



celebrating **25 years**

glaad media awards

presented by



ONE INVESTMENT.
THREE EVENTS.
NATIONAL IMPACT.



FAIR. ACCURATE. INCLUSIVE. **AND IMPOSSIBLY GLAM.**

www.glaad.org/mediaawards



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The Gay & Lesbian Alliance Against Defamation (GLAAD) is dedicated to promoting and ensuring fair, accurate and inclusive representation of people and events in the media as a means of eliminating homophobia and discrimination based on gender identity and sexual orientation.

Join us as we honor the year's outstanding representations of lesbian, gay, bisexual and transgender people in the media. With the support of more than 5,000 attendees, 100 corporations and 150 media outlets, the GLAAD Media Awards raise over \$3 Million to amplify the voice of the LGBT community!

Sign up by January 7, 2011 for inclusion in all print materials.

2011 CEREMONIES

**GLAAD MEDIA AWARDS NEW YORK
MARRIOTT MARQUIS
MARCH 19, 2011**

**GLAAD MEDIA AWARDS LOS ANGELES
APRIL 10, 2010
WESTIN BONAVENTURE**

**GLAAD MEDIA AWARDS SAN FRANCISCO
SAN FRANCISCO MARRIOTT MARQUIS
May 14, 2011**

**National print deadline: January 28, 2011.
Other deadlines vary by city. Sign up now to be a partner.**

For information, please contact:
Lane Hosmer, Director of Corporate Relations
Telephone: 646. 871.8007
Email: hosmer@glaad.org

Mail: GLAAD Media Awards
104 W. 29th Street, 4th Floor
New York, NY 10001

GLAAD is a 501(c)(3) non-profit organization. Tax ID Number: 13-3384027. Contributions are non-refundable & tax-deductible to the full extent of the law.

Honorary Co-Chairs

- Christina Aguilera
- Chad Allen
- Alan Ball
- Roseanne Barr
- Jennifer Beals
- Joy Behar
- Sandra Bernhard
- Dustin Lance Black
- Stockard Channing
- Kate Clinton
- Glenn Close
- Bill Condon
- Ron Cowen & Daniel Lipman
- Wilson Cruz
- Billy Crystal
- Alan Cumming
- Ellen & Portia DeGeneres
- Melissa Etheridge
- Tom Ford & Richard Buckley
- Robert Gant
- Whoopi Goldberg
- Billie Jean King
- David LaChapelle
- Nathan Lane
- k.d. lang
- Judith Light
- Shirley MacLaine
- Eric & Janet McCormack
- Sir Ian McKellen
- Megan Mullally
- Martina Navratilova
- Rosie O'Donnell
- Suze Orman
- Richard Pérez-Feria
- Bishop Gene Robinson
- Diane Sawyer
- Dennis & Judy Shepard
- Liz Smith
- Dame Elizabeth Taylor
- Bruce Vilanch
- Rufus Wainwright
- Barbara Walters
- John Waters

"Twenty-one years ago, ABSOLUT VODKA entered into a union with GLAAD as Founding Sponsor of the GLAAD Media Awards –setting into motion a partnership that has been a hallmark of our marketing and outreach efforts. It remains bold, exciting, entertaining, fashionable and mutually rewarding."

–Jeffrey A. Moran, *The ABSOLUT Spirits Co, Inc.*



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Estimated Ad Value: \$6,065,319

Estimated Impressions: 307,543,099

Over 200 individual print, online and international wire stories

National advertisements in The Advocate, Curve, Instinct, LA Weekly, New York, OUT, Passport, SF Weekly, Variety



"It's such an amazing thing that GLAAD is doing. I think one of the most important things for humanity is tolerance."
- Sofia Vergara, Actress

'Glee' among GLAAD Media Awards winners 'RuPaul's Drag Race,' 'A Single Man,' Wanda Sykes



"I have loved coming to the GLAAD Awards for the past 10 years because they are both a blast and inspiring."
- Cynthia Nixon, Actress

Television Coverage Includes

Print and Online Coverage Includes



The GLAAD Media Awards have been broadcast on Bravo Network, MTV Networks' channels VH1 and LOGO, and Here Media's online sites including Advocate.com and OUT.com, broadening our reach to over 88.5 million households.



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Your Visibility Makes a Difference! Show Your Support for the LGBT Market Today!

- Gay & lesbian buying power will exceed \$750 billion in 2011. — Witeck-Combs Communications and Packaged Facts
- 88% of gay men and 91% of lesbians say that a brand's support of LGBT events favorably influences their buying decisions. — Community Marketing, Inc.

