



2021 CORPORATE PARTNERSHIP BENEFITS GUIDE



Greater Houston LGBT
Chamber of Commerce

The Leading Voice of the Greater Houston
LGBTQ+ and Allied Business Community.

www.houstonlgbtchamber.com



WHO WE ARE

The Greater Houston LGBT Chamber of Commerce is **the leading voice for the Greater Houston LGBTQ+ and Allied Business Community**. The Chamber is the only organization focused on the LGBTQ+ and Allied Business Community and economic inclusion for the LGBTQ+ community in the greater Houston region.

Ensuring representation for the LGBTQ+ business community and working toward economic inclusion in the fourth largest (and most diverse!) city and in the greater Houston region are key drivers for the mission of the Chamber.

The overarching work of the Chamber is focused on economic empowerment for LGBTQ+ entrepreneurs.

The Chamber focuses on supporting and growing a thriving LGBTQ+ and Allied Business Community to create economic opportunities for the LGBTQ+ community.

Simply put, we work to achieve equality and equity through business. We are a powerful force for business advocacy and a valuable resource for our members and the LGBTQ+ community.

Since the launch of the organization, the Chamber has experienced rapid growth within the greater Houston business community.

Become a Corporate Partner
and support economic
inclusion for the LGBTQ+
community.

Partnership

WHY PARTNER?

Our Corporate Partners play an important role in the Chamber. The investment that Corporate Partners make in the Chamber supports a thriving and growing LGBTQ+ and Allied Business Community in the region.

Join other companies, including Fortune 500, and become a Chamber Corporate Partner today.

The Chamber's goal is to create mutually beneficial, long-term partnerships with our Corporate Partners. We see it as an opportunity to collaborate and support the LGBTQ+ and Allied Business Community...**TOGETHER.**

Being a Chamber Corporate Partner offers broad exposure and significant brand visibility with the LGBTQ+ community (in the fourth largest and most diverse city in the country) as well as access to the LGBTQ+ Business Community. A corporate partnership can help demonstrate your company's commitment to diversity, equity, and inclusion.

Investing in the Chamber means investing in an organization that is aligned from a business perspective. Partnering with the Chamber helps to position your company as a strong LGBTQ+ advocate and our pledge is to bring visibility to our loyal Corporate Partners for the generous support and commitment. **Support from our Corporate Partners makes a huge difference for our LGBTQ+ owned businesses.**

A close-up photograph of several interlocking puzzle pieces. One piece is bright yellow and features the word 'MISSION' in bold, black, sans-serif capital letters. Adjacent to it is a white piece with the word 'VISION' in the same font style. Other pieces are visible in the background, some with faint outlines of letters.

MISSION

VISION

FOCUS

The Chamber accelerates economic opportunity for the LGBTQ+ business community through a strong network of business allies, innovative programs, strategic partnerships, and advance policies that foster economic inclusion and equality.

The Chamber is dedicated to fostering an inclusive business community that promotes economic inclusion, connects members and advocates on their behalf.

The Chamber's strategic focus areas are:

- Business Development & Growth
- Education & Networking
- Collaboration & Partnerships
- Leadership Development
- Advocacy/Policy

Did You Know?

- The LGBTQ+ consumer market is estimated to represent nearly \$1 trillion in buying power
- The LGBT population is second to only the African American and Hispanic populations in terms of spending power of a diverse group and is estimated to have about half the population of each
- Studies show that LGBTQ+ consumers remain loyal to the companies and brands that show support in their community through targeted advertising and sponsorship—even when it costs more to do so
- There is an estimated 1.4 million LGBTQ-owned businesses in the U.S.
- An estimated 5% of workers in Texas are LGBTQ+



INVEST IN THE LGBTQ+ COMMUNITY

INVEST

Greater Houston LGBT Chamber Corporate Partners include companies in the region and across the country that provide significant support to the Chamber because they...

- Recognize the value the Chamber brings to their company, the LGBTQ+ business community and the regional community
- Want to reach LGBTQ+ businesses, consumers and/or prospective employees and raise brand awareness
- Desire to support and provide resources to their LGBTQ+ employee community and entire employee base
- Intend to demonstrate a strong commitment to and support of the LGBTQ+ community
- Support economic opportunity and inclusion for the LGBTQ+ community

Chamber Commitment

Raise brand awareness for our Corporate Partners and their commitment to LGBTQ+ equality and the LGBTQ+ & Allied Business Community.

