

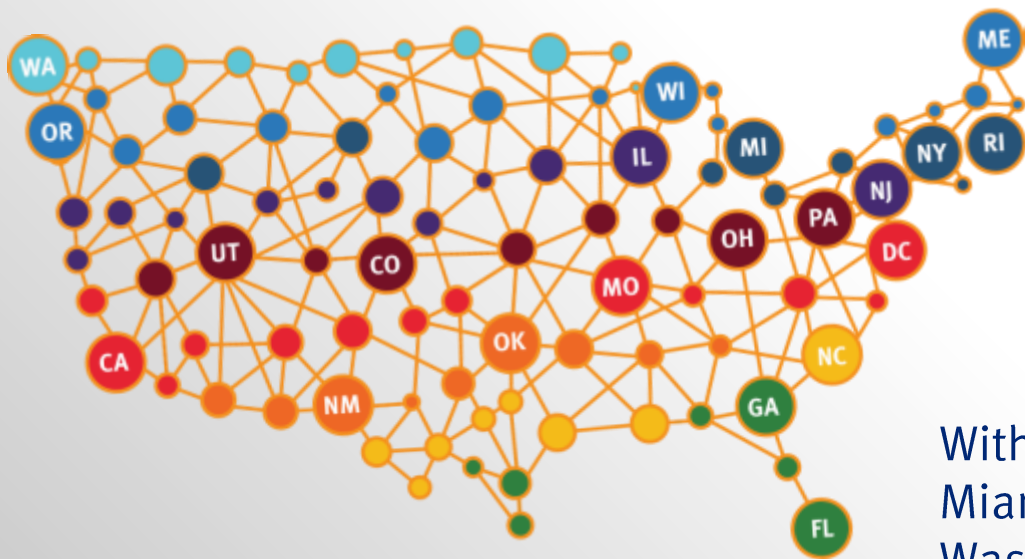
**2019**

# **CORPORATE PARTNERSHIPS**



# SAGE Nation

Founded in 1978 and headquartered in New York City, SAGE is the country's largest and oldest national organization dedicated to improving the lives of lesbian, gay, bisexual and transgender (LGBT) older adults.



2017 NYC LGBT Pride Parade

With offices in Chicago, Los Angeles, Miami, New York City and Washington, DC, SAGE coordinates a growing network of 30 affiliates across the country - SAGENet.



OUR COMMUNICATIONS TOUCH  
**170,000** PEOPLE  
PER MONTH



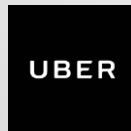
# SAGE means business...



...with  
**PURPOSE**

# OUR Partners & Supporters

SAGE has developed a remarkable group of companies dedicated to enhancing our effectiveness and impact. We invite you to join this group of leading organizations making a difference in the lives of LGBT older adults.



# OUR Partners & Supporters

Akin Gump  
Allen & Overy  
Baker & McKenzie  
Blank Rome  
Bryan Cave  
Cahill, Gordon & Reindel  
Clayman & Rosenberg  
Davis Polk & Wardwell  
Debevoise & Plimpton  
Dechert  
Fried, Frank, Harris, Shriver & Jacobson  
Greenberg Traurig  
Kelley Drye & Warren  
Kramer Levin Naftalis & Frankel  
McDermott Will & Emery  
Morgan, Lewis & Bockius

Morrison & Foerster  
Nixon Peabody  
Orrick, Herrington & Sutcliffe  
O'Melveny & Myers  
Patterson Belknap Webb & Tyler  
Paul, Weiss, Rifkind, Wharton & Garrison  
Proskauer Rose  
Quinn Emanuel Urquhart & Sullivan  
Reed Smith  
Satterlee Stephens Burke & Burke  
Sheppard, Mullin, Richter & Hampton  
Squire Patton Boggs  
Sullivan & Cromwell  
Wachtell, Lipton, Rosen & Katz  
Weiss, Buell & Bell  
Wilmer Cutler Pickering Hale and Dorr



# ABOUT LGBT Aging

Aging affects every one of us.

SAGE exists to ensure we can enter our retirement years with the proper supports we need to age in good health, financially secure and surrounded by community.