The GLAAD Media Awards is among the largest, most visible events in the LGBT community!

Held in three major markets-New York, Los Angeles and San Francisco-the GLAAD Media Awards bring LGBT community members, straight allies, entertainment industry and corporate executives, celebrities, and movement leaders together to raise over \$3,000,000 annually at star-studded Awards galas with Live Entertainment, Celebrity Receptions, Live & Silent Auctions and more!

With an estimated 307,543,099 media impressions in 2010, as well as direct marketing, customized event platforms and diversity initiatives throughout the year, GLAAD partners receive maximum return on investment.


Corporations receive exposure in virtually every medium, including print, radio and television ads, website, point-of-purchase displays, viral media promotions, ticket promotions and hosted events.

As a GLAAD Media Awards Corporate Partner, you will:

- Showcase your brand to a \$700+ billion dollar consumer market
- Offer benefits to clients or employee resource groups
- Demonstrate corporate social responsibility
- Network with other corporate leaders
- Make a visible commitment to LGBT employees, consumers and straight allies nationwide!

Partnership levels and benefits are detailed below. Sponsorship packages can be custom tailored to support your diversity efforts, and meet your marketing goals and budget for the coming year.

**For information about 22nd Annual GLAAD Media Awards corporate partnerships:
Visit www.glaad.org/mediaawards**


"Time Warner's reputation and success are built on fairness, accuracy and inclusion across all the work we do – internally and externally – from the benefits we provide to same-sex partners to our media coverage of LGBT issues. We could not be more proud of our longstanding support of GLAAD and its mission."
– Lisa M. Quiroz, Time Warner, Inc.

GLAAD PARTNERSHIP OPPORTUNITIES

Show support for the LGBT community. Amplify your voice with visibility in 3 markets!

Please note that GLAAD Media Awards corporate partner benefits for 2011 have been updated in order to enhance experience and visibility for our dedicated corporate partners.

NATIONAL PRESENTING PARTNER - \$300,000

- National Naming Rights "GLAAD Media Awards presented by Company"
- National Presenting Category Exclusivity
- Corporate Logo on Red Carpet Press Backdrop and in the Private Celebrity Reception
- 60 Celebrity Circle VIP Tickets with Entry to Private Celebrity Reception
- Premium Product Sampling/Placement (at the event, to be mutually agreed upon)
- On-Stage Branding & Verbal Mention from Stage (during program)
- Corporate Logo Gobo projected on wall during Dinner & Awards Show
- Co-Branded Promotional Material (at the event, to be mutually agreed upon)
- Corporate Logo on Event Tickets (to be given to all guests; approx. 5,000 impressions)
- Logo Recognition in Corporate Video Montage (during show) & Partner Scroll (pre/post show)
- Logo Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Logo Rotation on GLAAD Media Awards Homepage and Logo Listing on GLAAD Website
- Logo Recognition on Volunteer T-shirts
- Commercial Reel or Static Screen Shot Advertisement (60 seconds; looping during dinner)
- Premium Ad Placement on Back Cover of National Tribute Book (3 cities)
- Inclusion in GLAAD Media Awards nominations press release (if confirmed by 12/31/10)
- Opportunity for Product Inclusion in the Event Gift Bags
- Verbal Recognition at all GLAAD Media Awards Kick Off Events
- Text Listing in GLAAD's Performance Report

LOCAL PRESENTING PARTNER – \$150,000 (New York/Los Angeles); \$125,000 (San Francisco)

- Local Naming Rights - "GLAAD Media Awards presented by Company" in City-Specific Market Only
- Local Presenting Category Exclusivity in City-Specific Market Only
- Corporate Logo on Red Carpet Press Backdrop and in the Private Celebrity Reception
- 50 Celebrity Circle VIP Tickets with Entry to Private Celebrity Reception
- Premium Product Sampling/Placement (at the event, to be mutually agreed upon)
- On-Stage Branding & Verbal Mention from Stage (during program)
- Co-Branded Promotional Material (at the event, to be mutually agreed upon)
- Corporate Logo on Event Tickets (to be given to all guests; approx. 5,000 impressions)
- Logo Recognition in Corporate Video Montage (during show) & Partner Scroll (pre/post show)
- Logo Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Logo Rotation on GLAAD Media Awards Homepage and Logo Listing on GLAAD Website
- Logo Recognition on Volunteer T-shirts
- Commercial Reel or Static Screen Shot Advertisement (60 seconds; looping during dinner)
- Local Presenting Partner Tribute Ad in the National Tribute Book or City Supplement (b/w)
- Inclusion in GLAAD Media Awards nominations press release (if confirmed by 12/31/10)
- Opportunity for Product Inclusion in the Event Gift Bags
- Verbal Recognition at all GLAAD Media Awards Kick Off Events
- Text Listing in GLAAD's Performance Report

