2015-2016 LGBT COMMUNITY
SPONSORSHIP & MARKETING
OPPORTUNITIES

Reaching the NYC and Long Island LGBT Communities
The LGBT Network is an association of 501(c)(3) non-profit organizations serving the LGBT communities of Long Island and Queens.

The LGBT Network provides direct services to more than 5,000 people annually. More than 25,000 visits are made to its community centers. Education services reach more than 10,000. Outreach initiatives engage more than 65,000 people.

Year established

1993

The LGBT Network operates community centers in:

- Woodbury
- Bay Shore
- Sag Harbor/Hamptons
- Queens
The LGBT Network offers a range of sponsorship, marketing, and advertising opportunities for companies both large and small to connect with the LGBT community.

**Why the LGBT Network?**

- The LGBT Network comprises the only organizations and community centers solely dedicated to serving the Long Island LGBT community.

- The LGBT Network has unparalleled reach to the LGBT markets of Long Island and NYC, including the exclusive Hamptons region.

- We reach the LGBT community throughout the lifespan, from youth to adult to older adult. We also have a growing constituency of LGBT people with children or seeking to start a family.

- The LGBT Network’s base is growing with increasing number of donors from New York City, reflecting an enhanced reach into Queens as well as dual-residency donors of the Hamptons.

- The LGBT Network has a demonstrated history and track-record of success in serving the LGBT community with a range of high-quality services.

- The LGBT Network is experiencing unprecedented growth, introducing new services and launching new initiatives to reach and serve more LGBT people.
Our Footprint

20,302 constituents
We have the largest list of LGBT households on Long Island - more than anyone, anywhere, giving you a unique value proposition to reach this market.

14,687 unique e-mail addresses
Our constituents are engaged through strategic e-mail communications to promote programs and events.

144,582 unique website visitors
Our website receives an ever-growing number of visitors, maximizing your company's visibility and impact.

14,620 postal addresses
We mail special event invitations throughout the year, which include acknowledgement of our top event sponsors - the largest of which include logo placement.

7,583 likes
40K likes
2,688 followers
780 followers
564 posts
* 28-day summary
Our Corporate Partners & Supporters

PROMOTIONAL & EVENT PARTNERS
Partner Endorsements

“We’ve been a proud sponsor of Long Island Pride for the past two years. Nissan has the most diverse consumer base of any automotive manufacturer and is eager to champion grassroots LGBT events that give consumers a chance to interact with both our vehicles, and our LGBT and ally employees. It’s an honor for Nissan to partner with organizations such as the LGBT Network that strive to drive equality.”

Greg Cason
President, Nissan’s Gay Straight Alliance Network (GSAN)

“TD Bank has always been a strong supporter of the LGBT community, and is proud to partner with the LGBT Network as part of its ongoing commitment to diversity and inclusion for all Customers and Employees. At TD, we look at our diversity efforts as a positive catalyst for change. We hope that by demonstrating the value of diversity and inclusion, we can send a powerful and visible message of encouragement to other organizations, customers and communities.”

Linda Armyn
Bethpage Federal Credit Union
SVP, Corporate Affairs

“As advocates of family building, Long Island IVF embraces the opportunity to partner with the LGBT Network. Just as Long Island IVF was at the forefront of bringing In Vitro Fertilization to Long Island with prodigious success, we believe it is crucial to bring society up to date on the reality and universality of diverse family structures made up of individuals with varying sexual orientation and gender identity. We are particularly grateful to the Network for fostering respectability and exposure of the many different types of family structures and relationships that have not previously been universally accepted or respected. Partnering with the Network, allows us to bring to light the pervasive need to provide for medical care and family building for individuals in a sensitive and welcoming environment for all.”

Greg Cason
President, Nissan’s Gay Straight Alliance Network (GSAN)

“LGBT Network and SUNation Solar share the same cultural values. Written into the very DNA of our team is a dedication to the betterment of our Long Island neighbors, our environment and the freedom of choice. Our partnership with the LGBT Network has helped to confirm our brand on Long Island. More importantly for our team supporting LGBT just feels right.”

Scott Maskin, CEO
SUNATION Solar Systems, Inc.

“For the past five years, Bethpage has partnered with the LGBT Network to provide support for programs serving Long Island’s LGBT community. We have celebrated the Network’s accomplishments through a number of events including Long Island Pride, LGBT Network Gala and Winter Ball. We have collaborated with the Network’s leaders to bring financial education seminars and a unique affinity program to its members. Together, we are committed to enhancing the quality of life for lesbian, gay, bisexual and transgender Long Islanders in the schools, the workplace and the Long Island community. Our partnership enriches the lives of the people we serve and inspire us to create opportunities to build a stronger community.”

