

Corporate Sponsorship Opportunities

Support
LGBTQ-Owned
Small Businesses



Advancing Diversity, Inclusion & Growth

Pittsburgh/Greater Allegheny

LGBTQ+ Chamber of Commerce

Who are Three Rivers Business Alliance and Three Rivers Business Alliance Foundation?

The mission of Three Rivers Business Alliance and Three Rivers Business Alliance Foundation is to educate, inspire and empower members of the lesbian, gay, bisexual, transgendered and other nonconforming persons (LGBTQ+) business community and their allies in the Pittsburgh/Greater Allegheny region and build a stronger overall economy and community. 3RBA accomplishes this by supporting:

- 1. Economic Development:** 3RBA helps its members grow their businesses through opportunities to increase brand visibility, improve their skills as owners and managers, and build relationships with potential clients. As part of this activity, 3RBA will assist its members to become certified as an LGBT Business Enterprise® (LGBTBE®) by the National LGBT Chamber of Commerce (NGLCC). By becoming a certified LGBTBE, 3RBA members will be able to build partnerships and other relationships with America's leading corporations, generate prospective business and clients, and collectively team with each other for contracting opportunities.
- 2. Strategic Partnerships:** 3RBA serves as a network of potential clients, knowledgeable peers and community partners looking to promote Pittsburgh/Greater Allegheny Region's LGBTQ+ business owners and their allies and to address common economic interests for the betterment of such LGBTQ+ business owners. To create that network, 3RBA will host periodic meetings, lunches, mixers, tours, forums, workshops and other events so that its members and other LGBTQ+ business owners in the Pittsburgh/Greater Allegheny Region and their allies can learn about each other and discuss ways to improve the LGBTQ+ business community.
- 3. Education:** 3RBA educates its members and other LGBTQ+-business owners and their allies on best practices and common economic interests for the betterment of all LGBTQ+ business owners in the Pittsburgh/Greater Allegheny Region. This education will be provided as part of the periodic meetings, lunches, forums, workshops.
- 4. Advocacy:** Three Rivers Business Alliance serves as an advocate for fostering inclusion and diversity and promoting LGBTQ+ interests at the state, local and federal levels.





Small Business PRIDE Sponsorship Levels

Presenting: \$25,000 (only 2 available)

Major: \$10,000

Partner: \$5,000

Supporter: \$2,500

All Sponsorships

Include:

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion
- Newsletter Features
- Access to membership database
- Opportunity to do webinars and learning sessions
- Plus UNIQUE and significant benefits for each individual opportunity

Small Business PRIDE Program changes the way we approach PRIDE by empowering communities and other participants using a scalable program that supports local grassroots participation. The cornerstone of the program is a comprehensive website supported by a marketing campaign, videos, and events. The site includes downloadable, customizable promotional materials, educational resources for small businesses and a pride business tool kit full of products, promotions and give aways. Items. All of this provides the tools for business districts and small businesses to easily implement their own branded PRIDE events and promotions during the month of June and beyond while at the same time drive business and economic development to their districts. The website also includes educational resources that will help businesses grow and thrive as well as develop LGBTQ+ affirming practices. Participants will receive educational materials, HR support, health and wellness resources, and financial tools. There are many significant opportunities for sponsors to gain visibility and connections with the LGBTQ+ community and local business districts.

"An economically empowered LGBTQ+ entrepreneur is inspired by heroes and role models like you who are confident enough to actively demonstrate your commitment to help LGBTQ+ business owners chart their own course supported by a community who cares."



Three Rivers Business Alliance Foundation collaborates with neighborhood partners such as other chambers of commerce and economic development organizations as well as local small businesses to implement on the ground PRIDE activities and promotions in their local neighborhoods through the Small Business PRIDE Program.



Employee Resource Group Council

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion
- Newsletter Features
- Access to membership database
- Opportunity to do webinars and learning sessions
- Membership on the select Employee Resource Group Council



ERG Council

\$2,500 for Membership on the Council

Members of the 3RBA ERG Corporate Council are passionate ERG thought leaders who meet quarterly for the purpose of assessing, discussing, promoting and expanding DEI and ERG efforts in the region. This benefits the workforce, workplace, and marketplace. Beyond conventional gatherings of leaders, this advisory Board embodies an elevated community of practice which culminates into a Community of Practice, Production and Pipeline for use by ERG.

Just as the practice of diversity and inclusion has evolved through the years, so has the role and purpose of ERGs and Diversity Councils. No longer social groups, they have grown to be seen as full business partners that tackle real problems and provide credible solutions.

Participation as a member of the 3RBA Corporate ERG Council offers large employers the opportunity to become visible and key leaders in the LGBTQ+ and DEI initiatives. Membership provides business leaders a meaningful and prominent opportunity to play an important role in the guidance, development and support of ERG groups to ensure full inclusion of LGBTQ+ and other marginalized employees.