PLATINUM UNDERWRITER - \$100,000

- 36 Celebrity Circle VIP Tickets with Entry to Private Celebrity Reception
- Premium Product Sampling/Placement (at the event, to be mutually agreed upon)
- Verbal Mention from Stage (during program)
- Co-Branded Promotional Material (at the event, to be mutually agreed upon)
- Corporate Logo on Event Tickets (to be given to all guests; approx. 5,000 impressions)
- Logo Recognition in Corporate Video Montage (during show) & Partner Scroll (pre/post show)
- Logo Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Logo Rotation on GLAAD Media Awards Homepage and Logo Listing on GLAAD Website
- Logo Recognition on Volunteer T-shirts
- Commercial Reel or Static Screen Shot Advertisement (30 seconds; looping during dinner)
- Platinum Underwriter Tribute Ad in the National Tribute Book or City Supplement (b/w)
- Inclusion in GLAAD Media Awards nominations press release (if confirmed by 12/31/10)
- Opportunity for Product Inclusion in the Event Gift Bags
- Verbal Recognition at all GLAAD Media Awards Kick Off Events
- Text Listing in GLAAD's Performance Report



UNDERWRITER - \$50,000

- 24 Celebrity Circle VIP Tickets with Entry to Private Celebrity Reception
- Logo Recognition in Corporate Video Montage (during show) & Partner Scroll (pre/post show)
- Logo Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Logo Rotation on GLAAD Media Awards Homepage and Logo Listing on GLAAD Website
- Logo Recognition on Volunteer T-shirts
- Commercial Reel or Static Screen Shot Advertisement (30 seconds; looping during dinner)
- Underwriter Tribute Ad in the National Tribute Book or City Supplement (b/w)
- Inclusion in GLAAD Media Awards nominations press release (if confirmed by 12/31/10)
- Opportunity for Product Inclusion in the Event Gift Bags
- Verbal Recognition at all GLAAD Media Awards Kick Off Events
- Text Listing in GLAAD's Performance Report

GOLD PATRON - \$30,000

- 16 Partner Tickets
- Text Listing in Partner Scroll (during dinner pre/post show)
- Text Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Logo Listing on GLAAD Website
- Static Screen Shot Advertisement (15 seconds; looping during dinner)
- Gold Patron Tribute Ad in the National Tribute Book and/or City Supplement (b/w)
- Opportunity for Product Inclusion in the Event Gift Bags
- Text Listing in GLAAD's Performance Report

PATRON - \$20,000

- 10 Partner Tickets
- Text Listing in Partner Scroll (during dinner pre/post show)
- Text Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Text Listing on GLAAD Website
- Patron Tribute Ad in the National Tribute Book or City Supplement (b/w)
- Opportunity for Product Inclusion in the Event Gift Bags
- Text Listing in GLAAD's Performance Report

Customized partnerships, available for the VIP Reception, Private Celebrity Reception and VIP After-Party at each of the GLAAD Media Awards galas, offer sponsors significant branding and unique visibility.

RECEPTION HOST - \$40,000 (Per City)

- Opportunity for sponsored area with activation, product placement and promotion.
- 10 Partner Tickets
- Verbal recognition during activity in sponsored area.
- Text Listing on Printed Materials: invitations (20,000+ impressions) & tribute book (6,000+ impressions)
- Text Listing in Partner Scroll (during dinner pre/post show)
- Text Listing on GLAAD Website
- Commercial Reel or Static Screen Shot Advertisement (30 seconds; looping during dinner)
- Tribute Ad in the National Tribute Book or City Supplement (b/w)
- Opportunity for Product Inclusion in the Event Gift Bags
- Text Listing on GLAAD Website.

COMMUNITY CORPORATE PARTNERSHIPS are also available for city-specific visibility. For information, please contact Lane Hosmer at 646.871.8007 or hosmer@glaad.org.



"Building bridges with the diverse LGBT community is not just our business mission, but also a labor of love that is communicated through trust. Through our commitment to the work of GLAAD, we both aspire to strengthen our trust." -George Carrancho, American Airline's Rainbow TeAAM

Young Adults Program Partner Opportunities GLAAD Media Awards - Los Angeles & New York

Directly market your brand to LGBT and allied young adults in Los Angeles and New York!