BRAND AWARENESS

VISIBILITY

Becoming a Chamber Corporate Partner means your company receives visibility 365 days a year as a strong supporter of the LGBTQ+ community. Visibility matters!

When your brand is visible in the LGBTQ+ community, it speaks volumes. What is your brand investment in the LGBTQ+ community?

LGBTQ+ consumers and allies remain loyal to the companies and brands that show support in their community through targeted advertising and sponsorship — even when it costs more to do so.

Becoming a Chamber Corporate Partner sends a strong message throughout the year that your company supports and invests in the LGBTQ+ community.

“Chevron is very proud to have been among the first corporate supporters of the Greater Houston LGBT Chamber of Commerce. Our commitment is founded in the belief that a diverse supply chain, just as a diverse workforce - one that reflects the communities where we live and work, creates a business advantage for Chevron and helps foster economic development and prosperity.

Chevron’s support of LGBT inclusion is a part of our history and culture, so we’re particularly happy to partner with an organization that shares our commitment and values.”

- David Feldman, Supply Chain Advisor – Supplier Diversity, Chevron Corporate Procurement





CONNECT

Did you know that the Chamber is the only Affiliate Chamber of the National LGBT Chamber of Commerce (NGLCC) in the Greater Houston region?



As an affiliate of the NGLCC, the Chamber is the only organization in the region that supports the LGBTBE® certification for LGBTQ+ businesses as part of the NGLCC's national Supplier Diversity Program. Partnering with the Chamber can bolster your LGBTQ-inclusive supplier diversity program.

Corporate Partners have direct access to Certified LGBT Business Enterprise® (Certified LGBTBE®) companies to support supplier diversity programs/goals.

We highly encourage our Corporate Partners in the Chamber network to connect with our certified members in supplier diversity and procurement chains when looking at vendors to provide exceptional products and services.

Plus, Corporate Partners have the opportunity to connect with LGBTQ+ nonprofits, community leaders, and other key stakeholders through the Chamber which can support social responsibility goals.

Chamber Commitment

Purposeful connection between Corporate Partners to LGBTQ-owned and LGBTBE® Certified businesses.



Employee Engagement

ENGAGE!

Do you have an active LGBTQ+ Business / Employee Resource Group (B/ERG) and are looking for opportunities to engage with the LGBTQ+ community?

The Chamber offers incredible opportunities to engage LGBTQ+ and Allied employees through events, volunteer and leadership opportunities, statewide LGBTQ+ B/ERG Summit, and the local LGBTQ+ B/ERG Leadership Roundtable to name a few examples.

What better way than to connect business-to-business through the Chamber!

Employees and B/ERG Leadership can engage and collaborate with the Chamber throughout the year, both locally and statewide, with other B/ERGs as part of the Chamber's partnership with the Texas LGBTQ Chambers of Commerce.

"I'm unsure if we can find the right words to express how important the Chamber relationship has been to our BRG.

The resources, support and partnership the Chamber offers is impossible to find elsewhere in Houston. If you want to see your employee resource group at the "next level," this is definitely the best step to take!

The Chamber and Amegy Bank's relationship is easily our proudest moment as a business resource group. The resources for our employees, clients and ourselves has been the key reason we feel so successful. The Chamber's growth is stunning since its inception, and we are so proud to be a founding member."

- Clay Melder, Amegy Bank, Co-Chair, LGBT & Allies BRG

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of Texas



LGBTQ+ BUYING POWER

The LGBTQ+ population is second to only the African American and Latino populations in terms of spending power of a diverse group.

LGBTQ+ Inclusion

IS SMART BUSINESS!



\$1 Trillion

Estimated LGBTQ+
Consumer Buying Power in
the U.S.



**74% LGBTQ+
Adults**

Likely to consider brands that
support nonprofits and/or causes
that are important to them as a
LGBTQ+ person



\$1.7 Trillion

Added to U.S. Economy
by LGBTQ+ Owned
Businesses



**87% of LGBTQ
Consumers**

Consider a brand that is known
to provide equal workplace
benefits for all of its
employees



1.4 Million

LGBTQ+ Owned
Businesses in the
United States



**71% of LGBTQ+
Adults**

Will remain loyal to a brand they
believe to be very friendly and
supportive to the LGBTQ+ community



MAKE IT COUNT!

