

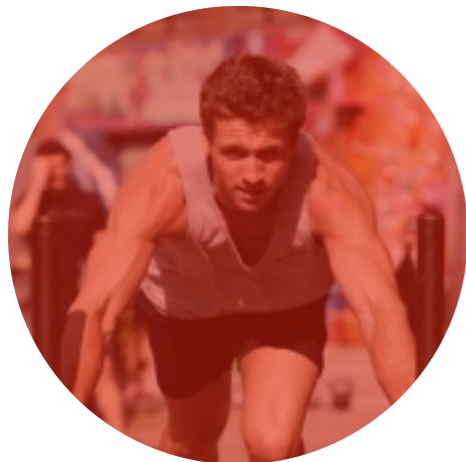


an online competition and leaderboard benefiting The OUT Foundation

WHO ARE WE?

The OUT Foundation is a registered 501(c)3 nonprofit dedicated to providing, supporting, and ensuring LGBTQ+ access to health and wellness through fitness.

Since 2011, we've created fitness events and workouts that have engaged thousands and impacted thousands more.



GAY WOD

launch / 2011

GayWOD started with 6 gay friends coming together at a small CrossFit gym in New York City to workout on a random Sunday. Little did we know what GayWOD would become.



OUTWOD

rebrand / 2012

After a few events, we quickly realized that we needed to be more inclusive & rebranded into OUTWOD, an LGBTQ+ collective of athletes dedicated to our community.



NATIONAL

expansion / 2013

In 2013, we held our first competition at BRICK CrossFit in Los Angeles - which began our U.S. take-over. Now we've built communities in over 50 US cities in over 40+ states (and 10 countries).



GIVING BACK

charity / 2014

After averaging 100+ attendees at our events, we decided to start asking for athletes to help raise money and began donating monies raised to local LGBTQ+ charities nationwide.



FOUNDATION

new era / 2017

In 2017, we applied for and received 501(c)3 status from the IRS thus allowing us to do more for the LGBTQ+ community thru new endeavors both in fitness and in fun.



OPEN+ started in 2018 as a leaderboard and safe space for the LGBTQ+ CrossFit community to compete together and to raise funds for The OUT Foundation. Historically, the CrossFit Games has forced transgender competitors to compete as their born gender.

The **OPEN+** leaderboard was the first of its kind to allow transgender competitors to compete as their true gender.

After years of advocating, The OUT Foundation was excited to work with CrossFit Founder, Greg Gassman on the announcement that in 2019, The CrossFit Games are allowing transgender competitors to register and compete as their authentic selves.

OPEN: A five week test of physical fitness thru CrossFit

WHEN: Mid-February thru end of March 2019

WHERE: Worldwide

PARTNERS & SPONSORS: Seeking national and local sponsorships, grants, from brands and companies inclusive of the LGBTQ+ community, fitness and that are health-oriented

PARTICIPANTS: LGBTQ+ Community and Allies, CrossFitters, median annual household income \$75K-\$150K

HONORING: The LGBTQ+ community, the fight for equality, and celebrating small victories along the way

EXPECTED: 500 Participants

REGISTRATION: \$10 Registration, \$20 for T-Shirt

BENEFICIARY: The OUT Foundation



DEMOGRAPHICS

AGE

Under 18:	18 %
18 – 24:	6%
25 – 34:	42%
35 – 44	19%
45 – 54	8%
55+:	Less than 6%

GENDER IDENTITY

Men and women are represented equally as CrossFit participants

SEXUAL ORIENTATION

Identify as Gay or Lesbian: 89%
Identify as Transgender or Non-Conforming 9%
Preferred to not identify: 2%

ETHNICITY

The percentage of OPEN+ athletes who list their ethnicity as “white” is 86%

EARNINGS

Over half of OPEN+ participants have an annual income of greater than \$150,000

FAMILIES

The percentage of OPEN+ participants with children is 36%

EDUCATION

The percentage of OPEN+ participants with post-graduate degrees is 40%

SPONSORSHIP PACKAGES

We're looking for strategic partners. Our foundation has a radical impact on our community and our neighbors, and we know that meaningful partnerships make all the difference. This is a unique opportunity to build stronger community ties, promote your business in the process and be intimately associated with one of the most exciting LGBTQ+ organizations to touch the fitness space.

PRESENTING
SPONSOR
\$10,000



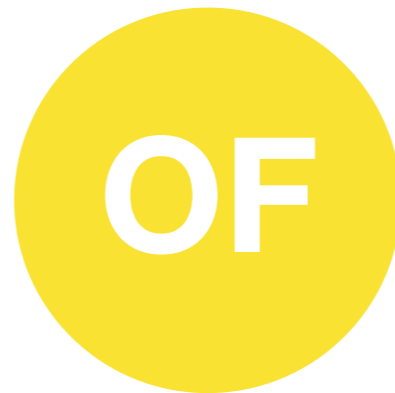
ONE
AVAILABLE

WORKOUT
SPONSOR
\$2,500



SIX
AVAILABLE

OFFICIAL
SPONSOR
\$1,000



TEN
AVAILABLE

SUPPORTING
SPONSOR
\$500



MANY
AVAILABLE

PRESENTING SPONSOR

IT'S YOURS

\$10,000 SPONSORSHIP *1 SPONSORSHIP AVAILABLE*

We only have one best friend, and it could be you. Your partnership is exclusive and your company would be the official presenter of the 2019 OPEN+. Your brand will be intimately associated with everything OPEN+ and will gracefully accompany all of the promotional materials.

