

# OUT ON BAY STREET CONFERENCE



## Sponsorship Package 2018



Presented By: START PROUD  
FIER DÉPART

# START PROUD

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# FIER DÉPART

## OUR MISSION

Start Proud facilitates the professional development of Lesbian, Gay, Bisexual, Transgender, Queer & Ally (LGBTQ+) students as they transition from school to career in order to build a national network within the LGBTQ+ community.

Want to learn more  
about our organization?  
Visit [startproud.org](http://startproud.org) or  
[outonbayst.ca](http://outonbayst.ca)

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# LETTER FROM THE PRESIDENT



Start Proud has always been an organization run by and for the courageous, the ambitious, and the persevering. It is an organization where people don't wait for the perfect moment, the perfect time, or the perfect situation to realize their ambitions and achieve their potential. No, Start Proud is not of the idle. Here, we create the perfect moment, we ensure the perfect timing, we facilitate the perfect situation. 2017 was no exception and Start Proud stayed true to our spirit.

Complimenting the 25+ national events we facilitated throughout the year, the ever illustrious Venture Out Conference, and our growing national membership is the Out On Bay Street Conference. Once again, the conference was a success with over 400 people in attendance at the grand gala dinner. Our keynote speakers included Brian Mosteller, Special Assistant and Director of Oval Office Operations to Former U.S. President Barack Obama, Lucy Zhao, Product Marketing Lead at Plivo and former Out On Bay Street President, and Ken Aber, the maker of the "Bell Let's Talk" campaign.

We introduced the "Presented by Start Proud" sessions which aimed to address emerging industry topics such as Blockchain and offered a space for sponsors to collaborate on ideas as was done during the Gender Spectrum session. In addition, we launched our first auxiliary recruitment event - an intimate law social exclusive to the keenest conference registrants. We curated a 1:1 student to sponsor ratio to facilitate strong recruitment opportunities.

In 2017, we tried to let the dust settle from the changes of 2016. Alas, we were not able to. Demand for more events, more initiatives and more contact with sponsors didn't let us. Quite frankly, that's a great problem to have and we are enthusiastic about giving our members what they ask for: more.

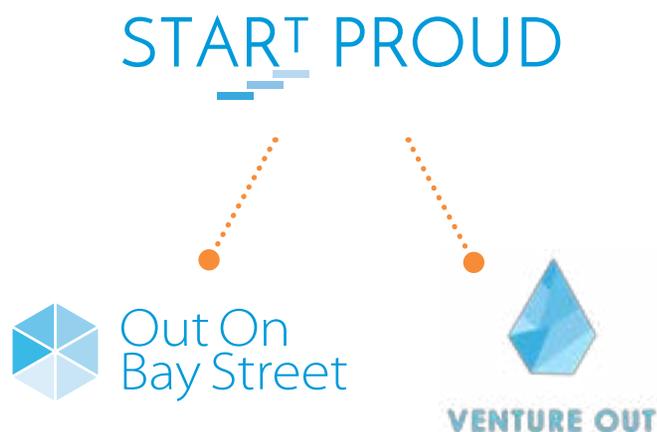
Nina Rakic  
President  
Start Proud

START PROUD  
FIER DÉPART

# ABOUT START PROUD

In our 12th year, Start Proud is lucky to have four thriving lines of business under its umbrella: the Out On Bay Street Conference, the Venture Out Conference, the Leaders To Be Proud Of awards and the nationally run Start Proud Networking Initiatives. In conjunction with one another, these brands facilitate the professional development of LGBTQ+ students and young professionals as they grow throughout their careers.

In order to better realize our mission we underwent a re-branding exercise in 2016. However, the Out On Bay Street conference has been our largest and most recognized event since the organization's inception. Start Proud will continue to brand this event as 'Out On Bay Street' because it is the premier gathering for LGBTQ+ recruits on 'Bay Street' and within the GTA. In addition to hosting the Out On Bay Street conference, Start Proud will host 'Venture Out' – Canada's first conference for LGBTQ+ inclusion in tech and entrepreneurship. The nationally run monthly socials will continue to serve their purpose of facilitating important recruitment connections and building a national community of professional LGBTQ+ mentees and mentors.



