



National Partnership Benefits Overview



Titanium National Partner (\$100,000)

Key Titanium National Partner Benefits	<ul style="list-style-type: none"> • Keynote speech from PFLAG Executive Director or executive briefing • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events (30 total): 20 for the Straight for Equality Gala, 10 for PFLAG HOT! • Straight for Equality Learning Opportunities: 4 sessions + 50% discount on additional sessions; travel costs included in this Partnership level • Full-page color ad in Straight for Equality Gala program book
PFLAG National Branding Opportunities	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on pflag.org homepage • 12 months of your organization's logo featured on PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)

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(Titanium National Partner, continued)

Straight for Equality Branding Opportunities	Straight for Equality Gala (March 27, 2017) <ul style="list-style-type: none">• Your organization's logo on the Straight for Equality Gala step-and repeat• Your organization's logo projected during the Straight for Equality Gala• Your organization's logo in the Straight for Equality Gala video montage Year-Round Visibility <ul style="list-style-type: none">• 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used)• Twice each year: Your organization's logo featured in the Straight for Equality e-newsletter
Promotion on Social Media	Four times each year, your organization will be promoted on: <ul style="list-style-type: none">• The PFLAG National Facebook page• The PFLAG National Twitter feed• The PFLAG National Pinterest Page• The Straight For Equality Facebook page• The Straight For Equality Twitter feed



Platinum National Partner (\$75,000)

Key Platinum National Partner Benefits	<ul style="list-style-type: none"> • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events (25 total): 15 for the Straight for Equality Gala, 10 for the PFLAG HOT! event • Straight for Equality Learning Opportunities: 3 sessions + 30% discount on additional sessions (does not include travel) • Full-page color ad Straight for Equality Gala program book
PFLAG National Branding Opportunities	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on pflag.org homepage • 12 months of your organization's logo featured on the PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)

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(Platinum National Partner, continued)

Straight for Equality Branding Opportunities	Straight for Equality Gala (March 27, 2017) <ul style="list-style-type: none">• Your organization's logo projected during the Straight for Equality Gala• Your organization's logo in the Straight for Equality Gala video montage Year-Round Visibility <ul style="list-style-type: none">• 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used)• Twice each year: Your organization's logo featured in Straight for Equality e-newsletter
Promotion on Social Media	Three times each year, your organization will be promoted on: <ul style="list-style-type: none">• The PFLAG National Facebook page• The PFLAG National Twitter feed• The PFLAG National Pinterest Page• The Straight For Equality Facebook page• The Straight For Equality Twitter feed



Gold National Partner (\$50,000)

<p>Key Gold National Partner Benefits</p>	<ul style="list-style-type: none"> • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events (20 total): 15 for the Straight for Equality Gala, 5 the PFLAG HOT! event • Straight for Equality Learning Opportunities: 3 sessions + 30% discount on additional sessions (does not include travel) • Full-page color ad in Straight for Equality Gala program book
<p>PFLAG National Branding Opportunities</p>	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on pflag.org homepage • 12 months of your organization's logo featured on PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)

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(Gold National Partner, continued)

Straight for Equality Branding Opportunities	Straight for Equality Gala (March 27, 2017) <ul style="list-style-type: none">• Your organization's logo projected during Straight for Equality Gala• Your organization's logo in Straight for Equality Gala video montage Year-Round Visibility <ul style="list-style-type: none">• 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used)• Twice each year: Your organization's logo featured in Straight for Equality e-newsletter
Promotion on Social Media	Twice each year, your organization will be promoted on: <ul style="list-style-type: none">• The PFLAG National Facebook page• The PFLAG National Twitter feed• The PFLAG National Pinterest Page• The Straight For Equality Facebook page• The Straight For Equality Twitter feed



Silver National Partner (\$25,000)