LGBTQ+ inclusion matters on many levels! Your Chamber investment counts on the HRC Corporate Equality Index!



For organizations recognized as part of the Human Rights Campaign Foundation's Corporate Equality Index (CEI), your contribution in the Chamber can help support your company achieve a coveted perfect score related to the CEI's criteria focused on supplier diversity programs.

Now is a good time to become a Chamber Corporate Partner and show your strong support for the LGBTQ+ Business Community.

Major employers, businesses with 100 or more employees, international, national, and regional businesses are invited to participate in the Chamber as Corporate Partners.



Corporate partnerships range from \$5,000 to \$50,000 and include a variety of customizable benefits.

Did You Know?

LGBTQ-Inclusive Supplier Diversity is now required as part of the HRC Corporate Equality Index Survey.



PARTNERSHIP

LET'S PARTNER!

We invite you to partner with one of the fastest-growing Chambers in the region and raise your visibility with the LGBTQ+ community in the fourth largest city in the country by collaborating with the Greater Houston LGBT Chamber of Commerce.

We can work with your company to create a customized package to suit your sponsorship needs. We look forward to partnering with you.

For more information on corporate partner investment opportunities, contact us at info@houstonlgbtchamber.com or complete the [Corporate Partner Interest Form](#).

Partner with the Chamber and engage with the LGBTQ+ Community year around.

As the first Corporate Partner of the LGBT Chamber, Amegy Bank's diversity, equity and inclusion efforts have been influenced by a strong community of advocates and supporters. No one can do it alone, so it's important for us to work together. We are truly proud to be part of this amazing organization.

Corporate partners should not only join the Chamber but become involved and participate in events. It's amazing how many people you will meet that you never would anywhere else. I would also recommend challenging yourself to become a leader for the Chamber – change starts with just one person!

*- Robert Hahn, Amegy Bank,
Founding Co-Chair,
LGBT & Allies BRG*

AmegyBank[®]
of Texas



BENEFITS

2021 BENEFITS

The Chamber offers various levels of Corporate Partnerships and an array of benefits. Depending on the level, the Chamber can work with your company to create a customized package to suit your sponsorship needs. We look forward to partnering with you!

The Chamber is active twelve months of the year and offers your company an array of engagement opportunities through events, networking, sponsorship, and Corporate Partner recognition.

For more information on corporate partner investment opportunities, contact us at info@houstonlgbtchamber.com or complete the [Corporate Partner Interest Form](#).

Join leading organizations such as Amegy Bank, Comcast, Dow, Houston Rockets, Shell and United, and become a Chamber Corporate Partner. Ready to bring brand awareness, visibility, and more to your company? Let's Partner....today!

Read further to see the detailed benefits and levels as well as more about the Chamber and our Corporate Partners.



DID YOU KNOW?

The LGBTQ+ Community uses the online Chamber Directory to find LGBTQ-supportive businesses.