## AMERICA: GAYING & GRAYING

BETWEEN NOW AND 2030

**10,000** PEOPLE WILL TURN 65 EVERY DAY.



TODAY → 2030

THE POPULATION OF LGBT AMERICANS 55+ WILL DOUBLE TO MORE THAN

**7 MILLION**

# BUSINESS in Our Community

The population of LGBT Americans 40+ is on the rise and, with fewer children and higher incomes than their same-sex counterparts, so is their earning and buying power.



## BUYING POWER OF LGBT AMERICANS



**85%**

OF SAGE DONOR HOUSEHOLDS EARN MORE THAN \$100K



**\$917**

BILLION IS THE BUYING POWER OF THE LGBT MARKET IN THE U.S.



**55%**

OF LGBT CONSUMERS CHOOSE COMPANIES COMMITTED TO EQUALITY



**65%**

OF PARTNERED LGBT OLDER ADULTS ENVISION SPENDING THEIR RETIREMENT ENJOYING LEISURE ACTIVITIES



# ENGAGEMENT Opportunities

Co-Created & Sponsored Campaigns

Consumer Education

Employee Engagement

Special Events

Partnership Packages & Benefits



MORE THAN 75% OF  
COMPANIES WERE ENGAGED  
IN CSR ACTIVITIES IN 2017.



# CO-CREATED & SPONSORED CAMPAIGNS

## Creating Content with Us

Partner with SAGE to enhance a growing arsenal of resources, research and expertise that can be invaluable to brand positioning and navigating the mega shifts in demand for products and services.



  
**#SuccessfulAging**

  
**#SAGEFinance**



Build purpose into your brand strategy to engage a highly loyal consumer demographic.

## Stand Out as an Employer of Choice

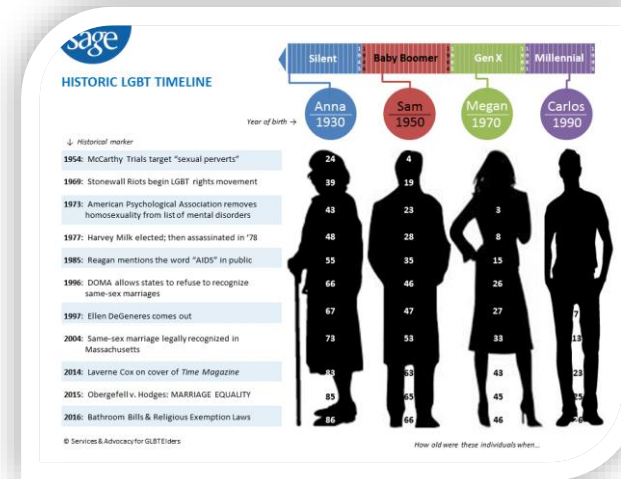
SAGE equips our corporate sponsors with critical knowledge and skills that deliver important information to your employees:

### Sample Seminars\*:

- Aging Well: Five Themes To Get You There
- Cross-Generational LGBT Relationships
- Valuing & Engaging LGBT Mature Employees
- Out & Visible Market Research
- Considerations for LGBT Older Couples Before Getting Married
- SAGECare LGBT Aging Cultural Competency Training (fee for service)

Continuing Education Programs\*\* (with credits: CE, CLE, CPE)

\*Onsite at company or virtual. \*\*NYC only.



SAGE - Collaborative  
LGBTQ  
Leadership  
Across  
Generations

**SUCCESSFUL AGING**

Preparation Wellness Reflection Momentum Legacy

sage SERVICES & ADVOCACY FOR GAY, LESBIAN, BISEXUAL & TRANSGENDER ELDERLY

FOR MORE LESSONS ON SUCCESSFUL AGING, VISIT [www.sageusa.org/successfulaging](http://www.sageusa.org/successfulaging)

agingwell@sageusa.org

## EMPLOYEE ENGAGEMENT

# Driving Impact to Make Lasting Change

**85%** of employees indicate making a meaningful difference is among a top workplace motivator

**79%** of mature millennials consider a company's social and environmental commitments when deciding where to work

**71%** want their employers to provide opportunities to make a positive impact on the company's social and environmental commitments

**58%** of employees have a strong desire to engage through after-hours volunteer opportunities



Thanksgiving at SAGE Bronx



#Impact

**54%** the percentage of companies offering pro bono or skilled volunteering programs in 2015.

Sources: 2016 Cone Communications Employee Engagement Study; Committee Encouraging Corporate Philanthropy



## Connect Your Employees to a Cause They Care About

Customize ways to leverage your employees' expertise to the benefit of SAGE and the older LGBT adults we serve.

