



# MIDWEST BISEXUAL LESBIAN GAY TRANSGENDER ASEXUAL COLLEGE CONFERENCE MBLGTACC

October 8-10 . 2021 @ Monona Terrace **SPONSORSHIP**

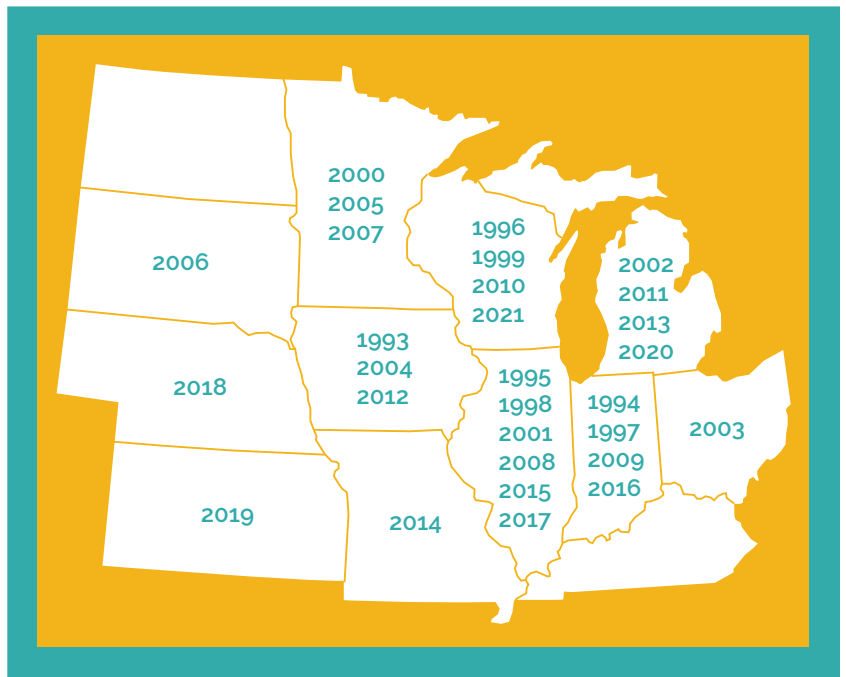
In October 2021, the Midwest Institute for Sexuality and Gender Diversity will co-host the Midwest Bisexual Lesbian Gay Transgender Asexual College Conference with the University of Wisconsin – Madison. MBLGTACC is an annual conference held to connect, educate, and empower queer and trans+ college students, faculty, and staff around the Midwest and beyond. It has attracted thought leaders, influencers, entertainers, and artists; such as: Janet Mock, Nyle DiMarco, Chely Wright, Kat Blaque, and RuPaul’s Drag Race contestants to name a few.

MBLGTACC has introduced thousands to creative approaches to skills-building and community engagement: students, faculty, staff, and community members. With your support, even more people can explore the skills they need to become the inventive role models and leaders for their communities and the future.

<p>MBLGTACC is an opportunity to network with the Midwest’s future leaders and influencers, to build connections vital to a lifetime of success for LGBTQ+ community members around the Midwest &amp; beyond.</p>	<p><b>In Attendance</b></p> <ul style="list-style-type: none"><li>· 2,000+ registrants annually</li><li>· 13 states represented</li><li>· 250+ volunteers</li></ul>
<p><b>Demographics</b></p> <ul style="list-style-type: none"><li>· 20% people of color</li><li>· 27% trans/non-binary+</li><li>· 72% lesbian/gay/bi/queer/asexual</li></ul>	<p><b>Details</b></p> <ul style="list-style-type: none"><li>· Started in 1993</li><li>· Registration: \$85 / person</li><li>· Monona Terrace Convention Center</li></ul>



MBLGTACC takes place over three days, the conference features 100+ sessions and three plenaries at which LGBT+ role models share insight and inspiration for the heartland's future LGBTQ+ leaders. Organized by five student leaders from **UW-Madison** and **Edgewood College**, the 2021 planning team expects over 2,000 attendees for MBLGTACC 2021. However, sites are set on breaking the 2017 record of over 2,400 participants. Attendees will come from all over the Midwest (map).