Linda Armyn
Bethpage Federal Credit Union
SVP, Corporate Affairs

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LGBT people report year-over-year increases across most major purchases for 2015.

- 32% of gay and bisexual men and 24% of lesbian and bisexual women describe themselves as “Impulsive Shoppers.”
- New car purchases went up from 16% in 2014 to 20% in 2015.
- Nearly 70% of LGBT people purchased tickets for performing arts (music, theater, etc.)
- 4 in 10 men and more than half of women purchased salon services or spa treatments.
- 24% of LGBT people purchased a laptop computer. 23% purchased a tablet computer.

LGBT

- The preferred term by more than 75% of LGBT people
- 51% of Millennial men and 55% of Millennial women desire to have children in the future.
- 79% of women and 61% of men indicated pets in the home.
- Nearly 33% of Baby Boomer lesbian, gay, and bisexual people are legally married.
80% of LGBT people surveyed agreed they were more likely to buy products or services from a company that they knew was gay-friendly.

70% of lesbians and gays would prefer to buy from companies that market to them.

66% of GLBT people would be likely to remain loyal to a brand supportive to the LGBT community, even if less friendly companies offered lower prices.

56% of lesbians and gays say they would go out of their way to purchase products and services advertised in gay media.

60% of lesbians and gays feel that they are “part of a large, recognized and ... untapped market.”

80% of lesbians and gays reported they changed the brand they purchase based on a company’s support for the LGBT community.

66% of GLBT people would be likely to remain loyal to a brand supportive to the LGBT community, even if less friendly companies offered lower prices.

60% of lesbians and gays feel that they are “part of a large, recognized and ... untapped market.”

LGBT consumers, on average, spend more at specialty retailers. For example, they were 72% more likely to have purchased something from a bookstore than their non-LGBT counterparts.

LGBT households spend 48% more on wine than non-LGBT households, followed by computer and electronic products (43%), liquor (35%), shaving needs (32%), men’s toiletries (32%), candles and incense (31%), fresheners/deodorizers (27%) and coffee (19%).

LGBT households make 10% more shopping trips a year than non-LGBT households, and that in 2014 they spent, on average $4,135 at retail stores – 7% more than non-LGBT households.

Other specialty stores where LGBT consumers like to shop include liquor stores (where they are 55% more likely to spend than non-LGBT households), convenience stores (35% more likely), pet stores (32%), electronics stories (28%) and health food stores (19%).
The LGBT Network’s calendar includes major special events, program and community events, and advertising and marketing opportunities.

SEPTEMBER
- Living Out Publication - September Issue

OCTOBER
- National Coming Out Day School Awareness Campaign
- Living Out Publication - October Issue

NOVEMBER
- Annual LGBT Conference, Stony Brook University
- Living Out Publication - November Issue
- Long Island LGBT Business Directory

DECEMBER
- Winter Ball Fundraising Event, Allegria Hotel, Long Beach
- Living Out Publication - December/January Issue
FEBRUARY
- LGBT Network Gala, Woodbury

MARCH
- Living Out Publication - March Issue
- Long Island LGBT Business Directory

APRIL
- Living Out Publication - April/May Issue

MAY
- LGBT Network Gala, Woodbury
- Summer Kick-Off Cocktail Reception, Bridgehampton

JUNE
- Long Island Pride Parade and Festival, Huntington Village
- Annual LIGALY LGBT Youth Prom, Woodbury
- Living Out Publication - June “Pride” Issue

JULY
- Sunset on the Harbor Cocktail Reception, Sag Harbor
- Living Out Publication - July/August Issue
The LGBT Network holds five signature major events each year:

- Winter Ball Dinner-Dance
- LGBT Network Gala
- LI Pride Parade & Festival
- Bridgehampton Summer Kick-Off Cocktail Reception
- Sag Harbor Sunset on the Harbor Cocktail Reception

These events provide critical operating support so that the LGBT Network can sustain its vital and life-saving services and programs for the LGBT community throughout the lifespan.

These events also represent the most substantial LGBT sponsorship opportunities on Long Island, taking full advantage of the LGBT Network’s expansive and unique reach.
Winter Ball is an annual dinner-dance event raising funds for the LGBT Network’s HIV/AIDS services. It’s a fun night of music and dancing!

**Opportunity Types**
- Event Sponsorships
- Table Sponsorships
- Silent Auction

### EVENT VITAL STATS

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The Gala is the LGBT Network’s largest fundraising event with major donors and corporate sponsors featuring celebrity entertainment.