### Pro Bono and Skills-Based Opportunities:

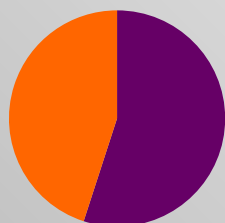
- Co-author a white paper
- Co-present at conference workshops
- Design an educational course\*
- Design and co-lead a CLE class\*
- Design, moderate and present a webinar
- Connect a volunteer's Six Sigma Skills Set with a program or project



SAGE's Out & Equal Summit workshop featuring **Johnson & Johnson, Mercer, Merrill Lynch** and **Genworth** on valuing LGBT mature employees.



**Google Gayglers** teach "How to Use Your Smartphone" workshop at the SAGE Center.



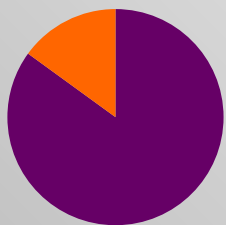
MORE THAN  
**50%** OF COMPANIES ARE CHANNELING THE TALENTS OF THEIR EMPLOYEES TO NONPROFIT ORGANIZATIONS

\*Denotes NYC-based activities

# The Power of Volunteerism

Offer your employees enriching personal experiences, networking & professional development while promoting intergenerational exchanges within the LGBT community.

- National Special Events
- Annual LGBT Pride Activities\*
- Company-Sponsored Volunteer Days\*
- Year-Round Team Volunteer Activities\*
- Friendly Visiting with an LGBT Older Adult\*
- Group Meal Service for LGBT Elders\*
- SAGETable
- SAGE Mentoring



**90%** OF EMPLOYEES THAT VOLUNTEER ARE HAPPIER

*\*Denotes NY tristate area activities*

First Data Unity  
Holiday Card  
Making for LGBT  
Elders



Viacom at  
The SAGE  
Center:  
Viacommunity  
Day



## SAGE AWARDS & GALA

October 2019, 6pm to 10pm  
*Cipriani Wall Street*

As SAGE's signature annual event, the SAGE Awards & Gala is a pinnacle opportunity for **850+** friends and supporters to celebrate SAGE's achievements, re-commit to building a better future for all LGBT older adults, and recognize the unique contributions of our honorees. Past honorees have included: Judy Shepard, Edie Windsor, Christine Quinn, Honorable Corey Johnson, George Takei, Kate Kendell, Martina Navratilova, Cleve Jones, and Jim Obergefell.

Past corporate honorees include: Citi, JP Morgan Chase, Macquarie Group, MetLife and Pfizer.

Opportunities to reach high net worth consumers include: logo on invite to 3,500+ donors, branding at the event.



**#SAGEAwards**



# SAGE AWARDS & GALA



#SAGEAwards

## Tri-State Events

March: 6pm to 8pm  
New York, NY

*SHE A SAGE Event for Women and Their Admirers*

In 2019, SAGE will host its annual Women's Event. Hosted by a committee of dedicated women supporters, the event will gather 200+ guests to usher in the New Year.

Sponsored by Kettle One, this new event promises to be a chic go-to celebration.

Spring & Fall: 3:30pm to 8:30pm  
New York, NY

*Women's Dances*

One of the longest-running and most popular women's events in New York City, SAGE's women's dances take place twice a year at The Copacabana. Join more than 400+ friends and advocates on a Sunday in Manhattan.

June: 4pm to 6pm  
Fire Island Pines, NY

*SAGE Celebration in the Pines*

The annual June Celebration in the Pines kicks off Pride month and attracts 250+ of SAGE's most significant donors, recognizing individuals that have made significant contributions to the lives of LGBT older adults.

Dates available at <https://www.sageusa.org/get-involved/attend-an-event/>



#SAGEWomen





## SPECIAL EVENTS

# Tri-State Events

Summer: 4pm to 8pm  
Watermill, NY

### *Hamptons Tea Dance at The Ark Project*

The Tea Dance draws 1,200+ supporters of the Tri-State LGBT community and benefits three leading LGBT organizations in New York: SAGE, The Center and Callen-Lorde.

