



# LGBT Diversity

Show Me The

# BUSINESS CASE

Measuring the value of LGBT Diversity in the workplace.

## THE HUFFINGTON POST

“The LGBT2020 workplace research data is the most illuminating international LGBT workplace data ever to be collected, the results of which are changing the way we think about LGBT people and diversity in a global context.”

“The experience of an LGBT person in the liberal enclaves of London or New York is the exception rather than the rule.

By mapping the different experiences of LGBT minorities around the world, Out Now's LGBT2020 research initiative is making an important contribution to the campaign for worldwide acceptance and inclusion.”

Lord Browne of Madingley  
Former CEO of BP  
Author of *The Glass Closet*  
[GlassCloset.org](http://GlassCloset.org)



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**Out Now**  
GLOBAL



## LGBT Diversity Show Me The BUSINESS CASE

2015 Launch edition

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## Sponsorship opportunities

### **LGBT Diversity – Show Me The Business Case**

*Pre-release data from the groundbreaking new research in the LGBT Diversity – Show Me The Business Case report has already been featured:*

- 📍 at a 2014 seminar requested by British MPs and business leaders at the UK Houses of Parliament
- 📍 as headlining news items in *Huffington Post*'s 'Gay Voices' in the USA and 'Gay News' in the UK
- 📍 at a special 'Global Series' workshop during the 2014 Out & Equal Workplace Summit in San Francisco
- 📍 by Lord Browne – the former Chief Executive Officer of BP - in his new book, *The Glass Closet* from Random House.

The full 'LGBT Diversity: Show Me The Business Case' report is being released in January 2015. You can see a layout preview at [this link](#). The report is being made available globally, free-of-charge, online and there is a clear and strong appetite for this new information.

Coverage in the [Huffington Post](#) on data from the US sample of the report was the headline story in 'Gay Voices' at the end of October 2014 generating more than 2,000 direct social media interactions in just seven days – with over 400 direct requests to receive a copy of the new 'LGBT Diversity: Show Me The Business Case' report.

### **Sponsorship**

You can [see here](#) how brands such as Aviva are already leveraging their involvement as sponsors of the research report's 2015 release.

#### **Allies - USD\$1,000**

Organizations and individuals are invited to become supporters with their names or logo included in the front of the report listed as "Allies".

#### **Champions USD\$2,500**

Organizations and individuals can include a quote from a company spokesperson into the front of the report and will be listed as "Champions".

#### **Leaders USD \$5,000**

Organizations and individuals can include a representative's photo and quote into the front of the report and will be listed as "Leaders".

We are also able to consider a limited number of "Presenting sponsor" options for companies interested in engaging at a higher level. Please contact Out Now directly to become involved.

If your company would like to become involved as a sponsor please do [contact us](#) for further details.

**Request your free copy of the report: [www.OutNow2.com](http://www.OutNow2.com)**

*Thanks again for choosing to advance LGBT equality – it is people like you who are making all the difference in the world.*