**Opportunity Types**
- Event Sponsorships
- Table Sponsorships
- Silent Auction
- Journal Ads

**EVENT VITAL STATS**

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LI Pride Parade & Festival is the largest LGBT event on Long Island, attracting 15,000 to 20,000 people each year for a fun-filled day of celebration.

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The Summer Kick-Off is the first LGBT Hamptons event for the summer season welcoming a heavily NYC-based demographic.

Opportunity Types

Event Sponsorships
Silent Auction
Program Journal Ads

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**EVENT VITAL STATS**

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Sunset on the Harbor is a harbor-front cocktail reception with a fun, easy-going vibe featuring local entertainment and celebrity appearances.

**Opportunity Types**
- Event Sponsorships
- Silent Auction

**EVENT VITAL STATS**

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One of the most effective ways to reach the LGBT community is through Living Out. This exciting publication provides readers with local news, insightful commentary on current events, upcoming events, and reviews of music, theater, film, nightlife, restaurants, plus a whole lot more.

Each issue of Living Out covers a wide variety of engaging topics, from the fun and light-hearted (celebrity interviews, photos of Long Islanders enjoying the area’s nightlife, reviews of up-and-coming venues) to the serious issues affecting our community (the national fight for equality and the need for legislation to protect LGBT people from oppression).

Living Out is published every month and is distributed to over 240 locations throughout Nassau and Suffolk counties; in addition, it is handed out twice a month at Penn Station in Manhattan.
The LGBT Business Directory helps LGBT consumers find LGBT-affirming and welcoming businesses easily and quickly from a trusted community resource.

The Directory is available throughout the year on the LGBT Network’s web site in an online format reaching more than **100,000 people**. The Directory is also printed twice a year as an insert to the LGBT Network’s publication, “Living Out,” taking advantage of its 40,000+ readership.

The print version includes full-color ads from major corporate partners and advertisers. Premium members receive additional acknowledgement and visibility with the inclusion of a logo within the listing. All online listings receive a hyperlinked URL.

The LGBT Directory is the only directory of its kind in the Long Island and Queens area. Starting at $199.
For 15 years, Long Island Gay and Lesbian Youth (LIGALY) has been empowering lesbian, gay, bisexual, and transgender (LGBT) youth and their friends through the annual LIGALY LGBT Prom.

The event provides a safe and supportive venue for LGBT youth to attend a prom with a date of the same-sex without having to worry about being stigmatized, harassed, or being the victim of violence. The Prom is rite of passage for teens, and LIGALY is ensuring that LGBT teens and their allies have the same opportunity. Youth that attend the prom represent all of Long Island and various socio-economic and racial communities.
COMMUNITY EVENTS

National Coming Out Day

LIGALY’s National Coming Out Day School Awareness Campaign, held every October, is one of the largest campaigns to raise awareness, decrease violence, and build leadership in creating safer and more supportive learning environments for LGBT youth, families, and allies.

The Campaign encourages everyone in the school community to “come out” as advocates of safer schools to reduce the level of LGBT-related harassment and bullying that continues to be a national epidemic. The Campaign inspires participants to make a statement and show their support of LGBT peers by wearing a rainbow pin or ally sticker, while allowing for advocates to not disclose their sexual orientation or gender identity unless they choose to.

Long Island LGBT Conference

The Long Island LGBT Conference is Long Island’s only LGBT-specific conference; it seeks to educate and empower students, educators, health and human service providers, and other community members to address the needs of LGBT people throughout the lifespan in their schools & communities.

Hundreds of participants attend this annual event to learn about our communities issues and obstacles, and to discuss ideas and potential solutions to those challenges. Last year’s event reached more than 400 students and professionals.
Let’s talk.

The LGBT Network has many opportunities that provide an array of potential to reach the LGBT community.

Reach out to us today to start a conversation about how your company can get involved in supporting the vital and life-saving services of the LGBT Network.

Your company can help create safe spaces for the LGBT community and receive recognition and increase your visibility for your support.

Call to schedule a meeting
516.323.0011

E-mail to get more information
development@lgbtnetwork.org
For Gala, Bridgehampton Kick-Off, and Sag Harbor Sunset on the Harbor, National Coming Out Day School Campaign, and LGBT Conference, contact:

Robert Vitelli  
Chief Operating Officer & Director of Development  
P 516.323.0011  
E robert@lgbtnetwork.org

For Winter Ball, LI Pride, Living Out, LGBT Business Directory, and Prom, contact:

Jonathan Chenkin  
Development Officer, Corporate and Business Relations  
P 516.323.0011  
E jchenkin@lgbtnetwork.org