



# 2017 Corporate Membership Package

## Become a Corporate Member of the CGLCC

The CGLCC is Canada's national advocate for the LGBT business community, and the certifying body for LGBT-owned Business Enterprises (LGBTBEs). In collaboration with corporate members, industry partners, regional affiliates and LGBT entrepreneurs, the CGLCC works to elevate the opportunities and success of all stakeholders.

Becoming a member of the CGLCC allows your company to align with the only national organization that focuses on building and strengthening the LGBT business community. Through your membership, you are helping to provide greater opportunities for LGBT businesses and the LGBT community at large through capacity building, network, access for our members, while positioning your organization as a leader to the LGBT business community.

CGLCC and its corporate partners bring community value by facilitating opportunities for growth of LGBT businesses, through efforts such as:

- Capacity building: CGLCC offers forums for LGBT businesses to learn and develop skills;
- Building networks: CGLCC works to create linkages and access between corporate partners and the LGBT business community;
- Providing support: CGLCC provides both mentorship and scholarship opportunities for LGBT businesses and LGBT youth entrepreneurs.

Membership allows corporate partners to support the LGBT community while also focusing on their bottom lines. CGLCC is committed to helping grow loyalty to and visibility of all corporate partners within the LGBT market.

National Corporate Membership in the CGLCC truly builds both corporate and community value. Become a leading partner of the LGBT business community now!

## The LGBT Economy – Quick Facts

- The total buying power of the Canadian LGBT adult population is estimated at over \$90 billion. The Canadian LGBT population is estimated at 2.3 million people with an estimated 140,000 LGBT owned businesses. (IGLCC; CGLCC)
- LGBT individuals are highly likely to purchase products and services from corporations known to support LGBT organizations.
- 89% of gay men and 92% of lesbians reported that a company's treatment of its gay and lesbian employees impacts their decision to do business with that company. (CMI)
- 88% of gay men and 91% of lesbians reported that their purchasing decisions are influenced by corporate sponsorship of LGBT events and participation in LGBT organizations. (CMI)
- Three out of four LGBT individuals have changed brands when a company has exhibited pro-LGBT support. (CMI)



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## Membership Benefits

### Access

Connect with LGBT business enterprises and other corporate partners from across Canada and around the world:

- Participate in the CGLCC Supplier Diversity Program, providing an opportunity to identify competitive suppliers of goods and services
- Opportunity to participate in Supplier Diversity events, including the CGLCC Supplier Diversity Forum
- Build relationships through networking opportunities with other major corporations and LGBT businesses throughout the year
- Participate in the CGLCC Global Program, providing a powerful network of corporate partners and LGBTBEs globally
- Receive 2 complimentary registrations to all CGLCC conferences and events

### Engagement

Participate in strategic discussions, corporate roundtable meetings, and initiatives to grow CGLCC and its various programs, while supporting the CGLCC in fulfilling its mission:

- Membership on the Corporate CGLCC Advisory Council
- Opportunity to participate on the Canadian LGBT Supplier Diversity Advisory Council
- Opportunity to participate in advocacy efforts to influence policy and decision making to the benefit of the LGBT community and Canadians at large
- Opportunity to participate on the CGLCC Board of Directors

### Visibility

Research shows that the LGBT community supports those companies that support their community. Demonstrate your leadership in supporting the development and enhancement of LGBT business, and elevate and enhance your company's brand through:

- Exclusive use of " National Corporate Member - CGLCC" logo and title in internal and external communications, marketing and advertising
- Recognition on the CGLCC website, in marketing materials, and in all e-newsletters
- Recognition at all CGLCC conferences and events
- Promotion of your company's events and programs through CGLCC distribution channels

### Support

Stay on the leading edge of diversity practices and leverage tools developed to support your corporate goals:

- Assistance in establishing an internal Supplier Diversity program
- Access to Supplier Diversity program tools, training, and seminars, including the *Supplier Diversity Toolkit for Employee Resource Groups*
- Access to market knowledge on doing business with the LGBT community
- Access to other relevant training and tools, including the *LGBT Diversity Training Program*



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### National Corporate Membership Levels

Corporate membership levels are based on the annual revenue from Canadian operations, and includes support and access to the LGBT Supplier Diversity and Global Programs.

- \$1B + revenue = \$10,000 + HST/year
- \$500M - \$1B revenue = \$7,500 +HST/year
- \$100M - \$499M revenue = \$5,000 + HST/year
- \$10M - \$99M revenue = \$3,500 + HST/year
- \$5M - \$9M revenue = \$2,000 + HST/year

### Membership Requirements

As a member of CGLCC, you are willing to:

- Commit to CGLCC's vision and mission
- Identify opportunities within your company to increase awareness of the availability of LGBT suppliers and to increase procurement from certified LGBT suppliers
- Participate in and support CGLCC networking events whenever possible
- Consider participating in member committees
- Advocate externally to encourage commitment to the CGLCC mission
- Report on dollar purchases from CGLCC certified suppliers
- Pay annual membership fees

### Additional 2017 Sponsorship Opportunities

CGLCC offers various sponsorship opportunities throughout the year, including:

- LGBT Supplier Diversity Workshops
- NGLCC Global 5<sup>th</sup> Annual Summit of the Americas & International Trade Conference
- Canadian Breakfast at the NGLCC Convention
- 2nd Annual Black & White Gala
- LGBT Business Leader Scholarship
- LGBT Youth Mentorship Program

Please refer to the separate sponsorship package for more details on these and other 2017 sponsorship opportunities.



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## About the CGLCC

Established in 2003, the Canadian Gay & Lesbian Chamber of Commerce (CGLCC) is committed to growing a diverse coalition of LGBT and allied businesses and professionals to promote economic growth and prosperity throughout Canada and around the world.

The CGLCC works in partnership with a growing number of National Corporate Members:



## Additional Information

For additional information on corporate membership with the CGLCC, contact Darrell Schuurman, Executive Director, at [Darrell@cglcc.ca](mailto:Darrell@cglcc.ca) or 416-761-5156.