## A BRIEF HISTORY

2007

Founded by five MBA Students at Rotman and Schulich

2008

Introduced programming for law students

2011

Created Women's Speaker Series and Leaders To Be Proud Of Awards

2013

Introduced a new logo to coincide with the launch of Student Leadership Scholarships

2014

Granted intervenor status in Trinity Western University legal dispute; held first event in Ottawa

2015

Sold Out On Bay Street Conference to maximum capacity for the first time

2016

Celebrated our 10th Anniversary and announced Start Proud rebrand and national expansion; held first event in Montreal

2017

Launched Venture Out, Canada's first LGBTQ+ Tech Summit; launched the first Start Proud events in Vancouver and Calgary

2018

Introducing year-round auxiliary events to facilitate stronger sponsor-student relationships, to enhance sponsors' ability to recruit more effectively

# WHY YOU SHOULD PARTNER WITH US

## BY THE NUMBERS

### RECRUIT

The top Law, MBA, Undergraduate, and Graduate students at Canada's largest LGBTQ recruiting conference.

- 5 receptions
- 3 keynote networking meals
- 1 career fair

### EDUCATE

Over 50 speakers at workshops and panels inspire the next generation of LGBTQ+ leaders with insights into LGBTQ+ workplace issues and industry trends.

- 45+ speakers
- 15 workshops
- 4 panels
- 2 competitions

### LEAD

As the first and largest LGBTQ+ student focused recruiting conference in Canada, demonstrate your commitment to diversity and inclusion by joining over 40 other Out on Bay Street sponsors and network of students.

- 175+ students
- 90% of students self-identify as LGBTQ+
- 40+ sponsors



# 2017 CONFERENCE HIGHLIGHTS

SEPTEMBER 15 – 16, 2017

## NETWORKING EVENTS



Five networking receptions for sponsors to meet and get to know students in a more informal setting

## CAREER FAIR



40+ company booths looking for top LGBTQ+ talent!

## KEYNOTE SPEAKERS



BRIAN MOSTELLER, Special Assistant and Director of Oval Office Operations to Former U.S. President Barack Obama



LUZY ZHAO, Product Marketing Lead at Plivo and former Out On Bay Street President



KEN ABER, Partner at Blueprint architecture

## PANELS AND WORKSHOPS



19 panels and workshops focused on various LGBTQ+ and industry issues.

## COMPETITIONS

Students from across Canada competed in two competitions:

- Moot Court Competition
- Case Competition with You Can Play

# 2017 CONFERENCE SPONSORS

The Out On Bay Street annual conference would not be possible without the support of our incredible sponsors. In 2017, those sponsors were:

## CONFERENCE LEADER TIER

LEAD



DIAMOND



IN KIND SPONSORS



## CONFERENCE CHAMPION TIER

PLATINUM



GOLD



SILVER



## CONFERENCE PARTNER TIER

BRONZE



COPPER



# HOW TO GET INVOLVED WITH OUT ON BAY STREET

Supporting Out On Bay Street Signals your commitment to LGBTQ+ diversity and inclusion. The at-a-glance matrix below presents an overview of the sponsorship levels and the benefits you can expect with each.

	IN-KIND	ORGANIZATIONAL PARTNER \$500	COPPER \$2,000	BRONZE \$2,500	SILVER \$5,500	GOLD \$9,000	PLATINUM \$11,000	DIAMOND \$18,000	LEAD \$26,000
Year-round Out On Bay Street promotion	✓	✓	✓	✓	✓	✓	✓	✓	✓
Out On Bay Street Calendar	✓	✓	✓	✓	✓	✓	✓	✓	✓
Transferable tickets to the OOBS Conference	2	0	2	2	4	4	6	10	12
Tickets to the Leaders to be Proud of Awards Reception	0	0	1	1	1	1	1	1	1
Out On Bay Street Job Portal access	✓	✓	✓	✓	✓	✓	✓	✓	✓
Career Fair access			✓	✓	✓	✓	✓	✓	✓
Access to student resumes			✓	✓	✓	✓	✓	✓	✓
Ability to nominate representatives as panelists, judges, facilitators, etc.				✓	✓	✓	✓	✓	✓
Table at Recruitment Lunch Following the Career Fair				✓	✓	✓	✓	✓	✓
Host exclusive events specific to your level (see next pages for details)					✓	✓	✓	✓	✓
Designated table at Gala Dinner						1	1	2	3
Premiere Career Fair visibility							✓	✓	✓
Ad in delegate conference package (page size)								Half	Full
Premier visibility on all promotional mediums								✓	✓

