“While companies work hard to recruit diverse talent, rarely was this conversation held at the MSP regional level until Mossier's [conference]. It was inspiring to see so many talented professionals in the room discussing how we can make Minnesota the best place for LGBTQ+ people to work and live. It was through this series that I gained many valuable connections with industry leaders that I continue to foster today.” - Proud to Work MN Attendee
Advancing LGBTQ employment and workplace equity in Minnesota.

On June 7th, 2019 Mossier brought together 175 human resources and diversity & inclusion professionals from the front lines of LGBTQ recruitment and engagement for a full day of workshops and best practices sharing. Topics included building and running successful employee resource groups, the business case for LGBTQ inclusion, self-ID programs and adding LGBT to official HR records, recruiting outside of urban areas, legal barriers to LGBTQ inclusion, and developing LGBTQ-affirming cultures. Proud to Work MN is unique because it is the only conference based in Minnesota focused on specifically on helping organizations recruit and retain LGBTQ talent. Our conference in 2020 will take place in May and our Proud to Work MN LGBTQ Career Fair will take place in June 2020.

Why hold a conference like this?

In the United States, you can be legally fired from your job for being LGB in 28 states and 30 states for being transgender. A 2018 Human Rights Campaign study found that 46% of LGBTQ employees remain closeted at work and 50% of non-LGBTQ employees don’t think there are any LGBTQ people at their workplace. By 2024, Minnesota will have 400,000 unfilled jobs requiring skill and education beyond high school.

Logistics

Proud to Work MN will feature over 40 unique speakers from the public and private sector. In 2019, speakers included U.S. Senator Tina Smith, the Department of Employment and Economic Development Commissioner Steve Grove, and over 30 human resources and diversity and inclusion leaders from Fortune 500 companies.

The day will feature 15 workshops and attendees will be able to design their day and choose workshops based on their position and their company’s current place on the diversity & inclusion journey. Individual event tickets will be $150-$250 each.

Event Outputs

A combination of pre-event and post-event surveys, along with documentation of individual workshop conversations, will be compiled into a white paper published by Mossier. The white paper will synthesize feedback from the event and surveys, and capture takeaways. This will inform recommendations for future programming, task forces, and consulting services that Mossier will offer to organizations.

“This pride month as I remain [closeted] to many friends and all of my family, I am truly struggling to survive the human condition. I really needed [this] talk.” - Proud to Work MN Attendee
Proud to Work Conference Diamond Sponsorship + LGBTQ Career Fair Booth - $5500

Proud to Work MN 2020 Sponsorship Benefits:
- Four tickets ($1000 value)
- **All Proud to Work MN Platinum benefits** in addition to:
  - On-site presentation of Proud to Work MN Report for key leaders at your company. The report will provide learnings and takeaways from the conference, a competitive analysis and strategy recommendations for your industry
  - Verbal recognition at opening reception

LGBTQ Career Fair Benefits
- One booth at Proud to Work MN Career Fair
- Job portal link for your company on career fair website
- Company name listed in LGBTQ Career Fair Program
- Access to screened résumé packet

Proud to Work Conference Platinum Sponsor - $4500

- Three tickets ($750 value)
- **All Proud to Work MN Gold benefits** in addition to:
  - Logo on Proud to Work MN Report
  - Name on all public relations, marketing and press releases
  - Company sponsorship announced via social media and Mossier newsletter
  - Logo and brand visibility estimates:
    - In-person conference Attendees: 500
    - Social media Impressions (Between February-June 2020 on all platforms): 250,000-500,000
    - Proud to Work MN Website: 5,000 unique visitors

Proud to Work Conference Gold Sponsor - $2500

- Two tickets to the event ($500 Value)
- First to receive Proud to Work MN Report
- Logo listed on Proud to Work website for one year
- Organization logo on all event programs, slides
Proud to Work Career Fair
Businesses with more than 500 employees - $1500
Businesses with less than 500 employees - $500

The Proud to Work MN Career Fair will be held in June 2020. There are 75 available spots for employers and Mossier anticipates 300+ job seekers in attendance. Job seekers will come from a wide array of experience levels and industries. Please send questions to nick@mossier.org.

- One booth at Proud to Work MN Career Fair
- Job portal link for your company on career fair website
- Company name listed in LGBTQ Career Fair Program
- Access to screened resumé packet
Tentative Event Concept: Workshop topics, keynote speakers, and final event concept to be released in February 2020

- Proud to Work MN Opening Reception (60 minutes)
- LGBTQ Recruitment & Retention Panel (60 minutes)
- Break-Out (60 minutes)
- Break-Out (60 minutes)
- Break Out (60 minutes)
- Lunch Presentation (60 minutes)
- Self-ID Panel (60 minutes)
- Break-Out (60 minutes)
- Break-Out (60 minutes)
- Break-Out (60 minutes)

Questions regarding this event can be sent to Mossier’s Executive Director, Nick Alm, at nick@mossier.org.