

Our mission is to promote the well-being of all gay, lesbian, bisexual, transgender and queer identified people and those affected by discrimination based on gender identity and expression.



# pride center business alliance

Capital Region of New York

2017 Membership Packet



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## Welcome to the Pride Center of the Capital Region's Business Alliance!

As the home to the oldest gay community center in the country and with over 100,000 lesbian, gay, bisexual, transgender and queer people, the Capital Region is one of the most LGBTQ-inclusive areas in New York State. Higher than average education rates and steadier income levels in the Tech Valley means the Capital Region is often looked to as a test market by national companies. The Pride Center of the Capital Region has created the only LGBTQ & Allied Business Alliances in the region. The Pride Center Business Alliance helps businesses gain exclusive visibility to our community, which leverage customer allegiance and unprecedented access to a dedicated consumer base.

### Market facts on the LGBTQ community:

- LGBTQ consumers were estimated to have a cumulative spending power of **\$830 billion** in 2013, according to Witeck-Combs market research.
- Fortune 500 companies **prioritize LGBTQ-inclusion efforts** throughout their policies and benefits, making them leaders in their fields and building LGBTQ brand loyalty.
- **70%** of LGBTQ consumers consider a company's diversity efforts towards LGBTQ issues when making buying decisions. Most consumers hear of company's efforts through word of mouth in the community, according to Witeck-Combs market research.
- **Networking:** The Pride Center Business Alliance brings together LGBTQ and allied professionals in the region for monthly networking events. These events are held throughout the Capital Region and help connect businesses with professionals and also peer-to-peer connecting.



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## Membership Levels

### BRONZE: Companies with 1 – 25 employees and Nonprofits \$100

- Free admission to all monthly networking events for one person
- Free listing in the PRIDE Guide
- Free listing on CapitalPrideCenter.org and special ongoing advertising rates
- Discounted advertising opportunities in the Out & About™ quarterly newsletter
- Opportunity to advertise in group ads for the Pride Center Business Alliance

### SILVER: Companies with 26 – 100 employees \$200

- Free admission to all monthly networking events for three people
- Free listing in the PRIDE Guide
- Free listing on CapitalPrideCenter.org and special ongoing advertising rates
- Discounted advertising opportunities in the Out & About™ quarterly newsletter
- Discounts on PRIDE Fest vendor space
- Opportunity to advertise in group ads for the Pride Center Business Alliance

### GOLD: Companies with 101+ employees \$300

- Free admission to all monthly networking events for five people
- Free listing in the PRIDE Guide
- Free listing on CapitalPrideCenter.org and special ongoing advertising rates
- Discounted advertising opportunities in the Out & About™ quarterly newsletter
- Discounts on PRIDE Fest vendor space
- Opportunity to advertise in group ads for the Pride Center Business Alliance

### Networking Event Sponsor: Sponsor or host a networking event \$400

- Featured sponsor with logo on all marketing materials
- Free admission to all monthly networking events for three people
- Honorary membership to the Pride Center Business Alliance

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## Pride Center Business Alliance Membership Form

Business Name	
Business Address	
City State Zip	Website
Phone	Email

### Please tell us about your business

- |  |  |   |
|--|--|---|
| <input type="checkbox"/> Accommodations          | <input type="checkbox"/> Entertainment       | <input type="checkbox"/> Non-profit           |
| <input type="checkbox"/> Accounting              | <input type="checkbox"/> Financial Services  | <input type="checkbox"/> Pets                 |
| <input type="checkbox"/> Advertising/Marketing   | <input type="checkbox"/> Fitness             | <input type="checkbox"/> Photography          |
| <input type="checkbox"/> Art/Culture             | <input type="checkbox"/> Florist/Events      | <input type="checkbox"/> Real Estate/Mortgage |
| <input type="checkbox"/> Automotive              | <input type="checkbox"/> General Contracting | <input type="checkbox"/> Restaurant/Catering  |
| <input type="checkbox"/> Banking                 | <input type="checkbox"/> Graphic Design      | <input type="checkbox"/> Retail/Books/Gifts   |
| <input type="checkbox"/> Bars/Nightclubs         | <input type="checkbox"/> Health/Dental       | <input type="checkbox"/> Retail Wholesale     |
| <input type="checkbox"/> Community Organizations | <input type="checkbox"/> Insurance           | <input type="checkbox"/> Salon/Spa/Massage    |
| <input type="checkbox"/> Computer/Technology     | <input type="checkbox"/> Legal               | <input type="checkbox"/> Travel/Tourism       |
| <input type="checkbox"/> Consulting              | <input type="checkbox"/> Medical             | <input type="checkbox"/> Web design/Services  |
|  |  | <input type="checkbox"/> Other _____          |

### Personal Information

Contact Name	Phone (if different than above)
Address (if different than above)	
City State Zip	Email (if different than above)

### Membership Selection

- \$100 Bronze Membership
- \$200 Silver Membership
- \$300 Gold Membership
- \$400 Networking Event Sponsor

*I prefer to receive my mail at my:*

- Business Address
- Personal Address
- I would not like the Pride Center to keep me updated about important events.

### Payment Information

- Check (Made Payable to Pride Center of Capital Region)
- Credit (Visa/MasterCard Accepted)

Card #: \_\_\_\_\_

3-digit security code: \_\_\_\_\_

Ex. Date: \_\_\_\_\_

- Send an Invoice

Signature: \_\_\_\_\_

Date: \_\_\_\_\_

*Please return this form to the Pride Center of the Capital Region*

*Mail: 332 Hudson Avenue, Albany, NY 12210; Fax: (518) 462-2101; or Email: [mharvey@capitalpridecenter.org](mailto:mharvey@capitalpridecenter.org).*