## HOW TO GET INVOLVED ORGANIZATIONAL PARTNER TIER

Joining Start Proud as an Organizational Partner is a powerful statement about your commitment to LGBTQ+ diversity and inclusion. All funds received from the Organizational Partner tier will go towards helping Start Proud reach its mission of building a national LGBTQ+ community.

\$500

### ORGANIZATIONAL PARTNER BENEFITS

- Visibility and Promotion:
  - In all Start Proud media channels
  - At all Start Proud events throughout the year
  - On the Start Proud partners webpage and at the foot of each page on our website
- Inclusion in Start Proud communications regarding all events and initiatives
- Ability to post on exclusive Out on Bay Street Job Portal

#### DID YOU KNOW?

In 2017, we expanded our presence into five cities across Canada.



The Conference Partner tier puts your brand at our Out On Bay Street Conference. Supporting Start Proud at this tier gives different engagement options depending on your organization's diversity and inclusion goals.

### \$2,000 COPPER LEVEL BENEFITS

- 2 transferable tickets to the Conference
- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support to fellow LGBTQ+ leaders
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Ability to post on exclusive Out on Bay Street Job Portal

Plus...

- Visibility and Brand Promotion through Start Proud Media Channels and events throughout the year
- Inclusion in Start Proud communications regarding all events and initiatives

#### DID YOU KNOW?

In 2015, the Conference sold out for the first time.



## \$2,500 **BRONZE** LEVEL BENEFITS

- 2 transferable tickets to the Conference
- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students

Plus...

- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Ability to post on exclusive Out on Bay Street Job Portal
- Visibility and Brand Promotion through Start Proud Media Channels and events throughout the year
- Inclusion in Start Proud communications regarding all events and initiatives



**\$5,500** **SILVER** LEVEL BENEFITS

Conference Champions have cemented their commitment to LGBTQ+ diversity and inclusion. At the Out On Bay Street Conference, Champions have better opportunities to directly engage with students, premier branding at their event, and the ability to customize content with the Out On Bay Street team (each offering is exclusive in this tier).

- 4 transferable tickets to the Conference
- Choose one or both of the following event opportunities:
  - LGBT Talent – Host an on-site event at your firm’s office centered on recruitment, networking, or education with successful applicants
  - Workshop – Deliver a workshop during the conference on a topic relevant to your firm

Plus...

- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Ability to post on exclusive Out on Bay Street Job Portal
- Visibility and Brand Promotion: through Start Proud Media Channels and events throughout the year
- Inclusion in Start Proud communications regarding all events and initiatives
- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders



**\$9,000**

## **GOLD LEVEL BENEFITS**

- 4 transferable tickets to the Conference
- 1 designated prime location table for Saturday Gala Dinner
- Choose one of the following event opportunities to lead:
  - Women's Panel – a panel on issues salient to the female LGBTQ community
  - Law Panel – a panel on issues salient to the LGBTQ+ legal community
- For panel events, your company representative can join the panel as a speaker and engage directly with the audience (5 minute talk). Company branding will be prominently displayed.

Plus...

- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders
- LGBTTalent – Host an on-site event at your firm's office centered on recruitment, networking, or education with successful applicants
- Workshop – Deliver a workshop during the conference on a topic relevant to your firm
- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Ability to post on exclusive Out on Bay Street Job Portal
- Visibility and Brand Promotion through Start Proud Media Channels and events

### **DID YOU KNOW?**

Out On Bay Street expanded nationally and rebranded to Start Proud in 2017.