Madison last hosted in 2010 and is proud to have been selected for 2021 after a rigorous bid process, beating out state schools in Michigan and Minnesota. In 2010, the theme was Get Real, for 2021 the theme is **From Protest and Beyond Pride**. This theme is a commemoration to foundational protests in LGBTQ+ history: Cooper's Do-nuts, Compton's Cafeteria, and Stonewall. It is also rooted in Madison's history of protests and activism both at UW-Madison and throughout the greater community. The connection to the lives of LGBTQ+ peoples extends

further and embraces the vibrant experiences of Pride festivals across the nation while focusing forward. **From Protest and Beyond Pride** invites attendees to honor the origins of the LGBTQ+ movement, the accompanying resiliency, embrace the present, while inspiring and energizing others toward an LGBTQ+ inclusive and affirming future; prompting the questions... what's next? What will these innovative leaders contribute? Opportunities abound.





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BENEFITS	\$50,000+	\$25,000+	\$10,000+	\$7,500+	\$5,000+	\$2,500+	\$1,000+	\$500+
On Stage Speaking Opportunity								
Recognition from Stage at Plenary								
Logo on Registration Bag								
Promotional Item in Registration Bag								
Logo on Plenary Screens								
Logo: Onsite Signage & Program								
Program Book Advertisement Size	Full page	Full page	Half	Quarter	Quarter	Eighth	Eighth	
Exhibit Table Location	Premium	Premium	Premium	Regular	Regular	Regular	Regular	Regular
Registrations	20	10	4	3	2	1	0	0



## **SPECIFIC UNDERWRITING OPPORTUNITIES FOR SPONSORSHIP**

MBLGTACC 2021 is offering co-sponsors a variety of opportunities to show their support for emerging leaders across LGBTQ+ communities. If none of the opportunities below are a good fit, we are happy to customize a sponsorship package that is just right for you. All underwriting opportunities include corresponding sponsorship level recognition and benefits (above).

### **ATTENDEE SCHOLARSHIPS | \$50,000**

A contribution at this level would mean 1,000 registrants for MBLGTACC 2021 could register at \$35 / person rather than \$85 / person. Sponsoring these scholarships means the conference is more economically accessible for attendees.

### **PLENARY SPONSORSHIP | \$25,000**

These gatherings are attended by most of the 2,000+ conference attendees. They are excited to enjoy keynote speeches from LGBTQ+ luminaries, thought leaders, and influencers as well as cheer on their peers as they receive accolades. Your sponsorship underwrites their green room and a meet & greet.

- VIP seating for ten at sponsored plenary with an option to place promotional items on all seats
- Special recognition from the stage and signage placement at sponsored plenary
- Exhibit table outside plenary hall

### **INSTITUTE OR WORKSHOP TRACK SPONSORSHIP | \$10,000**

Here is a chance to align your organization with the kind of work it values most. With more than 100+ workshops and several featured voice sessions, a dedicated track with your topic of choice; e.g. LGBTQ+ Health / Healthcare, Career Queer (out in interviews/professional networks, etc.), Queerly Beloved (LGBT+ & Faith Communities), and so on. Your track sponsorship includes registration fees and/or honoraria for presenters in this track as well as supplies for facilitators.

- Signage and distribution of promotional materials in tracked workshops
- Special recognition in each tracked workshop

### **WELLNESS CENTER | \$10,000**

The Wellness Center offers all attendees an opportunity to take a break by removing themselves from the often bustling and at times challenging environment of the conference. The Wellness Center features quiet space and opportunities for attendees to take advantage of meditation, yoga, art therapy, etc. The Center plays a critical role in creating a positive and healthy environment at MBLGTACC. Sponsorship covers supplies and facilitator honoraria.

- Signage and distribution of promotional materials in Center

### **VOLUNTEER SPONSORSHIP | \$7,500**

It takes over 250 volunteers to make MBLGTACC possible. From registration volunteers to workshop monitors to bag stuffers to meeters & greeters, these volunteers make sure attendees have the best possible experience. Along with ensuring volunteers have a clean t-shirt every day – with your logo on the back! – your sponsorship also underwrites their snacks and refreshments.

