

True Colors SOGIE 2026 Sponsorship Package



WHAT IS TRUE COLORS SOGIECON?

Introduction

True Colors SOGIEcon (Sexual Orientation and Gender Identity and Expression) is the largest LGBTQIA+ youth conference in the country. Our conference brings together over 3,000 youth, families, and allies from across the nation to celebrate diversity, promote inclusivity, and support the next generation of LGBTQIA+ leaders





History

The conference was established in 1994 as “Children from the Shadows.” It evolved into the True Colors conference and was produced for 26 years. It became the largest LGBTQ+ youth issues conference in the nation with over 3,500 participants annually. Waylaid by Covid in 2020, the conference took a hiatus before triumphantly returning as True Colors SOGICon in 2025. The conference continues as a beacon of hope and empowerment for LGBTQIA+ youth and those who care for them.

Mission

Our mission is to empower, inspire, and support LGBTQIA+ youth and those who care about them. We aim to provide a transformative experience through engaging workshops, inspiring keynote speakers, and invaluable networking opportunities. SOGICon fosters a community where every individual can thrive and be celebrated.



A Historic Merger

1983

The Health Collective, formerly known as the Hartford Gay and Lesbian Health Collective, is founded, establishing itself as a leader in the LGBTQIA+ health and wellness space.

1994

Robin McHaelen creates **“Children from the Shadows”**, which would later evolve into the True Colors conference.

2020

Due to the effects of the **COVID-19** pandemic, True Colors, Inc., shuts down, leaving a void in the LGBTQIA+ youth space.

2024

Following a volunteer-led revival, the True Colors Conference **Relaunch Committee** unanimously votes to integrate the conference into the Health Collective!

Now, leveraging the infrastructure, network, resources, and reputation of the Health Collective, the True Colors SOGIEcon conference is BACK. Together with our sponsors, vendors, and volunteers, the conference is poised to ensure that LGBTQ+ youth once again have a safe space to connect, learn and grow!

Impact & Reach

True Colors SOGICon attracts attendees from across the country!*



2,600

LGBTQIA+ Youth

LGBTQIA+ youth from across the nation can explore their identities, learn from inspiring speakers, and participate in engaging workshops tailored to their needs and interests.

950

Professionals

Professionals dedicated to supporting and advocating for LGBTQIA+ youth. From educators to healthcare providers, social workers to community leaders, clinicians to clergy, these professionals gather to share best practices, network, and collaborate on innovative solutions to the challenges facing LGBTQIA+ youth today.

450

Families, Friends, and Allies

Families and allies who stand in solidarity with LGBTQIA+ youth. This diverse group of supporters, as attendees or chaperones, plays a crucial role in fostering an inclusive and affirming environment.

***Numbers and statements based on historical attendance records**

Event Information



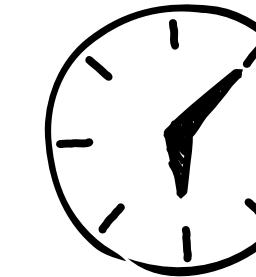
Location

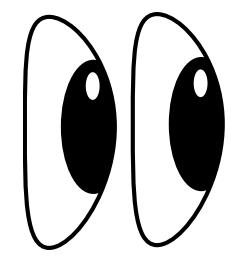
University of Connecticut (UCONN)
Storrs Campus
2132 Hillside Road, Storrs, CT, 06268



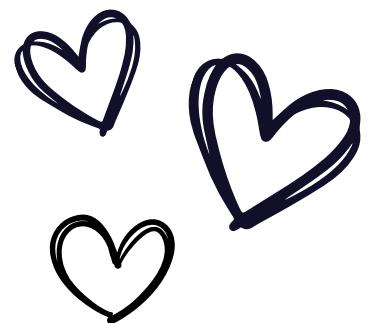
When

Thursday, March 19: Best Practices Institutes
Friday, March 20, 2026: SOGIecon Conference





YOU'RE
WELCOME!