## \$11,000 **PLATINUM** LEVEL BENEFITS

- 6 transferable tickets to the Conference
- Premier visibility at the Career Fair
- Choose one of the following event opportunities:
  - Case Competition – Help judge the competition, present the award to the winners, and address all attendees.
  - Moot Competition – Help judge the competition, present the award to the winners, and address all attendees.
  - Saturday Recruiting Lunch – Address the entire conference at this catered, sit-down lunch with a keynote speaker.
- For the above events, your company representative can engage directly with the audience (5 minute talk). Company branding will be prominently displayed.

Plus...

- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders
- 1 designated prime location table for Saturday Gala Dinner
- LGBTTalent – Host an on-site event at your firm’s office centred on recruitment, networking, or education with successful applicants
- Workshop – Deliver a workshop during the conference on a topic relevant to your firm
- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Inclusion in Start Proud communications regarding all events and initiatives
- Visibility and Brand Promotion through Start Proud Media Channels and events throughout the year



**DID YOU KNOW?**  
In 2018, we have  
90 volunteers working  
with us!

As a Conference Leader, your commitment to LGBTQ+ diversity and inclusion is unwavering. During the Out On Bay Street Conference Leader-tier sponsors have the highest visibility, the strongest brand presence, and the best opportunities to engage with students.

**\$18,000**

### DIAMOND LEVEL BENEFITS

- 10 transferable tickets to the Conference
- Prominent visibility as the Presenting Sponsor for the 2018 Conference's Friday Evening Reception
- Opportunity to address the entire conference at the Reception (up to 10 minutes)
- 2 designated prime location tables for Saturday Gala Dinner
- Half-page advertisement in the Conference delegate package
- Premier visibility in all Out on Bay Street Conference promotional mediums

Plus...

- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders
- Premier visibility at the Career Fair
- LGBTTalent – Host an on-site event at your firm's office centered on recruitment, networking, or education with successful applicants
- Workshop – Deliver a workshop during the conference on a topic relevant to your firm
- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Inclusion in Start Proud communications regarding all events and initiatives
- Visibility and Brand Promotion through Start Proud Media Channels and events throughout the year



## \$26,000 LEAD LEVEL BENEFITS

- 12 transferable tickets to the Conference
- Prominent visibility as the Presenting Sponsor for the 2018 Conference Gala Dinner
- Opportunity to address the entire conference at the Gala (up to 10 minutes)
- 3 designated prime location tables for Saturday Gala Dinner
- Full page advertisement in the Conference delegate package
- Company branded lanyards to all student delegates

Plus...

- 1 ticket to the Leaders To Be Proud Of Awards Reception as an opportunity for senior and executive management to network with colleagues and to showcase their support of fellow LGBTQ+ leaders
- Premier visibility in all Out on Bay Street Conference promotional mediums
- Premier visibility at the Career Fair
- LGBTTalent – Host an on-site event at your firm's office centred on recruitment, networking, or education with successful applicants
- Workshop – Deliver a workshop during the conference on a topic relevant to your firm
- Ability to nominate company representatives as panelists, judges, or facilitators at the Conference
- Named company table at post-Career Fair lunch for representatives to meet students
- Designated table top for your company at the Career Fair
- Access to conference delegate resume book
- Ability to post on exclusive Out on Bay Street Job Portal
- Visibility and Brand Promotion through Start Proud Media Channels and events throughout the year
- Inclusion in Start Proud communications regarding all events and initiatives



# OTHER SPONSORSHIP OPPORTUNITIES

There are a number of ways to engage with Start Proud's national network of LGBTQ+ students and young professionals outside of the conference. Custom pricing is available for all of these opportunities, as costs will vary depending on the specific opportunity and number of interested sponsors.