Corporate Partner Levels & Benefits*

PARTNERSHIP LEVELS	Diamond	Platinum	Gold	Silver	Bronze
Annual Rate	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000
Employees (additional employees can be added for a minimal fee)	Up to 12 employees	Up to 10 employees	Up to 6 employees	Up to 5 employees	Up to 4 employees
PROGRAMS AND EVENTS					
Discounts on Chamber Partner Programs	♦	♦	♦	♦	♦
Complimentary and Discounted Corporate Partner Pricing for Chamber Produced Programs & Events (savings worth well over \$700!)	♦	♦	♦	♦	♦
<u>NGLCC Business & Leadership Conference Registration Discount</u>	♦	♦	♦	♦	♦
<u>NGLCC National Dinner Registration Discount</u>	♦	♦	♦	♦	♦
<u>Reciprocal Member Only Pricing for Texas LGBTQ Chamber Events as well as individual LGBTQ Chambers events</u>	♦	♦	♦	♦	♦
Opportunity to participate in statewide events and programming through the Texas LGBTQ Chambers of Commerce	♦	♦	♦	♦	♦
Opportunity to Deliver a Partner Directed Program (iii)	♦	♦	♦	♦	
Resource for speakers, panelists and expertise for Chamber and Chamber Partner Events	♦	♦	♦		
Option to have display table at events (iii) (v)	♦	♦	♦		
Invitation to Exclusive VIP Events	♦	♦	♦		
Customized Programming Opportunity	♦				
Access to Monthly and Quarterly Chamber Events including Networking Events, Educational Workshops and Other Events & Programming	Opportunity to Host (iii) - up to 3	Opportunity to Host (iii) - up to 2	Opportunity to Sponsor (iii) (v) - up to 2	Opportunity to Sponsor (iii)(v) - Up to 1	Opportunity to Sponsor (iii) (v) - Up to 1
Annual Signature Pride in Business Event	Recognized as Sponsor (i), 10 tickets OR 1 table if luncheon	Recognized as Sponsor, 6 tickets or 1/2 table if luncheon	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)
LGBTQ ERG Summit	Recognized as Summit Sponsor Opportunity to Serve as Event C-Chair	Recognized as Summit Sponsor Opportunity to Serve on Summit Event Committee	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)

LGBTQ ERG Programming and Events**	Recognized as sponsor for up to 2 events (iii) (v)	Recognized as Sponsor for 1 event (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)
LGBTBE/Supplier Diversity Forum	Opportunity to be Recognized as Title Sponsor (iii) (v)	Opportunity to be Recognized as Title Sponsor & Host (iii) (v)	Opportunity to Sponsor & Host (iii) (v)	Opportunity to Sponsor & Host (iii) (v)	
Annual Meeting	Recognized as Presenting Sponsor (i)	Recognized as Platinum Sponsor	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)
Member Orientation	Opportunity to be Recognized as Title Sponsor & Host (iii) (v)	Recognized as Platinum Sponsor	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)
<u>Ribbon Cutting Ceremony****</u>	Opportunity for 2 ribbon cuttings per year	Opportunity for 2 ribbon cuttings per year	Opportunity for 1 ribbon cutting per year	Opportunity for 1 ribbon cutting per year	Opportunity for 1 ribbon cutting per year

ONLINE RECOGNITION

Logo inclusion and hyperlink on Corporate Partner Banner scroll list on Chamber website homepage	◆	◆	◆	◆	◆
<u>Logo placement on Chamber website with hyperlink on Corporate Partners page with level designation</u>	Top of page w/ brief description	Second posting w/ brief description	Third posting w/ brief description	Fourth posting w/ brief description	Logo Placement
Logo or name placement in Chamber monthly email communications including newsletter, upcoming events, etc., with Corporate Partner level designation (where Corporate Partners are listed)	Logo	Logo	Logo	Name	Name
Highlight of Corporate Partner produced LGBTQ+ inclusion videos (e.g., celebrating Pride month)	Up to 5 Annually	Up to 3 Annually	Up to 2 Annually	Up to 1 Annually	
Multiple location online listings	15	10	10	5	5
Enhanced online listing	◆	◆	◆	◆	◆
Email/announcement of Corporate Partner collaboration	◆	◆	◆	◆	◆
Turnkey online member profile setup	◆	◆	◆	◆	
Recognition as Chamber Blog Sponsor	◆				
Company spotlight in newsletter	Up to 3 Annually	Up to 2 Annually	Up to 1 Annually		
Social media highlight	Up to 8 Annually	Up to 5 Annually	Up to 4 Annually	Up to 3 Annually	Up to 2 Annually

PUBLIC POLICY

<u>Participation in Chamber's Legislative Affairs Activities</u>	◆	◆	◆	◆	◆
Opportunity to Sponsor Other Chamber Advocacy Activities	◆	◆	◆	◆	◆
Representation on Legislative Affairs Task Force	◆	◆	◆		
Chamber Advocacy Day Reception	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	

Elected Officials Reception	Opportunity to Underwrite (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	
Chamber Advocacy Day	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)	Opportunity to Sponsor (iii) (v)		

