



# Join Equal Rights Advocates!

**Corporate Champions of Equal Rights Advocates**

Let's kick off your 2023 partnership for equal opportunity!



# Let's champion women in the workplace.

Through a variety of partnership options, Equal Rights Advocates features high-road employers like you who are getting it right and leading other companies across the nation.

Support our work! ERA offers different sponsorship levels and ways to get involved in our efforts to champion women at work. Workplace equity is good for business, appealing to consumers, and key to retaining great employees.

- Become a member of **ERA's Champions Council**, and network among an exclusive group of talented leaders and companies engaging with ERA leadership on pressing equality issues.
- Market your exemplary pay equity commitment as a sponsor of ERA's **Equal Pay Today Campaign** eliminating the long-standing gender wage gap.
- Feature your company as a gender, race, and LBGTQ+ leader as a sponsor of **ERA's Annual Gala**.

# ERA Champions Council

Invest in a year-long partnership with ERA by becoming a member of the **ERA Champions Council**.

Created with the intention of inviting our most aligned partners to strengthen our shared work throughout the year, the Champions Council offers members the opportunity to engage with ERA leadership, provide feedback on pressing equality issues, and network with supportive peers. [Read more here.](#)

**Membership Investment: \$20,000 - \$100,000**

## **Membership Benefits:**

- Invitation to quarterly Council briefings
- Logo on ERA website for one year
- Gold level benefits at ERA's Annual Gala
- Spotlight a leader with one featured member profile annually
- One additional promo annually (such as International Women's Day or Equal Pay Day, with social reach of 30,000+)

# Sponsor Equal Pay Today

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## 2023 Equal Pay Day Action Days

03/14: All Women's Equal Pay Day

TBC: AANHPI Women's Equal Pay Day

TBC: LGBTQIA+ Equal Pay Awareness Day

TBC: Black Women's Equal Pay Day

TBC: Native Women's Equal Pay Day

TBC: Latina Equal Pay Day

The Equal Pay Day Campaign centers around six different months of the year when we bring awareness to pay equity for women across different demographics.

### **As a sponsor, your company can:**

Contribute content

Market great practices

Feature company leaders and workers

Appeal to consumers as a champion of workplace equity

Campaign partners are visible to people engaged on equal pay days throughout our platforms and media.

**The campaign reached over 600 million people in 2022!**

# Sponsor Equal Pay Today

Partnership with ERA on Equal Pay Days includes brand visibility, cause marketing and promotions, event opportunities, and media mentions and partnerships.

## Equal Pay Today Sponsorship Opportunities & Benefits:

### **Presenting Sponsor - \$100,000**

Year-long, premiere visibility on social, ERA website, and in media for all EPD days; in-house presentation opportunity; featured EPD event sponsorship and participation.

### **Title Sponsor - \$50,000**

Year-long visibility on social, ERA website, and in media for all EPD days; in-house presentation opportunity; event participation.

### **Platinum Sponsor - \$25,000**

Year-long visibility on social and ERA website; featured promotion during all EPD days

### **Gold Sponsor - \$10,000**

Year-long visibility on social and ERA website; featured promotion during one EPD day

# Sponsor ERA's 2023 Gala



Join ERA in June for **ERA's 2023 Gala**: a premiere annual celebration bringing together over 1,200 advocates, business leaders, philanthropists, and partners from across the nation in a lively celebration of our collective power to drive transformative change.

This year ERA's Gala will celebrate the theme: *State by State. Building Power for Gender Justice*, honoring changemakers across the country who are advancing rights for women, girls, and people of all genders. **No one's rights should depend on their zip code.** The Gala will spotlight ERA's work leading powerful networks and legal efforts across the country standardizing important civil and constitutional human rights. Our goal? **Gender justice for all.**

This 2023 Gala will be a hybrid format, with an in-person event in San Francisco, and a virtual option for attendees across the country.

# Sponsor ERA's 2023 Gala

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## Gala Sponsorship Opportunities & Benefits:

### Presenting Sponsor - \$100,000

15 tickets to ERA's Gala in San Francisco; unlimited access to virtual Gala; spotlighted recognition during program; 'Presented by' recognition on all event marketing; top-level visibility on ERA platforms; on-screen ad during event; 4 seats on ERA Honorary Steering Committee.

### Title Sponsor - \$50,000

10 tickets to ERA's Gala in San Francisco; unlimited access to virtual Gala; recognition during program; top-level visibility on ERA platforms; on-screen ad during event; 4 seats on ERA Honorary Steering Committee.

### Platinum Sponsor - \$25,000

10 tickets to ERA's Gala in San Francisco; unlimited access to virtual Gala; preferred visibility on ERA platforms; on-screen ad during event; 2 seats on ERA Honorary Steering Committee.

### Gold Sponsor - \$10,000

4 tickets to ERA's Gala in San Francisco; unlimited access to virtual Gala; visibility on ERA platforms; on-screen ad during event; 2 seats on ERA Honorary Steering Committee.

# About Equal Rights Advocates

**Equal Rights Advocates** is a national non-profit working with advocates, employers and workers to promote gender equity in the workplace.

**Ready to become a Corporate Champion?**

**Contact: Jacqui Logan, [jlogan@equalrights.org](mailto:jlogan@equalrights.org) to get started**