



THE NATION'S LEADING LGBT NETWORKING ORGANIZATION

OUT PROFESSIONALS.



PARTNERSHIP OPPORTUNITIES 2021-2022

Evolving and expanding to meet the needs of LGBTQ professionals



Thank you for your interest in partnering with Out Professionals!

A partnership with Out Professionals will put your brand front and center with community-conscious and involved LGBTQ professionals across the USA. With virtual events, our footprint is increasingly reaching across the country to help support career advancement and grow professional networks now—In 2019, thousands of people attended 51 events over 12 months in New York City alone.

Well-established in Metro New York for 38 years, Out Professionals began a systematic expansion prior to the emergence of the pandemic. We added a chapter in Los Angeles and were launching Houston when COVID emerged. Out Pro quickly pivoted to virtual events, with the launch of our “*Life Preserver*” webinar series, featuring topics related to personal and professional recovery from the impact of the pandemic, guided virtual networking, and other online events.

Our plans for 2021–2022 are to rapidly grow our membership nationally by holding vital, virtual events during a time of increasing need. When in-person events are possible, we can leverage our national subscribership to continue launching new city chapters, while resuming in-person events for **New York, Los Angeles, and Houston.**

Partnering with Out Professionals is your opportunity to align your brand with a firmly established nonprofit during our national expansion. Your brand will stand out as a forward-thinking and supportive partner of the LGBTQ community at a critical time. Your investment will also provide high-profile, high-return results by helping expand our membership, city chapters, and networking events targeting specific industries, including yours.

Please review this Corporate Partnership kit and share your thoughts with us. Not only do we invite questions, we are also eager to hear about your “wants and needs” so that we can customize a partnership that best fulfills your corporate goals.

We look forward to the possibility of a long, beneficial partnership with your organization.

Sincerely,

Charlie Conard
President, Board of Directors
917-573-7275
he/him/his





Building Business Relationships

"I've been part of Out Professionals since 1999, and it's been a privilege. The organization was invaluable during my corporate career, and even more so after I launched my business. Thanks to the many seminars, panel discussions, and social events I've enriched my network and built lasting friendships."

— **Gerry Valentine**

Founder, Vision Executive Coaching

Voted Top 20 Executive Coaches in NYC

Author of *The Thriving Mindset*
Member, Advisory Council

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To share with teams, you may also request a powerpoint, keynote, pdf, or video featuring highlights about our organization and partnership opportunities.

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EXECUTIVE SUMMARY

Out Professionals Is a National Start-Up with a Proven History of Regional Success

Out Professionals has a rich 38-year history as a successful nonprofit networking organization for LGBTQ professionals in Metro New York.

During this time, we evolved into a powerhouse for in-person networking and related career-building events, helping many thousands of LGBTQ professionals connect and advance their careers. In 2019 alone, thousands of people attended 51 events over the course of 12 months.

Intense interest exists for a national organization. We've consistently had regular inquiries about chapters in cities across the nation. In Q3 2019, an angel donor supported the creation of two new chapters, in Los Angeles and Houston. LA launched in January, 2020, with 230+ attendees at our kick-off for the Out Pro Lounge networking series. Registration had to be closed two weeks early, normally when most registrations are made. Early registrations for the Houston launch promised similar positive results, but the event was postponed indefinitely due to COVID-19.

Great need has arrived. A study by PSB Research for the Human Rights Campaign found that 17% of LGBTQ people have lost their jobs due to COVID-19 compared to 13% of the general population.¹

Within weeks of quarantine, Out Pro stepped up to fill the growing need:

- We created the **Life Preserver** webinar series featuring topics related to personal and professional recovery from the impact of COVID-19.
- We sponsored the development of **"Navigating a Changed Job Market: Mastering New, Required Skills to Get Hired,"** with on-demand recordings available post-event.
- We developed a guided, virtual networking event format that is welcoming and engaging.

COVID-19 has changed the world, creating a window of opportunity for Out Professionals to expand and help more LGBTQ professionals—all across the USA. This extended period of social distancing is a time to dramatically grow our subscriber base. When it is again safe to meet in larger groups, we will systematically resume opening "in-person" chapters across the nation.

We hope you will join us as a partner on this evolutionary journey to support and advance the careers of LGBTQ professionals all across the nation.

¹ "LGBTQ people face higher unemployment amid coronavirus pandemic, survey finds," NBC News, May 12, 2020



Building Long-Term Professional Relationships

"The connections Out Pro provided and the relationships it helped me build have been the foundation of my professional life. Even as COVID has turned our world upside down, Out Pro has continued to be true to its mission, delivering the types of networking and support that build lives and communities. I am thrilled to see Out Pro's successful formula can now be applied to chapters in cities across the country."

— Carl Pritzkat

Cheif Operating Officer,
Publishers Weekly
Former Board President



We pride ourselves on hosting welcoming events that foster professional connections among the LGBTQ community.