Support LGBT and allied young adults by making it possible for GLAAD to host over 1,500 young adults, ages 14 – 24, from high schools, colleges, Gay/Straight Alliances, and Community Organizations, at our GLAAD Media Awards galas in Los Angeles and New York. Celebrities including Wanda Sykes, the cast of Glee, Adam Lambert and more visited our Young Adult Program to show their support.

Join us as a host of the GLAAD Media Awards Young Adults Program & After-Party. Sponsorship offers visibility and direct marketing to LGBT youth through branding, unique activation, sampling, sponsored “lounges” or other promotional platforms.

YOUNG ADULTS PRESENTING - \$20,000 (Category Exclusive; City-Specific / 2 Per City)

- 10 VIP Tickets to GLAAD Media Awards (Los Angeles or New York).
- Presenting listing (non-exclusive) for Young Adults After Party (i.e. GLAAD Media Awards Young Adults After Party Presented by “logo”).
- Opportunity for sponsored area, activation and/or product placement at Young Adults After Party
- On-stage recognition during Young Adults After Party program.
- Text Listing on Media Awards invitations (20,000+ impressions) & tribute book (6,000+ impressions).
- Text listing on Young Adult-specific promotional materials, pre-event and on site signage.
- Logo listing on Young Adults event tickets.
- Opportunity for product inclusion or promotional materials in Young Adults gift bags.
- Text Listing in Partner Scroll (during dinner pre/post show).
- Text Listing on GLAAD Website.
- Young Adult Tribute Ad in the National Tribute Book and/or City Supplement (b/w).
- Text listing in GLAAD’s Performance Report.

YOUNG ADULTS PATRON - \$10,000

- 6 VIP Tickets to GLAAD Media Awards (Los Angeles or New York).
- Opportunity for activation and/or product placement at Young Adults After Party
- On-stage recognition during Young Adults After Party program.
- Text Listing on Media Awards invitations (20,000+ impressions) & tribute book (6,000+ impressions).
- Text listing on Young Adult-specific promotional materials, pre-event and on site signage.
- Text listing on Young Adults event tickets.
- Opportunity for product inclusion or promotional materials in Young Adults gift bags.
- Text Listing in Partner Scroll (during dinner pre/post show).
- Text Listing on GLAAD Website.
- Half-Page Young Adult Tribute Ad in the National Tribute Book and/or City Supplement (b/w).
- Text listing in GLAAD’s Performance Report.

Give LGBT and allied teens the chance to have an unforgettable evening at the GLAAD Media Awards at no cost by underwriting the cost of 100 Young Adult tickets in Los Angeles or New York.

YOUNG ADULTS UNDERWRITER - \$5,000

- 2 VIP Tickets to the GLAAD Media Awards (Los Angeles or New York).
- Text listing on Young Adult-specific promotional materials, pre-event and on site signage.
- Text Listing in Partner Scroll (during dinner pre/post show).
- Text Listing on GLAAD Website.
- Half-Page VIP Tribute Ads in the National Tribute Book and/or City Supplement



CORPORATE DIVERSITY INITIATIVES

GLAAD Partners receive Media Awards visibility and Diversity & Inclusion benefits!

It doesn't stop with the GLAAD Media Awards! Your corporate partnership can also include an array of benefits to support diversity initiatives, engagement of employee groups, development of LGBT-inclusive policies, or education of marketing and diversity team members to better communicate with employees, clients and stakeholders.

Use GLAAD's expertise to enhance internal and external communications strategies. Offer trainings and educational sessions to employee resource groups.

Let GLAAD custom-tailor a partnership package to meet your diversity needs:

Talking About Trainings: GLAAD trainings teach LGBT employee groups, diversity professionals, internal and external communications teams how to apply fair, inclusive policies in the workplace, and speak effectively to the LGBT community. Our data-driven curriculum promotes inclusion and appropriate messaging for LGBT people and issues impacting their lives.

Media Essentials & Current Events: From GLAAD's signature "Media Essentials" spokesperson training to seminars on political, cultural and social issues of impact to the LGBT community, our Media Programs team provides insight into entertainment and news media in English and Spanish, as well as advertising, communities of color, transgender issues and more.

Advertising Consultation: GLAAD's Advertising Program assists companies with their messaging to the LGBT community, including print, broadcast and digital advertising, and inclusion of LGBT content in mainstream advertising campaigns.