- Signage and distribution of promotional materials in volunteer hub



### FEATURED VOICE SPONSORSHIP | \$7,500

Not all thought leaders appear at plenaries, some are featured as extended workshop facilitators. Plenaries highlight national guests; featured voice sessions feature regional talent. With more than 100+ workshops at the conference on a range of topics, featured voice sessions stand out.

- Signage outside the featured voice sessions and in the program book
- Opportunity to conduct or participate in a session with MBLGTACC planner assistance

### SOCIAL / EDUTAINMENT EVENT | \$5,000

A number of enthusiastically attended events are held each night of the conference, e.g. dances, drag shows, comedy, or a 'House Ball' for attendees to showcase their swagger and parade their creations.

- Signage and distribution of promotional materials at event

### HOSPITALITY SUITE SPONSORSHIP | \$2,500 per day

In addition to being in a much-needed space to relax and network among peers, the hospitality suite also offers snacks, refreshments, and space to recharge devices as well as personally.

- Signage and distribution of promotional materials in suite

### EXHIBITION HALL TABLE | Tiered

Be part of the MBLGTACC Exhibit Hall, a table in the hall ensures that the 2,000+ people at MBLGTACC 2021 will be by to see you! Make sure people know about your great work, your community involvement, internship and employment opportunities, Business Resource Groups, your amazing school, your enviable jewelry, books, rainbow socks, and t-shirts.

- \$150 – Higher ed institution offices/departments & Small Non-Profits (less than \$100k+ annual budget)
- \$250 – Large non-profit organizations (\$100k+ annual budget)
- \$350 – Small businesses & organizations selling items in the Hall
- \$500 – Corporations

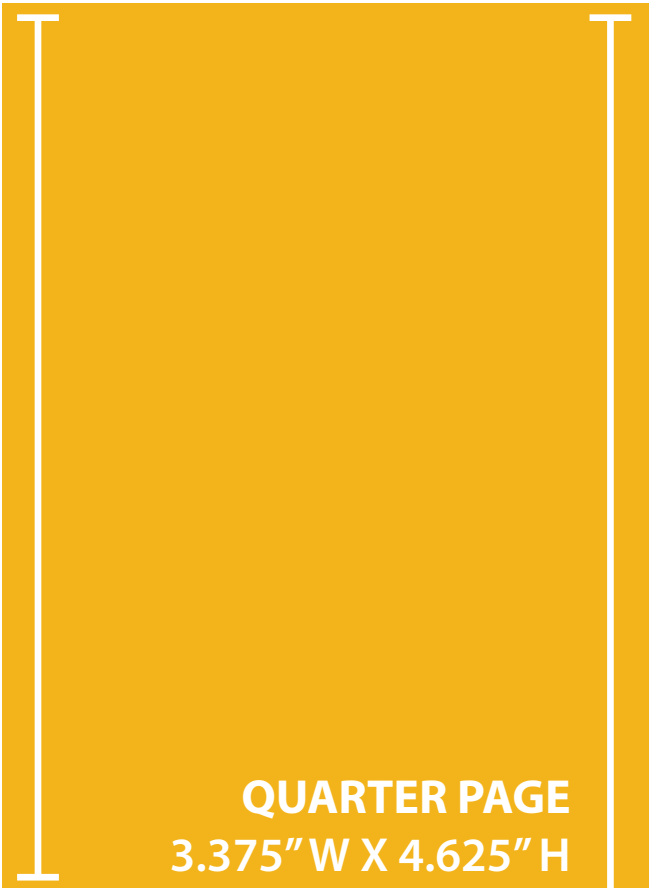
## 2021 CONFERENCE SPONSORS



## PREVIOUS CONFERENCE SPONSORS INCLUDE



**FULL PAGE: \$500**  
**HALF PAGE: \$350**  
**QUARTER PAGE: \$250**  
**EIGHTH PAGE: \$150**



.75"  
white  
space  
around  
all sides  
of ads  
pages

.25" white space between ads

