

## Corporate sponsorship rights packages

Each successful sponsor will receive a package of sponsorship rights, to be agreed between the sponsor and the UK Government (HMG). An indication of what these rights may include is set out below. This is for illustrative purposes only and is subject to change as plans for the conference develop.

Theme	£100,000 contribution
<b>Official Designation &amp; IP</b>	<ul style="list-style-type: none"> <li>• The right to use the Official Designation (non-exclusive relative to other STBM Official Sponsors) in marketing and communications including:</li> <li>• ‘Official Partner – Safe To Be Me Conference’</li> <li>• Privileged use of the official conference logo in sponsor’s own communications relevant to the conference, with agreed wording.</li> </ul>
<b>Theme alignment &amp; content opportunities</b>	<ul style="list-style-type: none"> <li>• Opportunity to work with HMG to identify suitable speaking opportunities (in person and virtually).</li> <li>• Opportunity to display video content of the organisation’s commitment to LGBT+ inclusivity at the conference venue.</li> </ul>
<b>Showcasing &amp; hosting</b>	<ul style="list-style-type: none"> <li>• Premium exhibition in the ‘Equality Village’ (an interactive exhibition space for delegates) providing a unique opportunity for the partner to showcase their brand and messaging.</li> <li>• The opportunity to host an officially branded fringe event or reception during the week of the conference.</li> </ul>

<b>Brand recognition</b>	<ul style="list-style-type: none"> <li>● Visual branding at the conference venue e.g. digital screens, banners, logo on event welcome signage and on-stage during relevant speaking opportunities (location and quantity tbc.)</li> <li>● Visual branding on the digital platform accessed by virtual delegates (up to 500 people).</li> <li>● Sponsor logo and statement on conference website, with click through to sponsor website.</li> <li>● One piece of (environmentally-friendly) sponsor merchandise in the delegate bag (to be approved by HMG).</li> <li>● Logo and full-page feature in the delegate pack.</li> </ul>
<b>Partner lounges and meeting space</b>	<ul style="list-style-type: none"> <li>● Access to a dedicated partner lounge</li> <li>● Potential access to own meeting space</li> </ul>
<b>Communications &amp; media</b>	<ul style="list-style-type: none"> <li>● Involvement in relevant media moments (where appropriate and at HMG's discretion); promoting the partnership and amplifying announcements. This would include both traditional media (e.g. announcing the partnership in a HMG press release, and providing a quote from HMG for the sponsor's press release) and digital opportunities (e.g. joint video for government social media).</li> <li>● Announcement of sponsorship agreement supported on government social media channels, including LinkedIn, Facebook and Twitter on Government Equalities Office and Foreign, Commonwealth and Development Office Twitter, with opportunity for bespoke visit/media opportunities.</li> <li>● Blog post from the sponsor hosted on the official conference website.</li> </ul>
<b>Account management</b>	<ul style="list-style-type: none"> <li>● Department for International Trade will provide an experienced key account manager to manage the relationship, and link the sponsor with the content, marketing and communications team, and introduce them to key stakeholders.</li> </ul>