Introduction ■ Overview of Out Professionals

Out Professionals is the nation's leading non-profit networking group for LGBTQ professionals. Our members are a unique and diverse group of community-focused and involved professionals who wish to grow their personal networks and advance their careers. Both established and aspiring professionals are welcome as are supportive allies. We are a thoroughly inclusive and diverse organization.

Each month, members and guests participate in a mix of networking mixers, webinars/seminars, workshops, panel discussions, and networking opportunities that include:

- Out Pro Lounge Networking Mixer (currently virtual using Zoom)
- Industry-focused networking series, such as 'LGBTQ Professionals in Healthcare'
- Career skills-building webinars in our long-running seminar series
- Career development and job search training
- Small business, start-ups, and entrepreneurial events
- Cultural events, including relevant walking and museum tours (currently virtual).

Virtual events will begin to evolve to in-person chapter events when these are safe again.



Rapid Response to the Professional and Personal Impacts of COVID-19

Throughout our history, Out Professionals has led the way in marketing successful in-person networking, career, and community events. During quarantine, we immediately pivoted toward hosting virtual events.

Life Preserver Webinar series: We created and launched this well-received webinar series in April 2020, exploring topics related to professional and personal recovery from the sudden, adverse impacts of COVID. Recordings of this webinar series will be available for on-demand viewing beginning in February.

Career Development and Job Search Webinar series: We developed five *career solution webinars* featuring recognized LinkedIn and career expert, John Crant, of Selfrecruiter.com. The series hones in on new skills required for a now 100% virtual hiring environment in a changed job market.

Guided, Virtual Networking series: Unlike an in-person networking event, Zoom events require a moderator who helps create a welcoming environment and guides the event in a digital space. We've developed an introductory and engaging format with professional moderators.

Life Preserver Webinar Series Illustration: [Linas Garsys](#)

1983

Launched as the New York Advertising and Communications Network, focused on LGBTQ professionals in advertising, marketing, and communications in Metro New York. During this time, the organization was almost a “secret society” with word-of-mouth referrals to colleagues, due to the high risk of being fired for being LGBTQ.



1992

Incorporated in New York State and registered with the IRS as a **501c(7) non-profit**.



1999

THE NATION'S LEADING LGBT NETWORKING ORGANIZATION
OUTPROFESSIONALS.

Changed the organization name to **Out Professionals** to encompass the diverse career and professions of an expanding membership and current members.

2004

Founding of **OP.LYNX**, our network for female LBTQ professionals.



2011

Launch of **Out Pro Lounge**, our highly attended monthly mixer for LGBTQ professionals. In due course, these events were regularly attended by hundreds of professionals.

January–March 2020

Expansion of Out Professionals' new chapter in **Los Angeles** with a kick-off Out Pro Lounge attended by 230+ professionals. Community interest was so great that we were forced to cut off registration two weeks prior to the event.

Similarly, the launch of a chapter in **Houston** planned for April 2020, was poised for similar success before postponement due to social distancing.



April 2020 to Present

We evolved the organization to online, **virtual events** due to social distancing, including the launch of the well-received **Life Preserver webinar series** as well as **virtual networking mixers** guided by professional moderators.



Providing Opportunities for Career Advancement

“When I joined Out Professionals I had just left a superbly enriching 24 years at Johnson & Johnson with a desire to pivot my career, not sure what to do next. Numerous networking events gave me insights into the next step I wanted. Indeed, a casual conversation with an executive at the ‘LGBTQ Professionals in Healthcare’ networking mixer was a catalyst for me to land my new dream job.”

— **Vikram Mulchandani**

Director Pharmacy Supply Chain
at The Mount Sinai Hospital
Member, Advisory Council
Lifetime Member, Volunteer

Expansion Plans for 2021–2022

Pivoting to virtual events in response to COVID has provided a window of opportunity to help more LGBTQ professionals across the nation during a time of increased need.

Engaging Programming: Out Pro will continue to develop and present high-quality, engaging virtual content and events to support our community.

National Subscription Drive: We have begun a subscription drive to reach new LGBTQ professionals nationally with a fast-track focus on 12 target regions/cities. Corporate Partners will have the opportunity to co-brand these advertising campaigns on social media.

Updated Community Directory: In early 2021, we will relaunch a free professional directory that will be searchable by members and prospective employers. Our directory will complement and pinpoint members’ LinkedIn profiles, as well as have enhancements that are geared towards the needs of the LGBTQ community.

Job Board: We just launched an updated job board that will feature opportunities from companies wishing to expand their diversity.

Post Pandemic: Return to In-Person Events and City/Region Chapter-Building

When social distancing is no longer necessary, Out Professionals will be poised to relaunch in-person events in New York, Los Angeles and Houston. We will also launch chapters in nine other cities during the first twelve months after it is safe to congregate in numbers again.

Out Professionals attracts many notable speakers and industry experts. Shown is tech entrepreneur and futurist, Gabe Zichermann, who presented an encore of his TEDx talk, “Failosophy: Succeed by Failing Better.”