Social Media Consultation: GLAAD's Digital Initiatives team can help develop an authentic digital voice for your brand that will resonate with LGBT people, and discuss best practices for using conversational media including social networking and blogging within the LGBT community. Learn how to reach top LGBT bloggers and social media influencers, and navigate customs, tones, and other nuances of the LGBT community's use of social media.

Internal Messaging Consultation: GLAAD senior staff will work with your internal communications team to assist with messaging and content on LGBT issues, including public presentations or policy changes your company might undertake .

Panels or Screenings: The GLAAD Media Programs team offers panels for corporate partners on topics of interest to corporate diversity committees, LGBT affinity groups, and community stakeholders, including screenings of films with LGBT content or education and organizing support around PRIDE month celebrations and activities.



"Diversity inside and outside our company is a priority for us. We are proud of our reputation in the GLBT community and of our relationship with such organizations as GLAAD. We also look to our partnership with GLAAD to help inform our thinking on issues important to the GLBT community."

– Wayne Winborne, Prudential Financial

RECENT GLAAD MEDIA AWARDS NATIONAL CORPORATE PARTNERS

AMPLIFY YOUR VOICE!
SUPPORT GLAAD'S WORK TO ACHIEVE FULL EQUALITY FOR THE LGBT COMMUNITY

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AOL
AT&T
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AMERICAN AIRLINES
AMERICAN EXPRESS
ANHEUSER-BUSCH, INC
BBC AMERICA
BARCLAYS CAPITAL
BAREFOOT WINES
BLOOMBERG
BRAVO MEDIA
BRIDGESTONE AMERICAS
TIRE OPERATIONS
BROOKS BROTHERS
BUNIM/MURRAY PRODUCTIONS
CALIFORNIA COMMUNITY
FOUNDATION
CBS
CNBC
CNN
CITI
CITY NATIONAL BANK
COLOREDGE VISUAL
COMCAST
COMEDY CENTRAL
CREATIVE ARTISTS AGENCY
THE DAVID GEFFEN FOUNDATION
DAVID YURMAN
DELOITTE.
DELTA AIR LINES
DIET PEPSI
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ENTERTAINMENT WEEKLY
THE ESTÉE LAUDER COMPANIES INC.
FIJI WATER & POM WONDERFUL
FOX BROADCASTING COMPANY/ 20TH
CENTURY FOX TELEVISION/ FX
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HBO
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HANSEN, JACOBSON, TELLER,
HOBERMAN, NEWMAN, WARREN &
RICHMAN LLP
THE HARRAH'S FOUNDATION
HERB RITTS FOUNDATION
HERE MEDIA
HILTON HOTELS CORPORATION
HOTEL PALOMAR LOS ANGELES
HSBC
HYATT HOTELS & RESORTS
IBM
INSTYLE
LAS VEGAS CONVENTION &
VISITORS AUTHORITY
LATHAM & WATKINS LLP
WALTER LEISS LEVI STRAUSS & CO.
LEXUS
LIPPINCOTT
LONDON WEST HOLLYWOOD
MTV NETWORKS
THE MCGRAW-HILL COMPANIES
MERCK
MICROSOFT
MILLER COORS
MITCHELL GOLD + BOB WILLIAMS
NBC UNIVERSAL
NIELSEN COMPANY
NEW YORK CITY MARRIOTT &
RENAISSANCE HOTELS
OLIVIA
THE PALETTE FUND

PEOPLE MAGAZINE
PERRY ELLIS
PRICEWATERHOUSECOOPERS
PRIME ACCESS
PRUDENTIAL FINANCIAL
QANTAS AIRWAYS
RHINO ENTERTAINMENT COMPANY
SAN FRANCISCO 49ERS
SEDGWICK, DETERT, MORAN &
ARNOLD LLP
SHEPPARD MULLIN
SHOWTIME NETWORKS INC.
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SWISS INTERNATIONAL AIRLINES/
SWITZERLAND TOURISM
TARGET
TIFFANY & CO.
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VERIZON COMMUNICATIONS
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VISIT LONDON
WARNER BROS. ENTERTAINMENT
WEIL, GOTSHAL & MANGES LLP
WELLS FARGO
WILLIAM MORRIS AGENCY
ZOOM VACATIONS AND EVENTS

"We're proud to support GLAAD's outstanding work. At AT&T, we share GLAAD's philosophy as we strive to foster an inclusive environment – in the workplace, the marketplace and in our communities. In fact, we were one of the first Fortune 500 companies to adopt domestic partner benefits for LGBT employees."

-Troup B. Coronado, Esq., AT&T