## AWARDS, SCHOLARSHIPS AND BURSARIES

OOBS Leadership Scholarship	Recognize LGBTQ+ student excellence
OOBS Conference Travel Bursary	Bring top tier students from across the country to the Conference

## CELEBRATORY SOCIAL EVENTS

Pride Month Social	Join Start Proud to celebrate Pride
Holiday Social	Ring in the holidays and new year with Start Proud

## SPEAKER SERIES EVENTS

Speaker Series	Topics range from: <ul style="list-style-type: none"><li>• Women's Speaker Series</li><li>• Industry Based Initiatives</li></ul>
Venture Out	Canada's first conference for LGBTQ+ inclusion in tech and entrepreneurship

## REGIONAL EVENTS

Across Canada	Offered in Calgary, Montreal, Ottawa, Toronto, Vancouver
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# CONTACT

START PROUD  
FIER DÉPART

E: [info@startproud.org](mailto:info@startproud.org)  
[startproud.org](http://startproud.org)  
[outonbayst.ca](http://outonbayst.ca)



SPONSORSHIP INQUIRIES  
ARTIN MEMAR - VP of Sponsorship  
E: [sponsorship@startproud.org](mailto:sponsorship@startproud.org)



GENERAL CONFERENCE INQUIRIES  
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VENTURE OUT INQUIRIES  
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OTHER INQUIRIES  
NINA RAKIC - President  
E: [president@startproud.org](mailto:president@startproud.org)  
T: (519) 503-1663

**SPONSORSHIP DISCLAIMER** The terms found within this Agreement shall terminate one day prior to Out On Bay Street's Annual General Meeting (AGM) held in the calendar year following the date of the Agreement, unless terminated sooner by either party. Sponsorship dollars paid to Out On Bay Street are non-refundable. Sponsorship dollars shall be paid within 30 days of the date of invoice from Out on Bay Street. Liability to pay sponsorship dollars, including timing of payment, is a fundamental term of this agreement. You shall have the right to demand removal of your business name, trademark, and/or branding as applicable from any and all promotional or other materials relating to Out On Bay Street upon 30 days written notice.

Except as otherwise agreed in writing in advance, Out On Bay Street is solely responsible for the administration, and execution of all operations referenced within this Agreement. Each party agrees that the other party, its contracted affiliates, affiliates, agents and subcontractors, and each of their officers, directors, partners, principals or other personnel shall not be liable for any actions, damages, claims, liabilities, costs, expenses, or losses in any way arising out of or relating to this Agreement for an aggregate amount in excess of the sponsorship dollars for the applicable year in which the claim arose. In no event shall either party, its contracted affiliates, affiliates, agents or subcontractors, or any of their officers, directors, partners, principals or other personnel be liable for consequential, special, indirect, incidental, punitive or exemplary damages, costs, expenses, or losses (including, without limitation, lost profits and opportunity costs) against the other party by any third party, nor shall they be liable for any claim or demand against the other party by any third party. The provisions of this section shall apply regardless of the form of action, damage, claim, liability, cost, expense, or loss, whether in contract, statute, tort (including, without limitation, negligence), or otherwise. Neither party shall apply for, nor otherwise request, any award of punitive or exemplary damages against the other party.

Out On Bay Street is a volunteer-based organization and does not pay a salary, stipend or other monetary award to any of its personnel. Sponsorship dollars will be used to cover the operating costs of Out On Bay Street's events and initiatives, as well as Out On Bay Street's operating expenses, which may include capital and non-capital expenditures at Out On Bay Street's sole discretion. Residual sponsorship dollars may be used to fund Out On Bay Street's events and initiatives in future years.

This Agreement, including any exhibits annexed hereto and made a part hereof, constitutes the entire agreement between the parties hereto with respect to the subject matter hereof and supersedes all other oral or written representations or agreements relating to the subject matter hereof, and may not be amended except in writing, executed by the parties hereto.

This Agreement shall be governed by, and construed in accordance with, the laws of the Province of Ontario and, to the extent necessary and applicable, the laws of Canada.

If any provision or part of this Agreement is found by a court of competent jurisdiction to be invalid or unenforceable in whole or in part, such invalidity or unenforceability shall not affect the other provisions, but such invalid or unenforceable provision shall be deemed modified to the extent necessary to render it enforceable, preserving to the fullest extent permissible the intent of the parties set forth in this Agreement. To the extent necessary, invalid or unenforceable provisions in this Agreement that cannot be so construed shall be severed from the Agreement.

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## REACH US:

### MAILING ADDRESS:

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