Current Research—The LGBTQ Market and Out Professionals



The LGBTQ Community: Responsive and Proven

- **Immense buying power:** Approaching US \$1 trillion, in the USA alone.
- **Discretionary income:** Significant, and spent with LGBTQ-inclusive companies.
- **Diverse:** Spans all races, generations, ethnicities; singles, couples, married, families.

We've participated in the Annual LGBTQ Community Survey by research firm [Community Marketing & Insights](#) for all 14 of its critically important surveys.

Let the demographics of Out Professionals speak for themselves¹

Attitudes

Brand Impact — 47.1% feel a greater impact when companies advertise in LGBTQ media or associate with LGBTQ causes.

Purchase Intent — 76.9% are more likely to purchase when a brand is associated with the LGBTQ community, with **46.6%** being significantly more likely to purchase.

Travel — 59.3% have taken a vacation of 4 or more days, with 76.5% buying an airplane ticket in the past 12 months. 15.8% have taken a cruise. 71.5% have stayed in hotel, rental property, or resort (pre-COVID).

Entertainment — 74.2% have seen live theater and 44.8% live music in the past 12 months (pre-COVID).

Education & Finances

Education — 85.1% hold a B.S. degree or higher with 47.5% having a Master's Degree or higher.

HHI — 49.5% earn \$100,000 (national average in 2018 was 30.4%)² or more with **16.5% earning \$250,000** or more.

Retirement and Savings — 70.1% have a retirement account, with 63.8% having a money market or CD account.

Housing — 36.2% having a home mortgage (heavy NYC based respondents)



Supporting LGBTQ Women in Our Community

"Out Professionals has helped me make professional connections throughout my involvement. As leader of the women's networking group, my goal is to create an energetic and inclusive atmosphere where women look forward to meeting, bringing their friends, and building business and personal connections with other community-conscious women. There truly is nothing else like this in our community."

— **Carolyn Goldberg, MS**
Construction Management
O.P.LYNX Women's Event Leader
Member, Advisory Council

¹ Out Professionals' participation in the *14th Annual LGBTQ Community Survey*® by CMI—Community Marketing & Insights; breakout report for the Out Professionals cohort.

² [statista.com](#), 2018.

Out Professionals x Oppenheimer: “Decisions Which Will Shape Your Family’s Life” — Our panel event in partnership with the investment bank featured experts discussing financial planning from an LGBTQ perspective.



Flex Memberships for Corporate Partners



Foster Diversity, Equity, and Inclusion

“Creating an effective team starts with making sure the door is open and the environment welcoming to all. As the lead organizer of the “LGBTQ Professionals in Healthcare” networking series, I’ve seen first hand the difference that Out Professionals can make for both members and guests, as well as the companies who find talent through our events.”

— **Stuart Bentley-Hibbert, MD, PhD, MBA**

Division Chief—Body Imaging
at Columbia University
Irving Medical Center
Out Professionals—Current Board
Member; Lifetime Member

Out Professionals has pioneered Flex Memberships as a unique way for partnering companies to provide tangible benefits to LGBTQ employees all year round. Partnerships of \$10,000 and above include a flexible block of complimentary memberships in Out Professionals that can be shared among your employees.

Shared memberships and free events: Your employees or other guests you invite can receive membership access to our events through an access code that unlocks reservations set aside for your company. With Flex Memberships, most events are free, including all virtual events and later, many in-person events when social distancing is no longer necessary.

Partnership password access: Your private access code provides flexibility for use across your organization instead of static memberships assigned to a limited number of individuals.

Career-building webinars and webinar library: Companies with Flex Memberships can provide free access to both upcoming webinars as well as to our growing library of past recorded, on-demand webinars (available Spring 2021).

Upcoming events announcements: Each month you’ll receive a summary of upcoming events that you can distribute to your LGBTQ Employee Resource Group (ERG) and others in your organization as you wish. Simple access instructions and your company code will be included in this communication to encourage and simplify participation.

What better way to embrace diversity than to provide year-round events that enhance your employees’ professional lives?

Our monthly networking events routinely draw hundreds of professionals.



How to Become a Corporate Partner of Out Professionals

You're invited to put your brand front-and-center of a growing community of trend-setting, community-involved LGBTQ professionals.

- To date, Out Professionals has been funded 80%+ through grass-roots means: Supporting Membership dues from individuals and modest profits from events. This support model has created a long-term, flourishing regional organization in Metro New York.
- This legacy model, however, does not support expansion of our proven concept to other cities.
- With the formalization of our partnership program, we aim to increase resources to continue and accelerate our national expansion.
- Your investment will help fund staffing, infrastructure, and marketing that will nurture, manage, and maintain our sustained growth.

Please review the partnership levels along with their associated benefits on the following pages, which includes a comparison graph.

We consider Out Professionals to be a platform for our members, the greater LGBTQ community, and stakeholders like your company. As a result, we invite a discussion of your organization's "wants and needs" so that we can customize a partnership that best fulfills your corporate goals.