Business After Hours OR

OUT for Coffee

Lunch and Learn

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion
- Newsletter Features
- Signage at event and opportunity to speak/present on topic of choice



Networking and Learning Events

- ***Business After Hours***
- ***OUT for Coffee***
- ***Lunch and Learn***

Sponsorship \$1,500

In business, professional development never stops—there's always more to learn. Owning and operating a business requires an extensive set of skills, and this can often feel overwhelming for new entrepreneurs. One of the most important and well attended activities that we do at 3RBA is bring together the LGBTQ+ business owners, organizations and allies for networking , sharing ideas, learning, connecting with resources and support as well as generating leads. \$1,500 makes it possible for these events..

For LGBTQ+ business owners, networking provides a space for LGBTQ+ business owners to support each other, express concerns , and spend time around people who understand their experiences. This can radically improve their day-to-day experience, success, and confidence.



Legislative Breakfast

Legislative Breakfast

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion
- Newsletter Features
- Access to membership database
- Speak and make introductions at the event
- VIP table



Legislative Breakfast

Held in February
Sponsorship \$5,000

Relationships, at the most fundamental level, provide access to decision makers. If they know you, know whom and what you represent, and respect you, they'll listen to what you have to say. They'll pay more attention when they hear from you than when they hear from someone they don't know.

Following breakfast, local, state and federal legislators will have the opportunity to present their views and discuss issues of concern to the LGBTQ+ community, business owners, and DEI efforts. Participants will be provided the opportunity to meet legislators, share their opinions, ask questions, and voice concerns.

"In the long run, all of us listen particularly to those we know, like, and trust. We may try to keep open minds, but when we hear conflicting arguments, both of which make sense, we're more likely to agree with the one presented by someone with whom we have a good relationship." Tip O'Neill



Small Business Grant Fund

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion
- Newsletter Features
- Access to membership database
- Opportunity to select recipient
- Opportunity to present award
- News coverage

Thank You For
Supporting A
Small Business



Small Business Grant Fund

Sponsorship Opportunity \$500—\$5000 +

The dramatic and unpredictable technological, demographic and economic changes we have experienced in recent decades have become the new norm for the foreseeable future. The COVID-19 pandemic and increased focus on racial inequities have underscored the need for businesses to focus on supporting minority businesses that foster diversity, equity and inclusion. Three Rivers Business Alliance Foundation is at the forefront of this challenge and request your partnership in this important endeavor.

Contribute to the small business grant fund to provide support for local LGBTQ+ businesses and allies for training, equipment, and start-up.

As an affiliate of the NGLCC, 3RBA represents over 1.4 million LGBT business owners in the United States — everyone from mom & mom and pop & pop shops on Main Street to major LGBT-owned corporations that employ hundreds. -



National Coming Out Day October 11

- Logo on 3RBA Website
- Free and/or Discounted tickets to events
- Opportunities to provide content to website and social media
- Membership to 3RBA LGBTQ+ Chamber of Commerce
- Social Media promotion/Campaign
- Newsletter Features
- Coming Out Day button Give Away



National Coming Out Day October 11

Sponsorship \$2,000

Promotional and educational campaign with a National Coming Out Day Button giveaway. Promotion consisting of email blasts, social media, and newsletter.

Thirty-three years ago, on the anniversary of the National March on Washington for Lesbian and Gay Rights, we first observed National Coming Out Day as a reminder that one of our most basic tools is the power of coming out.

Coming out as LGBTQ+ STILL MATTERS. When people know someone who is LGBTQ+, they are far more likely to support equality under the law. Beyond that, our stories can be powerful to each other.

"The person chooses to come out every day to a new person, to a new job, to a new setting, and so it's a daily journey of who, when, and are you safe to come out." Sheena Barnes

Sponsorship

Opportunities

- Small Business Pride Program
- ERG Council
- Business Networking/Learn
- Small Business Grants
- National Coming Out Day
- Legislative Breakfast

Three Rivers Business Alliance

1735 East Carson St. #403
Pittsburgh Pa. 15203
(412) 346-4161
www.3rba.com
Email coliver@3rba.com



How Will You Support 3RBA and our LGBTQ+ Business and Allied Community?

Pledge Form

Name _____

Company Name _____

Title _____

Address _____

Email _____

Contact Person _____

Contact Person Email _____

Contact Phone _____

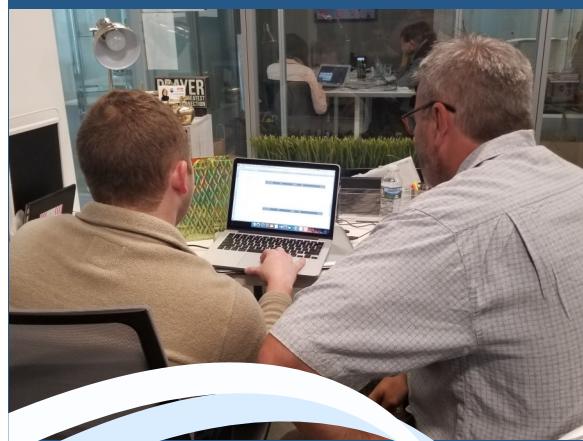
Company Website _____

Amount Pledged _____

Program Sponsored _____

Payment Included _____ Bill Me In Full _____ Make Payments _____

Charge Credit Card _____ (you will be contacted for payment and/or cc transactions)



Thank you!

Advancing diversity, equity and inclusion.