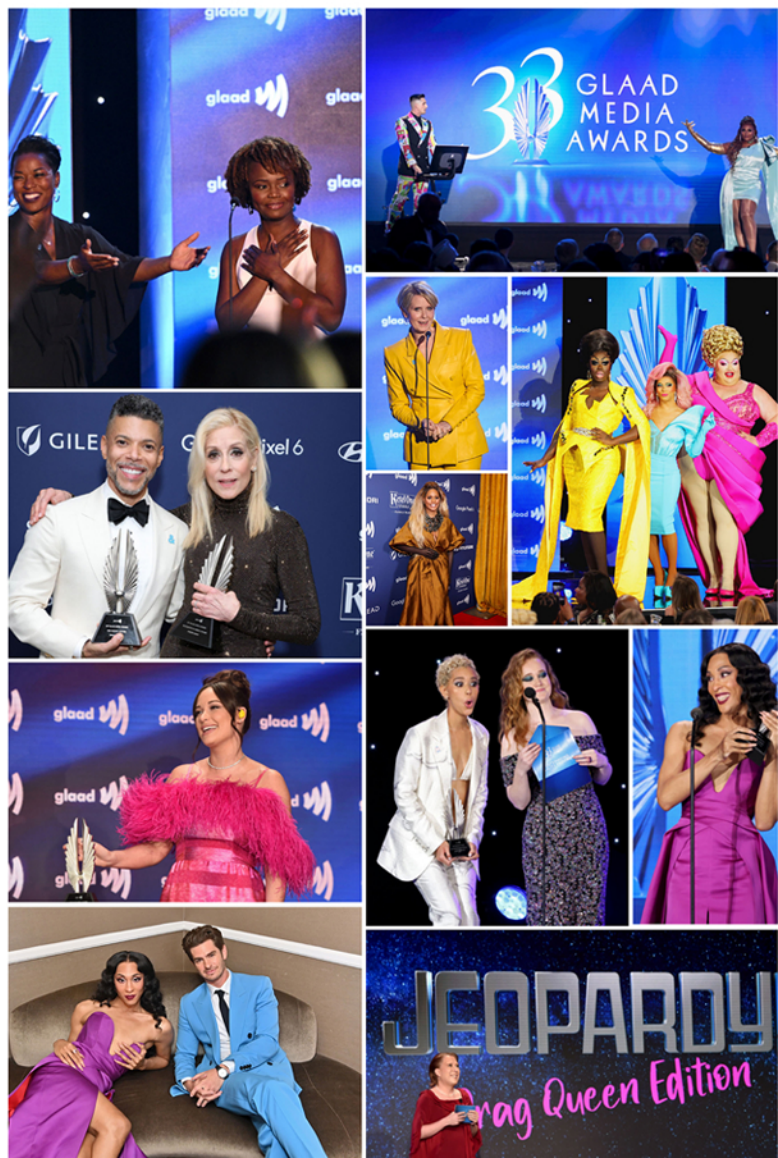
## JOIN US!

### LOS ANGELES

Thursday, March 30, 2023  
The Beverly Hilton

### NEW YORK

Saturday, May 13, 2023  
Hilton Midtown





# SPONSOR LEVELS & BENEFITS

## PRESENTING SPONSOR (\$350,000)

- 34th Annual Presenting Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 24 Presidential Tickets with entrance to pre-reception and access to after-party per market – 48 tickets total (*\*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate and an award nominee*)
- Dedicated moment on-stage including remarks from brand ambassador, logo display and verbal mention during the event (max 120 seconds)
- On-site sponsor activation such as sampling opportunity and/or display space at pre-reception and after-party – one 20x10 space (*To include opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor*)
- Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) – one ad for each market
- Commercial reel or static screen shot advertisement inclusion within the ballroom video reel (60 seconds, looping during event)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Logo presence on the red carpet and pre-reception Step-and-repeats
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Additional logo presence on event signage & collateral including:
  - (Deadline of March 1, 2023 for logo inclusion)
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Presenting sponsors receive a dedicated social media post on a platform of GLAAD's choosing, reflecting their on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community– one social media post for each market (2 social media posts total)
- Access to GLAAD's Communications team to collaborate with and garner brand sponsorship inclusion in press for the event
- Brand mentions within all GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2023 Annual Report

## MAJOR SPONSOR (\$225,000)

- 34th Annual Presenting Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 20 Presidential Tickets with entrance to pre-reception and access to after-party per market – 40 tickets total (*\*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate and an award nominee*)
- Verbal mention from stage during the event
- On-site sponsor activation such as sampling opportunity and/or display space at pre-reception and after-party – one 10x10 space (*To include opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor*)
- Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) – one ad for each market
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Commercial reel or static screen shot advertisement inclusion within the ballroom video reel (30 seconds, looping during event)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
  - (Deadline of March 1, 2023 for logo inclusion)
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Brand mentions within all GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2023 Annual Report

CUSTOM SPONSORSHIP  
OPPORTUNITIES AVAILABLE  
UPON REQUEST

To learn more about corporate partnership opportunities, please contact:

MELISSA HARRIS, Deputy Vice President, Strategic Partnerships at  
mharris@glaad.org