Your partnership will help us create and run the leaderboard, pay staff, transform lives, and ultimately ensure the OPEN+ success.

Aside from being meaningfully associated with The OUT Foundation's newest fundraising efforts, what will you receive out of it?

Here's what we look forward to offering you:

WHAT YOU GET

IDENTIFICATION

- As "Presenting Sponsor" - "OPEN+ presented by XXX"
- Logo/Name recognition on Event identifications: Pre, During & Post Event
- Category Exclusivity

PROMOTIONS

Social Media Reach: 100K impressions across platforms
Email Blast List: 10K+

- Premier Logo/Name Recognition on:
 - All Press Releases to national and international media outlets
 - OUTCast Podcast Mentions as Presenting Sponsor
 - OPEN+ Digital Media Promotions
 - OPEN+ Website and Social Media Blasts
 - Recap Video
 - Title Placement on Exclusive 2019 OPEN+ T-Shirt
- Exclusive, 1-Time Email Blast to Entire Registration List
- Custom, Post-Event Call to Action
- Premier Logo/Name Recognition on Facebook Profile Image
- Title Placement on OPEN+ website

PR

**WORKOUT
SPONSOR**

WEEKLY WODS

\$5,000 SPONSORSHIP

6 SPONSORSHIP AVAILABLE

With your help, we set the stage weekly for incredible workouts for the community to join us in helping raise funds for The OUT Foundation and our programs.

This all happens because of you.

Aside from having your brand associated with the presentation of the OPEN+, your company will receive these great perks:



WHAT YOU GET

IDENTIFICATION

- As “Workout Sponsor” - “OPEN WOD 19.X sponsored by XXX”
- Logo/Name recognition on Event identifications: Pre, During & Post Event
- Category Exclusivity

PROMOTIONS

Social Media Reach: 100K impressions across platforms

Email Blast List: 10K+

- Logo/Name Recognition on:
 - All Press Releases to national and international media outlets
 - OUTCast Podcast Mention, Week of Sponsored Workout
 - OPEN+ Digital Media Promotions
 - OPEN+ Website and Social Media Blasts
 - Recap Video
 - 1st Tier Placement on Exclusive 2019 OPEN+ T-Shirt
 - 1st Tier Placement on OPEN+ website

**OFFICIAL
SPONSOR**

IF YOU BUILD IT

\$1,000 SPONSORSHIP
10 SPONSORSHIP AVAILABLE

Aside from having your brand associated with the helping build out the site for the OPEN+, your company will receive these great perks:

WHAT YOU GET

IDENTIFICATION

- As an official sponsor
- Logo/Name recognition on Event identifications: Pre, During & Post Event

PROMOTIONS

Social Media Reach: 100K impressions across platforms

Email Blast List: 10K+

- Logo/Name Recognition on:
 - OPEN+ Digital Media Promotions
 - OPEN+ Website and Social Media Blasts
 - Recap Video
 - 2nd Tier Placement on Exclusive 2019 OPEN+ T-Shirt
 - 2nd Tier Placement on OPEN+ website

OF

**SUPPORTING
SPONSOR**

HERE'S TO YOU

\$500 SPONSORSHIP

MANY SPONSORSHIPS AVAILABLE

So you want to help out support The OUT Foundation's newest event series but don't have the means to go all out?

This sponsorship package is for you! Supporting Sponsors will help ensure the OPEN+ success. Your brand will be intimately associated with everything OPEN+ related and will gracefully accompany most of the promotional materials.

In exchange for your contribution, your company will receive the following perks:

WHAT YOU GET

IDENTIFICATION

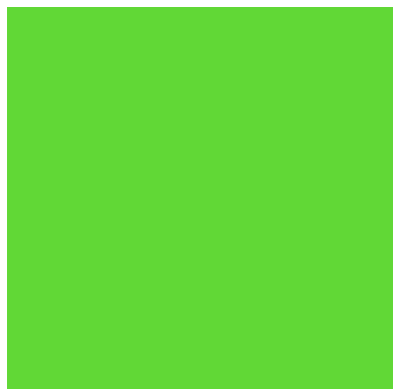
- As a supporting sponsor

PROMOTIONS

Social Media Reach: 100K impressions across platforms

Email Blast List: 10K+

- Logo/Name Recognition on:
 - OPEN+ Digital Media Promotions
 - OPEN+ Website and Social Media Blasts
 - Recap Video
 - 3rd Tier Placement on Exclusive 2019 OPEN+ T-Shirt
 - 3rd Tier Placement on OPEN+ website



LET'S COLLABORATE, OK?

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THANKS!