

Nearly 50 years ago, PFLAG was founded with a simple but profound expression of love when a mother chose to shatter a culture of silence and shame by speaking out publicly about her unequivocal support for her gay son.

Since that historic moment, through the courage of hundreds of thousands of empowered advocates, PFLAG has become an internationally recognized force in the fight for acceptance and equality for lesbian, gay, bisexual, transgender, and queer (LGBTQ+) people, moving its mission forward through support, education, and advocacy. Fueled by a powerful combination of family and ally voices joined with those of LGBTQ+ people, PFLAG plays a unique role in the equality movement by organizing at the national level, inspiring community engagement at the grassroots level, and empowering people everywhere to have everyday conversations to win the full acceptance of LGBTQ+ people in all aspects of life.

A partnership with PFLAG National is an investment in inclusion everywhere—from our nation’s capital to our kitchen tables, from the state house to the school house, from places of work to places of worship. Your investment in PFLAG is a visible commitment to achieving equality for all.

With more than 400 chapters nationwide and powerful educational and advocacy programs, PFLAG is the only national organization with an LGBTQ+ and ally chapter network of this magnitude, positioning PFLAG to work with national partners to identify national, state, and local opportunities for creating truly inclusive environments.

PFLAG’S VISION

PFLAG envisions a world where diversity is celebrated and all people are respected, valued, and affirmed inclusive of their sexual orientation, gender identity, and gender expression.

PFLAG’S MISSION

Our mission is to build on a foundation of loving families united with LGBTQ+ people and allies who support one another, and to educate ourselves and our communities to speak up as advocates until all hearts and minds respect, value and affirm LGBTQ+ people.

**PFLAG NATIONAL PARTNERSHIP:
WHAT’S IN IT FOR YOUR ORGANIZATION?**

An investment in PFLAG National is your organization’s way to fund life-changing programs nationwide, gain key visibility among a diverse audience, and bring nationally recognized learning opportunities to your workplace.

Your support of PFLAG National strengthens and expands equality work in more than 400 cities nationwide, supporting programs that focus efforts on families, workplaces, schools, places of worship, and communities.

And with your PFLAG National partnership, your organization receives benefits that bring PFLAG’s voice and expertise right to you, including workplace learning opportunities through our Straight for Equality™ program, invitations and access to PFLAG National events, and brand visibility to a diverse audience of families, allies, and LGBTQ+ people. You’ll also have a personal connection like no other, with access to PFLAG National staff and leaders who can provide insight into important LGBTQ+ issues.