Fall: 8pm to 10pm  
Morristown, NJ

### *SAGE & Friends New Jersey*

This annual reception draws a crowd of 50+ philanthropic leaders, corporate partners and community taste makers who are deeply involved in the NJ LGBT community. The event recognizes the importance of advancing SAGE's vital mission.

Winter: 6pm to 8pm  
Harlem, NY

### *Harlem Investors Circle*

SAGE's annual reception in support of designated individual resources to SAGE Harlem and our programs in support of LGBT elders of color draws 100+.

Dates available at <https://www.sageusa.org/get-involved/attend-an-event/>



  
**#HamptonsTea19**





# Tri-State Events

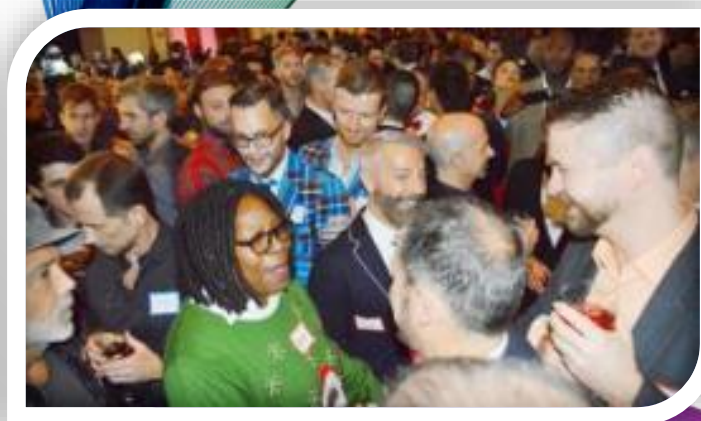
December 2019: 5pm to 9pm  
New York, NY

34<sup>th</sup> Annual Toys Party  
*Chelsea Piers #60*

Drawing more than 2,400 attendees, SAGE's annual Toys Party Celebration is the LGBT highlight of the holiday season. Hosted by Chris Kann, Robby Browne and David Tufts. Special guests have included Michael Bloomberg, Lorraine Bracco, Whoopi Goldberg and Barbara Corcoran.



**#ToysParty19**



Dates available at <https://www.sageusa.org/get-involved/attend-an-event/>

# National Events

Winter: 7 pm to 9pm  
*Miami, FL*

This annual celebration held in the heart of Miami draws a crowd of 250+ philanthropic leaders, corporate partners and community taste makers who are deeply involved in the Miami LGBT community. The event recognizes the importance of advancing SAGE's vital mission and bestows a Pioneer Award to local community advocates.

Winter: 7 pm to 9pm  
*Palm Spring, CA*

This annual celebration draws a crowd of 100+ philanthropic leaders, corporate partners and community taste makers who are deeply involved in the Palm Springs LGBT community. The event recognizes the importance of advancing SAGE's vital mission and bestows an award to local community advocates.

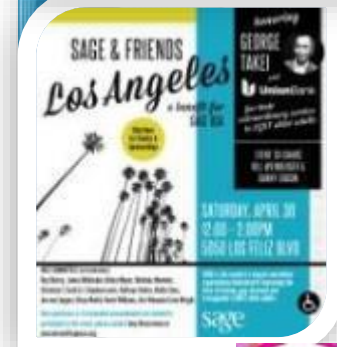
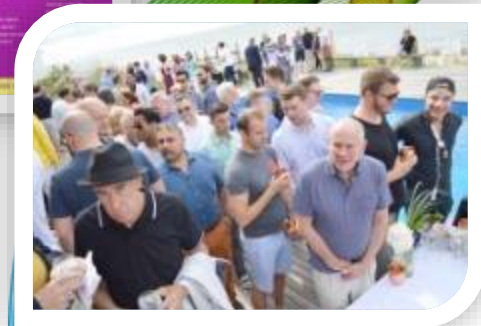
Summer: 12pm to 2pm  
*Los Angeles, CA*

SAGE hosts its annual event in Los Angeles in the spring, and recognizes individuals and corporate advocates for their advocacy on behalf of LGBT elders and strong commitment to SAGE's mission and work. This reception provides great opportunity to engage 150+ Southern California SAGE supporters.