<p>Key Silver Partner Benefits</p>	<ul style="list-style-type: none"> • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events (15 total): 10 for Straight for the Equality Gala, 5 for the PFLAG HOT! event • Straight for Equality Learning Opportunities: 2 sessions + 20% discount on additional sessions (does not include travel) • Half-page color ad in Straight for Equality Gala program book
<p>PFLAG National Branding Opportunities</p>	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on the pflag.org homepage • 12 months of your organization's logo featured on the PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)

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(Silver Partner, continued)

Straight for Equality Branding Opportunities	Straight for Equality Gala (March 27, 2017) <ul style="list-style-type: none">• Your organization's logo in the Straight for Equality Gala video montage Year-Round Visibility <ul style="list-style-type: none">• 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used)• Twice each year: Your organization's logo featured in Straight for Equality newsletter
Promotion on Social Media	Once each year, your organization will be promoted on: <ul style="list-style-type: none">• The PFLAG National Facebook page• The PFLAG National Twitter feed• The PFLAG National Pinterest Page• The Straight For Equality Facebook page• The Straight For Equality Twitter feed



Bronze National Partner (\$10,000)

<p>Key Bronze Partner Benefits</p>	<ul style="list-style-type: none"> • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events: 10 for the Straight for Equality Gala • Straight for Equality Learning Opportunities: 1 session + 10% discount on additional sessions (does not include travel) • Quarter-page color ad in Straight for Equality Gala program book
<p>PFLAG National Branding Opportunities</p>	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on the pflag.org homepage • 12 months of your organization's logo featured on PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)

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(Bronze National Partner, continued)

Straight for Equality Branding Opportunities	Straight for Equality Gala (March 27, 2017) <ul style="list-style-type: none">• Your organization's logo in Straight for Equality Gala video montage Year-Round Visibility <ul style="list-style-type: none">• 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used)• Twice each year: Your organization's logo featured in the Straight for Equality e-newsletter
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Nonprofit National Partner (\$5,000)

Key Nonprofit Partner Benefits	<ul style="list-style-type: none"> • Use of PFLAG National Partner Logo (12 months) • Straight for Equality Learning Partner Logo (12 months, if sessions(s) are used) • Tickets to Events: 5 for the Straight for Equality Gala • Straight for Equality Learning Opportunities: 5% discount on 1 session (does not include travel) • Quarter-page color ad in Straight for Equality Gala program book
PFLAG National Branding Opportunities	<ul style="list-style-type: none"> • 12 months of your organization's logo in rotation on pflag.org homepage • 12 months of your organization's logo featured on PFLAG National Partner page on pflag.org • 12 months of your organization's logo featured in PFLAG monthly e-newsletter • Your organization's logo featured 3 times in the PFLAGpole, the PFLAG National newsletter (print)
Straight for Equality Branding Opportunities	<p>Straight for Equality Gala (March 27, 2017)</p> <ul style="list-style-type: none"> • Your organization's logo in Straight for Equality Gala video montage <p>Year-Round Visibility</p> <ul style="list-style-type: none"> • 12 months: Your organization's logo featured on straightforequality.org Learning Partner page (if session is used) • Twice each year: Your organization's logo featured in the Straight for Equality e-newsletter



Notes about 2017 PFLAG National Partnerships

- **Logos:** Once you've confirmed your 2017 Partnership, we'll need materials to help promote your organization! Please provide us with an .EPS version of your logo in full-color as well as your logo in .JPG format in both color and black-and-white. If your organization has any guidelines for logo use, please provide them to us.
- **Ad deadlines:** You will be provided with specs and deadlines for ads for events when print schedules are available.
- **Straight for Equality Learning sessions:** Learn more about the Straight for Equality learning sessions available to your organization by checking out the 2017 Straight for Equality Learning Catalog (available at straightforequality.org/workplace). The Straight for Equality team will be able to assist with choosing and planning your sessions. Please note that with the exception of Titanium-level partnerships, organizations are responsible for covering travel costs associated for session facilitators.
- **Have additional questions?** Contact **Elijah Perry** by e-mailing eperry@pflag.org or calling **(202) 684-9891** for assistance.