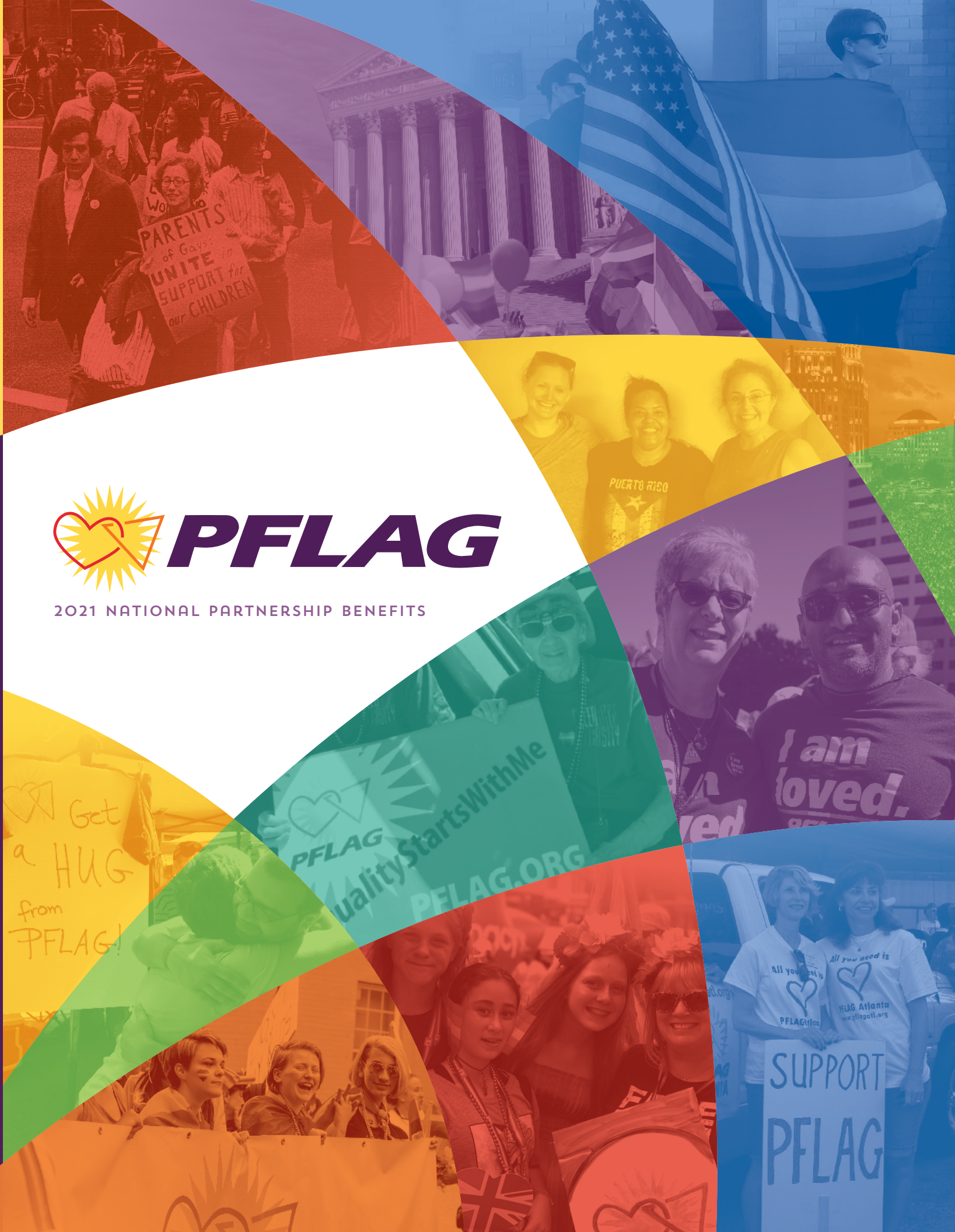


For information on 2021 PFLAG National Partnerships, please contact:

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2021 NATIONAL PARTNERSHIP BENEFITS



Partnership Benefits		\$100,000 Titanium	\$75,000 Platinum	\$50,000 Gold	\$25,000 Silver	\$10,000 Bronze	\$5,000 Copper**
Executive Director Keynote		1					
Straight for Equality™ Learning Sessions*		5	4	3	2	1	25% discount
Discount on Straight for Equality™ Learning Sessions		50%	40%	30%	20%	10%	
NEW BENEFIT! Priority Scheduling for Pride Month (June) and LGBTQ+ History Month (October)		✓	✓	✓	✓		
Use of 2021 PFLAG National Partner Logo		12 months	12 months	12 months	12 months	12 months	12 months
Use of 2021 Straight for Equality™ Learning Partner Logo		12 months	12 months	12 months	12 months	12 months	12 months
Logo in Rotation on pflag.org Homepage		12 months	12 months	12 months	12 months	12 months	12 months
Logo on pflag.org Partner Page		12 months	12 months	12 months	12 months	12 months	12 months
Logo in PFLAG e-Newsletter		12 months	12 months	12 months	12 months	12 months	12 months
Logo in <i>The PFLAGpole</i>		2 times	2 times	2 times	2 times	2 times	2 times
Full-Color Ad in <i>The PFLAGpole</i>		Full	Full	1/2	1/2	1/4	1/4
Tickets to Virtual Corporate Appreciation Event (Spring 2021)		35	30	25	20	15	5
Design Slide for Sponsor Scroll During Virtual Appreciation Event (Spring 2021)		✓	✓				
Verbal Recognition by PFLAG Executive Director During Virtual Appreciation Event (Spring 2021)		✓	✓				
Logo on All Virtual Appreciation Event Marketing Materials and Website (Spring 2021)		✓	✓	✓	✓	✓	✓
Facebook Post Featuring Your Brand		4	3	2	1		
Tweet Featuring Your Brand		4	3	2	1		
Instagram Post Featuring Your Brand		4	3	2	1		
LinkedIn Post Featuring Your Brand		4	3	2	1		
BONUS FOR 2021!	Tickets to Virtual PFLAG National Convention (October 2021)	30	25	20	15	10	2
	Logo in Sponsor Scroll for National Convention (October 2021)	✓	✓	✓	✓	✓	✓
	Logo on All National Convention Marketing Materials and the Website (October 2021)	✓	✓	✓	✓	✓	✓

*Due to the COVID-19 pandemic, all learning sessions in 2021 will be held virtually until it is deemed safe to travel. ** This level is only available for nonprofit organizations.