Summer: 6pm to 8pm  
*Chicago, IL*

There's no better place than the Windy City to advance SAGE's mission. SAGE & Friends in Chicago draws more than 100+ Chicago influencers in the LGBT community. A perfect setting to learn about SAGE's impact in Chicago and across the Mid-West.

Dates available at <https://www.sageusa.org/get-involved/attend-an-event/>





# National Events

Spring: 6pm to 8pm  
*Philadelphia, PA*

SAGE hosts its inaugural event in the City of Brotherly Love in the spring. This reception provides great opportunity to engage 50+ Philadelphia-based SAGE supporters.

Spring: 7pm to 9pm  
*Fort Lauderdale, FL*

SAGE's annual event in Ft. Lauderdale draws a crowd of 100+ of Ft. Lauderdale's most generous LGBT community members and SAGE supporters. The event honors individuals who have helped improve the community with SAGE's Pioneer Award.

Summer: 6pm to 8pm  
*Washington, D.C.*

This special annual event brings together over 125+ community leaders in the nation's capital in support of public policy changes that will improve the lives of LGBT elders across the country. Individuals are honored for their longtime partnership with SAGE and remarkable leadership in support of LGBT elders.

Dates available at <https://www.sageusa.org/get-involved/attend-an-event/>





## PARTNERSHIP PACKAGE LEVELS

**EXCLUSIVE**

\$250,000+

**PIONEER**

\$150,000

**DIAMOND**

\$100,000

**PLATINUM**

\$50,000

**GOLD**

\$25,000

**SILVER**

\$10,000

## TRI-STATE EVENTS

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
SAGE Awards & Gala (NY) (tickets)	24 PRIME SEATS	20	15	10	4	2
SAGE SHE Women's Event (NY)	10	8	6	4	2	2
Toys Party (NY)	8	6	4	4	2	2
SAGE Celebration in the Pines (NY)	6	4	2	2		
Hamptons Tea Dance (NY)	8	6	4	2	2	
SAGE & Friends New Jersey (NJ)	8	6	4	2		
SAGE Harlem Investors Circle (NY)	6	4	2			
Women's Dances (NY)	8	6	4	4	2	2

## NATIONAL EVENTS

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
SAGE & Friends Miami (FL)	6	4	2			
SAGE & Friends Los Angeles (CA)	6	4	2			
SAGE & Friends Chicago (IL)	6	4	2	2		
SAGE & Friends in the Capital (WDC)	6	4	2	2		
SAGE & Friends Philly (PA)	6	4	2			
SAGE & Friends Ft. Lauderdale (FL)	6	4	2			

## CO-CREATED & SPONSORED CAMPAIGNS

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
Co-creation of content	Y	Y	Y			
Opportunity to co-brand	Y	Y	Y			
Collaboration on design and development	Y	Y				
Creation of joint marketing campaign	Y					

## CONSUMER EDUCATION

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
Cross-generational LGBT Relationships						
Valuing & Engaging LGBT Mature Employees	Y	Y	Y	Y		
Out & Visible Market Research	Y	Y	Y	Y	Y	
The Gaying & Graying of America	Y	Y				
Aging Well: Five Themes to Get You There	Y	Y	Y	Y	Y	Y
Considerations for LGBT Older Couples Before Getting Married	Y	Y	Y			
Legal & Financial Continuing Education Programs (with credits)	Y	Y	Y	Y	Y	Y



## EMPLOYEE ENGAGEMENT: PRO BONO & SKILLS-BASED

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
Co-author a white paper	Y	Y				
Co-present at conference workshops	Y	Y	Y			
Design an educational class*	Y	Y	Y			
Design and co-lead a CLE course*	Y	Y				
Design, moderate and present a webinar	Y					
Institutional projects needing Six Sigma	Y					

## EMPLOYEE ENGAGEMENT: VOLUNTEERING

	Exclusive	Pioneer	Diamond	Platinum	Gold	Silver
Signature Special Events	Y	Y				
National Special Events	Y	Y	Y			
Annual Pride Activities*	Y	Y	Y	Y	Y	Y
Company-sponsored volunteers days*	Y	Y	Y	Y	Y	Y
Year-round volunteer activities*	Y	Y	Y			
Friendly Visiting with an LGBT older adult*	Y	Y				
Group meal service at The SAGE Centers*	Y	Y	Y	Y	Y	Y
SAGE Intergenerational Mentoring	Y	Y	Y	Y		
SAGE Table 2019	Y	Y				

\*Denotes NY tristate area activities

# Corporate Partner Testimonials



“Pfizer is dedicated to helping raise awareness among the LGBT older adult community about health and wellness. We are proud to support SAGE’s health education programs.”