PRINT BENEFITS

Logo/name featured in Chamber advertising (iii)	Top or first position	Second position	Third position	Fourth position (iv)	Fifth position (iv)
On-site signage at Chamber signature events (with level designations) (iii)	Top or first position	Second position	Third position		
Opportunity to Include One-Page Promotional Piece in New Member Welcome Packet (iii)	◆	◆			
Logo on Chamber collateral where Corporate Partners are listed (ii)	◆	◆			
Opportunity to sponsor New Member Welcome Packet highlighting Corporate Partner on folder and other collateral	◆				

OTHER BENEFITS

Leadership Development through Committee or Board Participation (ii)	◆	◆	◆	◆	◆
Use of Chamber Member Logo in all approved advertising and literature (with restrictions)	◆	◆	◆	◆	◆
Access to Member Facebook Group and posting Corporate Partner promotions and other information	◆	◆	◆	◆	◆
Job Postings	◆	◆	◆	◆	◆
Hot Deals	◆	◆	◆	◆	◆
Member 2 Member Deals	◆	◆	◆	◆	◆
Verbal recognition at Chamber events (iii)	◆	◆	◆	◆	◆
Opportunity to include one-page marketing collateral in new member orientation packets	◆	◆	◆	◆	
Industry Exclusivity	◆	◆			
Access to Relationship Manager to support Chamber-Corporate Partner Collaboration	◆				
Opportunity to provide communication content based on technical expertise (e.g., article, blog)	Up to 4 Annually	Up to 3 Annually	Up to 2 Annually	Up to 1 Annually	
Featured email to membership***	Up to 3 Annually	Up to 2 Annually	Up to 1 Annually		

(i) Industry Exclusive (ii) Board participation requires application to and approval by Board of Directors (iii) At Chamber's discretion
(iv) When published (v) Sponsorship cost varies by event type and availability

*Eligibility - 100+ employees

**Does not include LGBTQ ERG Summit

***Sent from Chamber

****See Chamber ribbon cutting options on website

revised December 2020

CHAMBER CORPORATE PARTNERS

OUR PARTNERS

The Greater Houston LGBT Chamber of Commerce is proud to have the following organizations as Corporate Partners. From Fortune 500 to local and regional companies, Chamber Corporate Partners make a generous investment in the Chamber and support both our work to build a thriving LGBTQ+ Business Community and our mission to increase economic inclusion. **Become a Corporate Partner and add your company to our list of LGBTQ-inclusive companies!**

Gold Partners



Silver Partners



Bronze Partners



Corporate Partners



For more information on Corporate Partner investment opportunities, contact us at info@houstonlgbtchamber.com or complete the [Corporate Partner Interest Form](#).



COLLABORATION

Since its' inception, the leadership of the Chamber has recognized the importance of collaborations and partnerships. collaboration creates not only economic opportunity but also awareness, understanding, and acceptance between communities and collaborators...all through a business lens.

The Greater Houston LGBTQ Chamber has developed key collaborations with our Strategic Partners, Collaboration Partners, International and Supporting Partners.

Through a partnership with the Texas LGBTQ Chambers of Commerce, the Chamber is engaged in statewide connection, visibility and impact which brings even more opportunity for visibility.



View the full list of Chamber Partners at www.houstonlgbtchamber.com



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WHAT THEY SAID...

"At United, we are committed to creating and embracing a more inclusive and respectful work environment and customer experience, while contributing to the diverse communities we serve. We believe that advocating for inclusion is at the heart of connecting people and uniting the world, and United is determined to continue working with organizations like the Greater Houston LGBT Chamber to champion inclusion in the workplace and accelerate economic opportunities for the LGBTQ community."

- Darrin Hall, Director, State and Local Government Affairs | South Region United Airlines

"Get involved! The real value and growth come from meeting the Chamber members and making connections.

We want to help the Houston LGBT+ business community in any way we can, and I believe that we have that in common with the Chamber which makes the relationship a perfect match. We want to see the Chamber and its members succeed. "

**- Catherine Duyka-Morse, Amegy Bank,
Founding Co-Chair, LGBT & Allies BRG**



**READY TO
PARTNER?**

TOGETHER...we can
work together and be a
strong voice for the
Greater Houston
LGBTQ+ and Allied
Business Community



Contact the Chamber at
info@houstonlgbtchamber.com, 832-510-3002
or complete the [Corporate Partner Interest Form](#).

Visit www.houstonlgbtchamber.com to learn more about the Chamber.