Dear First Name,

I am honored this year to be on the Host Committee of GLAD’s Spirit of Justice Award Dinner, its signature event, scheduled for this October 21th at the Boston Park Plaza. I would love to see Organization take a next step — very much in our backyard – of becoming a corporate sponsor.

Some information here: <http://www.glad.org/events/2021soj> - I have also attached information sheets regarding corporate sponsorship options.

As you may know, GLAD is one of the country’s leading LGBTQ advocacy organizations, based right here in Boston. GLAD has made history in changing and protecting the lives of LGBTQ and HIV + communities for over 40 years. They led the groundbreaking legal strategy for marriage equality, winning cases from Goodridge to Obergefell before the U.S. Supreme Court, both of which cases Organization supported in amicus briefs. GLAD also helped lead the Freedom Massachusetts Coalition seeking anti-discrimination laws in public accommodations, which Organization also supported. They now have strategic initiatives focused on ending discrimination and strengthening protections for LGBTQ people in every arena.

In addition to supporting all of the amazing groundbreaking work of GLAD, I believe this sponsorship opportunity is good for Organization’s business in that, depending on the level of our support and associated benefits of sponsorship (e.g., tickets to a virtual table),

* It offers an opportunity for Organization executives and other business leaders to enjoy a virtual event raising their awareness about the issues facing the LGBTQ community and celebrating excellent work, which we have indirectly supported for many years.
* The dinner attracts over 1,000 attendees, many of whom represent our customers and potential candidates — they would see our brand and know that Organization stands on the side of LGBTQ equality. As examples, many organizations from different industries also sponsor the event (e.g., Akamai, Goodwin, Biogen, John Hancock, JPMorgan Chase, Stop & Shop, State Street, Eastern Bank, Holland & Knight, etc)
* For our own existing employees, our sponsorship of such a “gold standard” LGBTQ organization that has delivered nothing but historic results for the community will meaningfully reinforce our commitment to diversity and inclusion.
* With this year’s honoree being such a notable leader in the LGBTQ+ community, it is also an opportunity to reach and include diverse audiences through our sponsorship.
* Finally, as a diversity leader at Organization and member of the Host Committee, I’d be honored to have the robust support of my organization at this event.

Please let me know if this is something we can consider — and if there is any further information I could provide or other folks at Organization I ought to connect with for a response. I could easily also connect someone with GLAD directly to discuss options.