**CHRISTOPHER GRAY,**  
SENIOR DIRECTOR



“At BlackRock, getting out and building a strong connection with the community and clients we serve is core to our culture. It’s been extremely rewarding for all of us to get involved with SAGE on a personal and professional level.”

**JEFFREY KERN,** VICE PRESIDENT



“JP Morgan Chase is proud to be supporting SAGE’s tremendous work of providing essential services to LGBT elders and their allies nationwide. We look forward to continued collaboration in the coming year!”

**PAT DAVID,** GLOBAL HEAD OF DIVERSITY AND INCLUSION



“I found SAGE by accident, and 15 years later, its mission still resonates for me. In a culture that often values youth over experience and wisdom, people of a certain age are sometimes forgotten...literally forgotten. Add "GLBT" to that, and there's an even greater risk of becoming isolated. As a volunteer and donor, I hope I can help SAGE ensure that the people who hold our history in their hearts and minds are valued and supported.

**CHRIS JANSEN,** STRATEGIC PARTNER LEAD,  
HEALTH



“Willis Towers Watson’s association with SAGE allows the company and its community of LGBT and ally colleagues to support an organization whose mission and work address the critical needs of a fragile and vulnerable community, namely, LGBT older adults. As benefits consultants and actuaries, our colleagues have a unique sensitivity to the financial needs and challenges of older adults seeking security in retirement. SAGE’s work on behalf of the LGBT community is a fitting complement to our own work. The special value of our partnership with SAGE comes from the balance of financial support with service-based support, connecting Willis Towers Watson colleagues to SAGE in a real and relevant way. Please note that Willis Towers Watson does not take a position on external political issues. We seek to promote a supportive, respectful and inclusive working environment for all colleagues.”

**STEPHEN PARAHUS,** SENIOR CONSULTING ACTUARY



# Corporate Partner Testimonials

## GREY

“At Grey, we believe in giving back to the communities where our people live and work. From providing pro bono services to volunteering, we seek to leverage our unique professional talents and skills, our passion, our time and our resources to make an impact where it matters most to SAGE.”

CHRIS ROSS, PARTNER

## Deutsche Bank



The vision of dbPride, Deutsche Bank’s LGBT Employee Networking Group, is to lead, engage, and drive a more authentic and inclusive culture for all. This team strives to be an advocate for inclusion both within our walls as well as outside. This summer we had the opportunity to volunteer at a dinner service and engaged with SAGE’s constituents directly. We were proud to support our community and put our values and beliefs into action. As co-Chair of this group, I look forward to our continued support of SAGE’s growth as they expand through out New York City.”

FALON BECKER, VICE PRESIDENT OF TALENT ACQUISITION AND CO-CHAIR OF dbPRIDE

## CREDIT SUISSE



“SAGE has been a long-term partner to Credit Suisse’s LGBT Open Network. This relationship grew out of our mutual dedication to improving the lives of lesbian, gay, bisexual and transgender people. We aim to enlighten and enliven the quality of life for the LGBT community in the United States, both now and in the future.”

NICOLE DOUILLET AND DOUGLAS NIETERS, CO-CHAIRS, LGBT OPEN NETWORK

## Genworth



“The families of today reflect more than ever the great diversity that defines America. As a leading provider of long-term care insurance, we are dedicated to helping ALL families start the conversation now about the need to plan for care needs later in life. There is a natural fit between our mission and SAGE’s.”

JANET GALE, DIRECTOR, THOUGHT LEADERSHIP



## BNY MELLON

“OPEN Finance is proud to work with SAGE in serving LGBT older adults by lending our members’ financial know-how and hands-on support to SAGE’s clients. OPEN Finance looks forward to a continuing relationship with SAGE so that we can leverage SAGE’s programs, graining and education materials geared toward the LGBT community, and make community service programs available to our participating firms.”