# SPONSOR LEVELS & BENEFITS

## OFFICIAL SPONSOR (\$175,000)

- 34th Annual Official Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 12 Presidential Tickets with entrance to pre-reception and access to after-party per market – 24 tickets total (*\*option to donate 4 seats to GLAAD for talent, GLAAD Media Institute advocate and an award nominee*)
- Verbal mention from stage during the event
- On-site sponsor activation such as sampling opportunity and/or display space at pre-reception and after-party – one 10x10 space (*To include opportunity for activation collaboration with GLAAD Creative Team, production costs paid by sponsor*)
- Activation team member supplied by GLAAD
- Full page advertisement within each digital event program (hyperlink to brand's website included) – one per market
- Commercial reel or static screen shot advertisement inclusion within the ballroom video reel (15 seconds, looping during event)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Additional logo presence on event signage & collateral including:
  - (Deadline of March 1, 2023 for logo inclusion)
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Brand mentions within select GLAAD Media Awards press releases
- GLAAD coordinated hotel room accommodations for top clients
- Text listing in GLAAD's 2023 Annual Report

## TITANIUM SPONSOR (\$100,000)

- 34th Annual Presenting Sponsor naming rights in New York & Los Angeles (limited to 5 partners)
- 10 Premium Tickets with entrance to pre-reception and access to after-party per market (NY and LA) – 20 Tickets Total (*\*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate or an award nominee*)
- Full page advertisement within each digital event program (hyperlink to brand's website included) – one ad for each market
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
  - (Deadline of March 1, 2023 for logo inclusion)
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report

## PLATINUM SPONSOR (\$60,000)

- 34th Annual Platinum Sponsor naming rights in New York or Los Angeles
- 12 Premium Tickets with entrance to pre-reception and access to after-party per market (NY or LA) (*\*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate or an award nominee*)
- Full page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
  - (Deadline of March 1, 2023 for logo inclusion)
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
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# SPONSOR LEVELS & BENEFITS

## GOLD SPONSOR (\$40,000) (LIMITED QUANTITIES AVAILABLE)

- 34th Annual Gold Sponsor naming rights in New York **or** Los Angeles
- 10 Regular Tickets with entrance to pre-reception and access to after-party per market (NY **or** LA) (*\*option to donate 2 seats to GLAAD for talent, GLAAD Media Institute advocate or an award nominee*)
- Half page advertisement within the NY **or** LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report

## SILVER SPONSOR (\$25,000) (LIMITED QUANTITIES AVAILABLE)

- 34th Annual Gold Sponsor naming rights in New York **or** Los Angeles
- 6 Regular Tickets with entrance to pre-reception and access to after-party per market (NY **or** LA)
- Quarter page advertisement within the NY **or** LA digital event program (hyperlink to brand's website included)
- Static logo inclusion within the pre-reception and after-party video logo loop displayed on monitors
- Additional logo presence on event signage & collateral including:
  - Digital Invitations
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report

# ADDITIONAL SPONSORSHIP PACKAGES

## PRE-AWARDS RECEPTION PRESENTING SPONSOR - NY OR LA (LIMIT 1 PER MARKET) | \$125,000

- Naming Rights: "GLAAD Media Award Pre-Award Reception hosted by (Brand)"
- Brand logo on Pre-Awards Reception Step & Repeat
- 10 Premium tickets to the Awards show, pre and after parties
- Static logo inclusion within the pre-reception and video logo loop displayed on monitors
- One (1) 10 x 10 activation space
- Presenting sponsors receive one (1) dedicated social media post on a platform of GLAAD's choosing, reflecting their on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community.
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Gobo logo projection (NY only)
- Additional logo presence on event collateral including:
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report

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# ADDITIONAL SPONSORSHIP PACKAGES

## AFTER PARTY PRESENTING SPONSOR - NY OR LA (LIMIT 1 PER MARKET) | \$125,000

- Naming Rights: "GLAAD Media Award After Party hosted by (Brand)"
- Brand logo on Pre-Awards Reception Step & Repeat
- 10 Premium tickets to the Awards show, pre and after parties
- Static logo inclusion within the pre-reception and video logo loop displayed on monitors
- One (1) 10 x 10 activation space
- Presenting sponsors receive one (1) dedicated social media post on a platform of GLAAD's choosing, reflecting their on stage moment, or how their contribution helps GLAAD accelerate acceptance for the LGBTQ community.
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)
- Gobo logo projection (NY only)
- Additional logo presence on event collateral including:
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report

## DIGITAL CENTERPIECE SPONSOR NY OR LA (LIMIT 4 PER MARKET) \$25,000

- Company logo placed prominently on iPad table centerpiece frames
- Rotation of logo or brand message on the iPad screens during the event
- 5 Regular Tickets with entrance to pre-reception and access to After party
- Half page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Additional logo presence on event signage & collateral including:
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)

## AUCTION PRESENTING SPONSOR NY OR LA (LIMIT 1 PER MARKET) \$50,000

- Naming Rights: "GLAAD Media Awards Auction Presented by (Brand)"
- Rotation of logo on large screens during the auction
- Premier placement of auction prize in presentation (cost of prize will be responsibility of the sponsor)
- 5 Regular Tickets with entrance to pre-reception and access to After party
- Half page advertisement within the NY or LA digital event program (hyperlink to brand's website included)
- Additional logo presence on event collateral including:
  - Corporate Sponsor Page
  - Digital Event Program
- Text listing in GLAAD's 2023 Annual Report
- Logo presence on the GLAAD Media Awards homepage (glaad.org/awards)

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