Our goal is a long-term collaboration that builds and benefits your brand both internally and with growing visibility in the greater LGBTQ community with engaging events all year round.



Hosting Career-Building, Community Programming

"I enjoyed giving a webinar about fatherhood for gay men through surrogacy in Manhattan. After experiencing the enthusiasm of the organization and speaking with attendees at my event, I became inspired to support the national organization with the focus of opening more chapters, starting in my native Los Angeles."

— **John M. Norian, MD, FACOG**

LGBTQ Family Builder
at HRC Fertility

Out Professionals—Sponsor
and Lifetime Member



Welcoming, “No-Ego” Networking Events

“Out Professionals is a fantastic organization where you can truly become aware of the diversity in the LGBTQ community. A few aspects of Out Professionals drew me to become a renewing member: relevant professional programs, diverse “no-ego” social events, and the opportunity to network in NYC. I’m thrilled to see them expand to other cities.”

— Ray Johnson

VP, Corporate Sustainability, HSBC
Co-Chair, PRIDE ERG
Long-term member of Out Professionals



Community Service— Out Pro helped with the restoration of Christopher Park in the **Stonewall National Monument**, the site of the spark that launched the modern LGBTQ rights movement. Now restored, we help maintain the plantings in this international heritage site for the LGBTQ community.

Partnership Levels

Out Professionals offers a number of levels for Corporate Partners to consider. You are also invited to share your “wants and needs” so that we may tailor your participation to best suit your corporate goals in diversity, equity, and inclusion.

Our partner benefits include the following highlights:

Outward-Facing Benefits: Your brand is included in our communications, advertising, and showcased at events.

Inward-Facing Benefits: Your LGBTQ Employees (Employee Resource Group) and other stakeholders may participate in our networking and professional events through Flex Memberships.

Social Media Growth Campaigns: Part of your investment will be earmarked for our growth via social media advertising campaigns. These campaigns will generate (email) subscribers and social media followers. Partners have the opportunity to co-brand these campaigns to enhance their visibility in the LGBTQ community

Branded Events: Whether a branded webinar series on a professional topic or championing industry-focused or other networking events, we can tailor an opportunity for you.

The following page includes a table comparing benefits for the primary opportunities, as well as concise explanations of each benefit.

National ■ Spectrum Partnership	\$50,000
National ■ Platinum Partnership	\$25,000
National ■ Gold Partnership	\$15,000
National ■ Silver Partnership	\$10,000
National ■ Bronze “Foot-in-the-Door” Partnership	\$5,000
City Chapter or Regional Partnership	\$15,000
Sponsor a chapter in your region or city to establish or increase growth, while showcasing your brand and building goodwill locally.	
Industry-Focused Partnership	\$15,000
To dedicate your involvement to your industry or an industry in which you have a special interest. To accelerate growth in the selected industry, 25% of your investment (\$3,750) will be earmarked toward reaching the LGBTQ community in this sector through results-driven social media advertising.	

Website Partnership

\$25,000

Champion the development of a state-of-the-art website that provides more benefits for the LGBTQ community. Alternatively, web developers may commit to provide an equivalent level of services in lieu of funding.

Media Partnership

Varies

We welcome partnerships with media and advertising companies that help expand the reach of Out Professionals while aligning your media with our nonprofit. Please inquire to begin a discussion.

Partnership Levels: Comparison of Benefits

	Spectrum	Platinum	Gold	Silver	Bronze	City	Industry
	\$50,000	\$25,000	\$15,000	\$10,000	\$5,000	\$15,000	\$15,000
Charter Sponsor Status	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Flex Memberships	Unlimited	50	25	10	-	25	25
Branded Monthly Event Updates	Yes	Yes	Yes	Yes	-	Yes	Yes
Website Brand Page	Yes	Yes	Yes	-	-	Yes/Chapter	Yes/Industry
Branded Events	Up to 10 3 Exclusive	Up to 5 2 Exclusive	Up to 3 1 Exclusive	Up to 2	1	Up to 3 City	Up to 3 Industry
Branded Webinars + Resource Library	Yes/Series	Yes/Series	Yes/Limited	-	-	Yes/Regional	Yes/Industry
Sponsored Emails	6/year	4/year	3/year	2/year	1/year	3/year	3/year
Logo in Emails	100%	50%	25%	15%	10%	100% Chapter	100% Industry
Social Media Posts	2x/Month	Monthly	Monthly	Bi-Monthly	Quarterly	Bi-Monthly	Bi-Monthly
Branded Social Media Advertising Spend	25%	20%	15%	10%	10%	25%	25%
Job Opportunities Board	Included	Included	Included	Included	Included	Include	Included



Out Professionals at Mastercard: “Bringing Your Whole Self to Work”—In honor of World Pride in 2019, board president Charlie Conard participated in a panel discussion on workplace diversity, equity, and inclusion.