AUBREY SAUNDERS, VICE PRESIDENT

## HuronHealthcare

“Huron has always supported its employees giving back to the communities they work and live in, but there is tremendous value in encouraging skills based volunteering with an organization like SAGE. It allows our people to maximize their impact on the lives of the elders that SAGE serves by not only providing time, but expertise that cannot be found elsewhere.”

J AIDEN BOSWICK, MANAGER

# Corporate Partner Testimonials



A more human resource.™

“As a leading global provider of Human Capital Management (HCM) services to the corporate and nonprofits sectors, it’s essential for ADP to remain on top of best practices in Diversity & Inclusion. Recently, ADP partnered with SAGE to offer an opportunity to learn about LGBT aging. SAGE’s Successful Aging webinar was a robust, interactive educational experience that enabled more than 60 ADP employees to gain valuable insight into aging’s changing demographics, evolving definition, generational and community distinctions, and steps one can take at any age to identify and chart an individual path ahead. We got extremely positive feedback from our participants, for whom the seminar was an unquestionable value-add resource, while promoting a welcoming, affirming and inclusive culture at all levels of the company.”

JENS AUDENAERT, VP, ADP VENTURES



“At Walmart we strive to create an inclusive culture where all of our associates feel welcomed, comfortable and safe in bringing their authentic selves to work each day. This commitment to inclusion extends equally to our customer experience inside stores and clubs where we aim to provide a friendly shopping environment for all of our customers. Walmart is seen as a leader in LGBT inclusion, thanks in part to the strong and active relationships we maintain with organizations such as the Human Rights Campaign (HRC), PFLAG, SAGE (Service & Advocacy for Gay Lesbian Bisexual and Transgender Elders) and Victory Fund. This past year has been one of great triumph as well as tragedy for the LGBT community and its allies, and Walmart has been proud to stand in support of our LGBT associates and customers every step of the way.

KATE PEARSON, SENIOR DIRECTOR, GLOBAL ECOMMERCE OPERATIONS



“Airbnb is proud to partner with SAGE, an organization with whom we truly share deeply-held values of inclusion and belonging. As a growing number of seniors start sharing their homes with Airbnb, our work with SAGE to support and advocate for LGBT seniors all the more meaningful.”

JOSH MELTZER, HEAD OF PUBLIC POLICY – NEW YORK



High performance. Delivered.

“Accenture is proud to be a partner with SAGE and their life-changing work with LGBT elders. We value diversity on all levels, and SAGE is a welcome addition to our Corporate Citizenship family. Accenture looks forward to a long lasting relationship with SAGE, working together to ensure the lives of our LGBT elders are treated with dignity and respect.”

LINDSAY HARRIS, CO-CHAIR, NEW YORK LGBT ERG



# Join Us In Our Mission!



IT KEEPS GETTING  
**BETTER**  
#SAGEPRIDE

Together 36 yrs  
Married in  
Canada 10/4/03

THANK YOU  
GOVERNOR  
CUOMO

## #Heroesofpride

[www.sageusa.org](http://www.sageusa.org)



Advocacy & Services  
for LGBT Elders

**We refuse to be invisible**

305 Seventh Avenue  
15<sup>th</sup> Floor  
New York, NY 10001  
212-741-2247

[sageusa.org](http://sageusa.org)

[lgbtagingcenter.org](http://lgbtagingcenter.org)

**SAGE** is the country's largest and oldest organization dedicated to improving the lives of lesbian, gay, bisexual and transgender (LGBT) older adults. Founded in 1978 and headquartered in New York City, SAGE is a national organization that offers supportive services and consumer resources for LGBT older adults and their caregivers, advocates for public policy changes that address the needs of LGBT older people, and provides training for aging providers and LGBT organizations, largely through its National Resource Center of LGBT Aging. With offices in New York City, Washington, DC, Los Angeles, and Chicago, SAGE coordinates a growing network of affiliates across the country.

**For more information contact:**

Elise Colomer-Cheadle  
Director of Institutional Partnerships  
(212) 741-2247 Ext. 238  
[ecolomer@sageusa.org](mailto:ecolomer@sageusa.org)