Explanation of Partnership Benefits

Charter Partner

We recognize your critical support towards our national expansion.

Logos and reference to Charter Partners will receive favored placement throughout our active, ongoing partnership.

Flex Memberships

You receive free event access that you can share with your employees.

Spectrum, Platinum, and Gold level partners receive an allocation of memberships that can be shared among your LGBTQ staff or other shareholders.



Monthly Event Updates

You receive branded updates to share with your LGBTQ employees.

Every month you will receive a branded communication with a summary of upcoming events and instructions to unlock member access for people in your LGBTQ Employee Group and other stakeholders.



Website Brand Page—New

You receive a web page on outprofessionals.org.

Partners at the Spectrum, Platinum, and Gold levels will receive a brand page on outprofessionals.org, where you can feature content for LGBTQ professionals. You provide the source content with our advice and specifications; we will create, host, and promote the page to Out Pro members and site visitors. We recommend that your brand page feature your community efforts, your commitment to diversity/equity/inclusion, and be linked to your website or be used for lead generation.



Branded Webinar Series and Resource Library

You co-brand and present a webinar series.

Partners at the Spectrum, Platinum or Gold levels are invited to present a branded webinar or webinar series with professional development content related to their industry. All webinars will be recorded and added to our on-demand resource library.

These webinars will showcase your brand and logo as the **Presenting Partner**, in contrast to an individual who may work at your company but speaks as an independent expert in a webinar. *As an example, a bank may present a branded series of webinars on financial topics to educate professionals.*



Sponsored Emails for Your Brand

We send out an occasional email of yours to our subscribership.

You have the opportunity to provide content for a branded email to our subscribers.



Sponsored Events

Your brand is featured at in-person (currently virtual) events.

Out Pro will showcase your brand at events in the monthly Out Pro Lounge networking mixer series (or equivalent).

Opt-In, Email Co-Registrations

You receive opt-in emails from any campaigns you support.

Whenever you are featured at an event or in an ad campaign on social media, we can add a checkbox for registrants to share their information with you.

Out Professionals x Open Finance x Freedom to Marry x Lambda Legal—

We partnered to create a benefit honoring the litigants and lawyers who successfully fought for legalization of same-gender marriage in the USA.

Professional, Co-Branded Event Photography

Your logo appears with ours on event photos.

In addition to branding as a presenter, your event(s) will feature professional photography with your logo along with the Out Professionals mark. Optional hash tags and/or a web address are also possible.



Out Professionals live on C-SPAN—Debbie Cenziper and Jim Obergefell talked about their book, "Love Wins: The Lovers and Lawyers Who Fought the Landmark Case for Marriage Equality," about Mr. Obergefell's legal battle which eventually led to the landmark Supreme Court ruling establishing marriage equality in the USA.

Social Media Posts

We share posts about your brand with relevant content.

We can share a relevant message about your brand on a regular basis with our growing social media audiences—LinkedIn, Facebook, Twitter, and Instagram.

Representation in Emails

You are represented as a partner in our email promotions.

We mail out event alerts and event/news digests several business days per week. Your brand (logo with link) will be included as a partner in a portion of these emails, providing regular, premium brand impressions to our subscribers.

Branded Social Media Advertising Ad Spend

Your logo appears in our ad campaigns.

Out Pro has successfully launched two new city/regional chapters by driving 100% of event registrations through highly targeted social media advertising. To help the organization expand nationally, a minimum percentage of your partnership investment will be earmarked towards social media advertising. Your logo will appear in these campaigns, providing a positive brand association with a highly motivated, targeted audience of LGBTQ professionals.

Professionals Opportunities ■ Job Board

You are invited to post opportunities on our site.

We are currently relaunching our job board to highlight positions from companies wishing to expand their diversity, equity, and inclusion. This benefit is open to any company who wishes to participate.



Benefits Across Careers

“I started a business in the early 80s when I was 22 and a newcomer to New York City. Through word-of-mouth, I quickly discovered the New York Advertising and Communications Network, the original “closeted name” of today’s Out Professionals.

At one meeting, I introduced myself to a man standing alone at a networking event. He said that I was the first person to come over to talk to him. He told me he was from IBM and was looking for a graphic designer. He was tired of the homogenous corporate culture that was the norm at the time and had the goal of hiring someone with a fresh perspective. Ideally, he wanted to hire a qualified member of our community. Quite ahead of his time, he wanted to grow the diversity of their vendors and workforce. After presenting my work at a meeting two weeks later, I was awarded a huge project that lasted for years.

While a lot has changed, the basic need to make professional connections face-to-face remains key for success. Throughout my involvement, I have met many wonderful clients and friends through Out Professionals that I am still connected with today.”

— **John Kneapler**

John Kneapler Design
Former Board President
Supporting Member



Out Professionals.

Meaningful, Effective Events and Programming

Every year, Out Professionals hosts 45+ events that support our mission of helping LGBTQ professionals advance their careers through networking opportunities and educational programming. New chapters will begin by hosting Out Pro Lounge, our monthly networking series. As each chapter grows, they will create programming locally, that can also be virtually shared among the network. We anticipate that every city will evolve their chapter with fresh perspectives that speak to their area, but can benefit the entire national network of Out Professionals.



Career: Career-Advancing Programming—Our long-running seminar/webinar program presents a wide array of speakers: keynote, TEDx, and Out Pro members—all experts in their fields. Corporate Partners also have the opportunity to present topics that advance professional growth.



Community: Networking—We pride ourselves on hosting successful networking events that are welcoming and foster meaningful professional connections among diverse attendees.



Culture: Out Professionals and Museums, Walking Tours, Wine Classes—Every year Out Pro host a variety of cultural events and outings, all with the opportunity to meet and connect.

Career. Community. Culture. We Connect You.



Advancing a Proven Concept from New York to the Nation

“In 1983, during the darkest days of the AIDS crisis, a few LGBT New Yorkers in the field of communications created a pioneering networking organization—Out Professionals.

The new organization’s business model—grass-roots based, volunteer-driven—was conceived to serve the LGBTQ community in the New York metropolitan region.

Just recently, thanks to the support of several donors, Out Professionals was able to add additional regional chapters in Houston and Los Angeles.

Our next phase—growing nationally—will clearly require greater resources.

Out Professionals is therefore now seeking to create a *coalition of partners* to extend our proven concept and business model nationally.

And you are invited to be part of this exciting, ground-breaking expansion!

We hope you will accept this landmark opportunity to help advance the careers of LGBTQ professionals nationwide.”

— **Jack Schlegel, Retired**
Saatchi & Saatchi
Co-Founder of
Out Professionals in 1983
Board Member Emeritus

Photo: Current Board President Charlie Conard with Out Pro Co-Founder and Board Member Emeritus, Jack Schlegel

Out Professionals.

Collaborating for Greater Success

We consider Out Professionals to be a platform for members, partners, and the greater community to create events and programming that further the careers and enrich the lives of LGBTQ professionals. Central to this mission is our focus on collaborations of all kinds. Simply put, we love working with others and do it well. With involvement and investment from stakeholders, the possibilities across a national network will be endless and the potential reach immense.



Career: Out Professionals x Michael Page: “Is Your Professional Brand Out of Date?”— Our panel event in partnership with the executive recruiting firm featured a panel of industry experts, including a speaker from LinkedIn.



Community: Out Professionals x Service Nonprofits—We regularly host service events with other nonprofits. Examples include making sandwiches for at-risk youth with **One Sandwich at a Time**, helping restore Christopher Park in the **Stonewall National Monument**, and co-hosting a networking mixer and sharing our event model with **The LOFT LGBT Center** and others.



Culture: Out Professionals x The Morgan Library & Museum “LGBTQ & Friends: A Night Out at the Morgan”—The distinguished museum asked us to be their partner for the first LGBTQ-themed event in their history, that featured exhibits of the work of two iconic gay artists: photographer Peter Hujar and playwright Tennessee Williams.

Career. Community. Culture. We Connect You.

APPENDIX 1

Our Secret Sauce: Meaningful Networking Opportunities

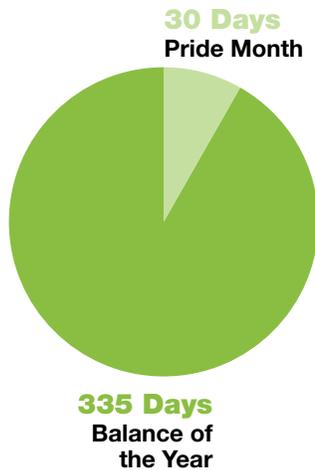
To help professionals connect with those in their industries or in industries where they seek a solution, we developed a series of **23 real-world business/ attendee categories** that are used during registration, at in-person events, and in our directory. Rather than duplicate a NAICS or other standardized list, we wanted the categories and badges to be relevant for *real-world “networking circles” that regularly interact* and to be easily identifiable from across the room for event attendees.

- **Attendees share their category** during advance registration and use a color-coded industry badge at in-person events.
- Badges use **industry labels**, each represented by one of **23 different colors in the spectrum**, to help highlight attendees’ industries at in-person events.
- With attendee feedback, we perfected the categories in this system and added **Job Seeker, Actively Hiring, and Freelancer** add-on stickers that could be added to name badges to highlight an *active professional need*.
- Registrant data is increasingly being used to segment and target email communications and promote **industry-focused networking events**.

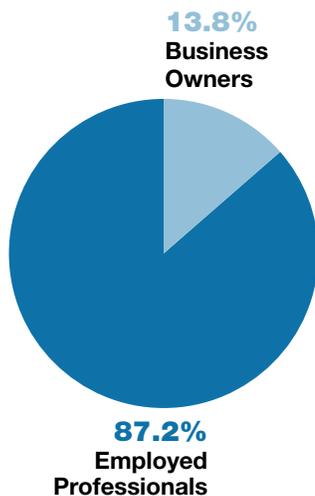


Out Pro Lounge Monthly Networking Event — Photos from March 4, 2020, just prior to COVID lockdown in New York City.

Annual Active Presence within LGBTQ Community



LGBTQ Professionals



APPENDIX 2 The Unique Value Proposition of an Out Professionals Partnership

If you're actively involved in Pride celebrations...

You're honoring the LGBTQ movement and helping celebrate Pride for one month, focused over one weekend.

With an Out Professionals partnership: Your brand will stand out of the thousands celebrating Pride month and show your sustained support of the LGBTQ community throughout the year.

If you're actively involved in the National Gay & Lesbian Chamber of Commerce...

NGLCC focuses their quality work on the 13.8%* of the LGBTQ community who own businesses, an important group of community-conscious entrepreneurs and others who want to reach and support the LGBTQ business community.

With an Out Professionals partnership: You'll be able to connect with the 87.2% of community professionals who work at corporations and nonprofits, including in your business category. You'll also have another connection with many LGBTQ business owners and entrepreneurs who are active in both organizations. **Out Professionals is a perfect fit to maximize your reach with LGBTQ professionals.**

Complimentary Flex Memberships for Your LGBTQ Employees

Provide quality programming for your LGBTQ employees through out the year! Sponsors at the \$10,000 level or higher receive complimentary flexible memberships in Out Professionals that allow your employees to attend virtual events free and access our growing collection of webinars on topics of value to professionals. Each month you'll receive a summary of upcoming events that you can distribute, providing tangible benefits for your LGBTQ employees—and their straight allies if desired.

*Source: Community Marketing, 14th Annual LGBTQ Community Survey

APPENDIX 3

Current Active Audiences of LGBTQ Professionals



Jump-Starting New Careers

“What an incredible privilege it has been to be a part of Out Pro (and its predecessor organization) since 1999. I can’t thank the organization enough for helping me launch my first NYC career, for educating me through countless panel discussions and other learning opportunities, and for introducing and nurturing some of my best friendships. How lucky are we to grow together with Out Pro here in NYC!”

— **Jacob Miles**

Real Estate Broker
Brown Harris Stevens
Out Professionals—
Lifetime Member



Marketing Footprint

Every month we currently reach **35,000+ LGBTQ professionals**, primarily in **Metro New York, Los Angeles, and Houston:**

Email Database	6,900	Subscribers
	4,585	30-Day Active Subscribers
LinkedIn	5,185	Group Members
Facebook	10,625	Like Audiences (multiple Facebook pages)

We use strategic social media advertising to grow our list of followers and attract new email subscribers, both which draw newcomers to our growing community.

We also have newer presences on **Twitter** and **Instagram** with growing audiences.

Our social media efforts have been volunteer-driven to date but will have a coordinated staff-led effort beginning in 2021.

Out Professionals - Out Pro
Listed group

5,023 members
Including Stuart Elliott and 282 other connections

About this group
Out Professionals is the leading nonprofit networking organization for LGBTQ (Lesbian, Gay, Bisexual, Transgender, and Queer or Questioning) professionals in the USA. Members from outside the USA are welcome to join. While previously focuse...

Admins
John Crant · 1st Owner
Author & Career Coach | Resume, LinkedIn & Career Branding Guru – FEATURED SPEAKER @NYPL / DoL / CUNY (& many others) // Quoted & seen in WSJ / CNN / Forbes / Essence magazine – john@SelfRecruiter.com

Charlie Conard
· You Manager
Digital Marketing | Digital Analytics | Social Media |

Start a conversation in this group
Photo Video Poll

All Recommended

Matt Skallerud · 1st
LGBTQ Online Marketing - President, Pink Media
4h
Thanks David Perry, I had a wonderful time with you on this!

David Perry · 2nd
Creative Communications / International Connections
15h
Ahoy! Today, had the pleasure of speaking with mega influencer and LGBTQ+ business guru **Matt Skallerud** discussing how the “new normal” will keep this “connected collaboration” going strong. Also, we chatted about th ...see more

Active Members—3,640

Active members include those actively connected to the organization: dues-paying Supporting Members and Active Members attending events.

APPENDIX 4

Current Industry Participation Breakdown

Registrant data collected in 2019/2020 reveals the current industry profile of Out Professionals: We invited attendees to share their industry sector during registration and to receive a matching, color-coded name badge to wear during events.

Current Industry Participation





Networking Events



Book and Panel Events



Group Outings



Historical Walking Tours



Wine Night Class and Networking



Community Service Events

APPENDIX 5 Attendance and Event Statistics by the Numbers: 2019–2020

In 2019, we hosted 51 events in 12 months attended by thousands—just in New York City alone.

- 12 monthly networking mixers for LGBTQ professionals
- 5 industry-focused networking mixers, including one industry panel with a mixer
- 11 professional seminars, including 2 job search training events
- 9 cultural events—including museum and historic walking tours
- 8 varied activities, including 3 wine tastings classes with networking
- 3 volunteer service events
- 3 Current industry mixers include LGBTQ Professionals in Healthcare, Advertising, Marketing, PR & Communications, and Real Estate.

2020 required a switch to virtual events in March due to the emergence of COVID-19. We rapidly migrated to engaging webinars and virtual networking events using Zoom.

Following are year-to-date events:

- 16 networking events, including 4 for specific industries and 2 in our new Los Angeles chapter prior to social distancing. The launch of the Houston chapter was promising until postponed for lockdown.
- 20 webinars/seminars on career-related and life-enriching topics, including 5 career advancement and job search skills events, 12 Life Preserver topics in response to professional and personal challenges from the impact of COVID, and one sexual NYS-certified harassment training.
- 4 cultural events including in-person and virtual LGBTQ in art and history tours.

Review our rich legacy of 460+ professional networking and career events since 2012.

To share with teams, you may also request a powerpoint, keynote, PDF, or video featuring highlights about our organization and partnership opportunities.

APPENDIX 6

Specialized Partnership Categories

Two partnership categories are unique and not included in the listing or comparison graph:

Website Partner ■ \$25,000 or Equivalent in Web Development Services

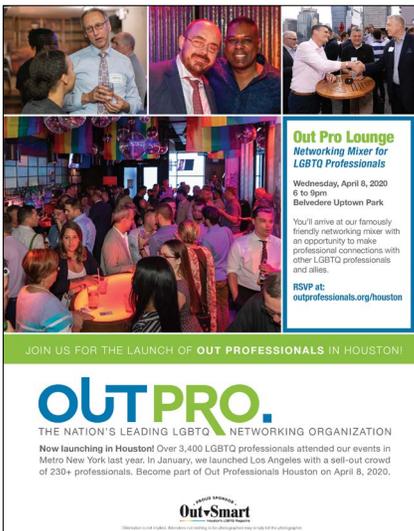
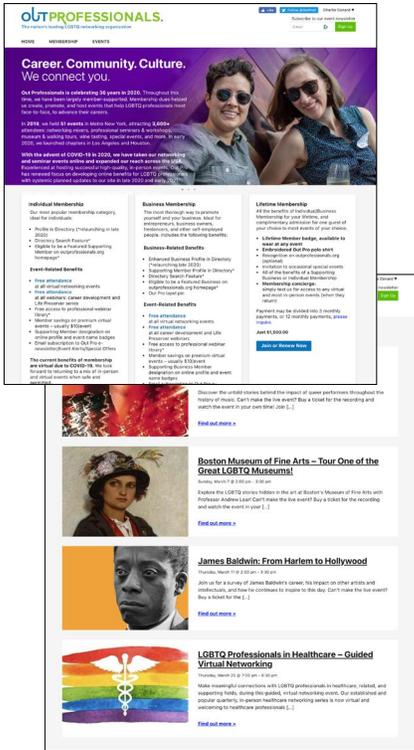
We are seeking a supporter or web developer whose investment will be a new, state-of-the-art website that provides additional benefits to members and guests from the LGBTQ community. A more virtual world requires more online services than our previous primary focus on high-value, in-person events.

Plans for a website update in 2021–2022 include:

- Updating website to a state-of-the-art platform and design
- Enhancement of the membership area with new resources
- Adding informative content about diversity, equity, and inclusion
- Embedding our Life Preserver and other on-demand webinars in a library on our site. (Library will be hosted first with password protection on YouTube and Vimeo.)
- Development of a new member and subscriber directory, featuring a jump to LinkedIn profiles.

Ideally, a website partnership will last five years with a decreasing financial/development commitment after the main site is built: years 2–5 at \$5,000 per year (or equivalent) for regular updates and enhancements.

However, while your investment decreases after the first year your brand will receive the full benefits of a Platinum partnership for the entire duration of the five-year partnership. Your brand will also be showcased on the homepage footer for the full five-year partnership.



Media Partnerships

Out Professionals welcomes partnerships with advertising and media companies. To create a partnership that fits the needs of your media brand, please contact us at partnerships@outprofessionals.org.

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Photography Disclaimer:
All photographs were taken at
Out Professionals events or during
events where a representative(s) of
the organization was participating.
Out Professionals events are open
to established and aspiring LGBTQ
professionals as well as straight allies.
Appearance in event photos does not
imply sexual orientation.

Out Professionals is incorporated in
New York State and registered with
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Out Professionals is a registered
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**Out Professionals thanks the following supporters
for their service to the organization:**

Design: [Alan Barnett Design](#) [alan barnett design](#)

OutPro Photographer: [Alan Barnett Photography](#) [alanbarnett](#) 

Life Preserver Webinar Series Illustration: [Linas Garsys](#)

Social Media Marketing and Advertising: [Social Go To](#)

Logo: [Sarankco](#)