Enhance Brand Visibility

Align your brand with a respected and impactful event. Gain exposure to a diverse audience of over 3,000 attendees, including youth, families, allies, and professionals. Your brand will be prominently featured in all conference materials, enhancing your visibility and reputation as a champion for LGBTQIA+ rights.

Drive CSR

Demonstrate your organization's commitment to corporate social responsibility. Supporting True Colors SOGICon showcases your dedication to inclusivity, diversity, and community support, strengthening your corporate values and enhancing your public image – especially important in this climate.

Support a Vital Cause

In a time when over 850 anti-LGBTQIA+ bills have been proposed or passed (39 right here in CT), your support is more crucial than ever. By sponsoring, you are standing up for equality, affirming the rights of LGBTQIA+ youth, and contributing to a safer, more inclusive society.

Create Lasting Change

Your sponsorship helps fund vital programs and services that support LGBTQIA+ youth year-round. From educational workshops to mental health resources, your contribution ensures these young individuals have the tools they need to thrive and succeed.



Why Sponsor?

Sponsoring True Colors SOGICon goes beyond supporting a single event; it amplifies your impact, aligns your brand with a vital cause, and fosters community connections.

Sponsorship Tiers

Our sponsorship tiers are designed to provide meaningful benefits and recognition for your generous contributions. Explore the various sponsorship levels and find the perfect fit for your organization.



*NOTE: Sponsorships can include a combination of cash and in-kind contributions. In-kind contributions will be accepted according to the needs of SOGIEcon.

\$50,000

Empowered By Sponsor

\$15,000

Premium Sponsor

\$10,000

Platinum Sponsor

\$7,500

Diamond Sponsor

\$5,000

Gold Sponsor

\$3,500

Silver Sponsor

\$2,500

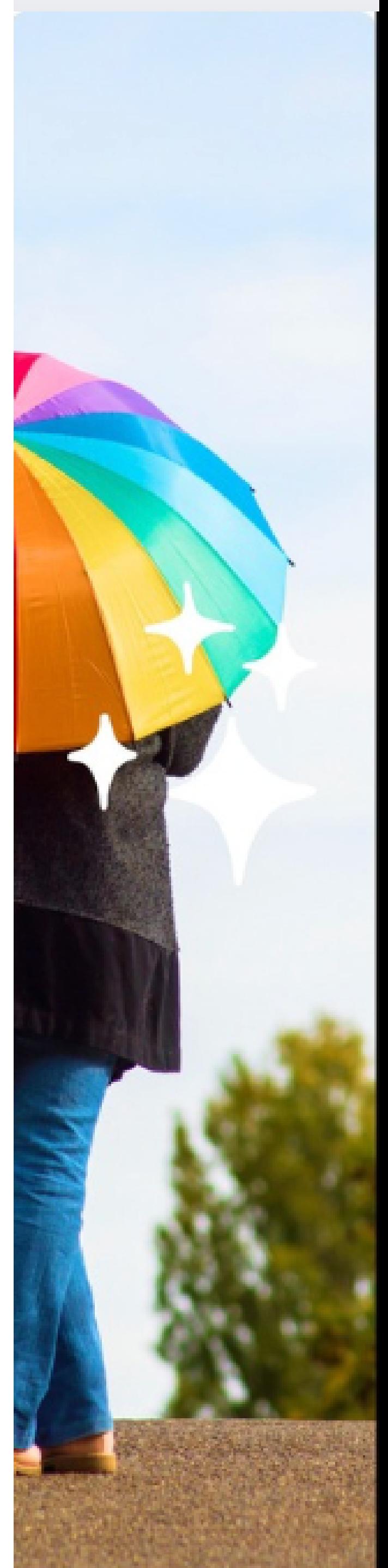
Bronze Sponsor

\$1,500

Community Sponsor

Sponsorshop Tiers

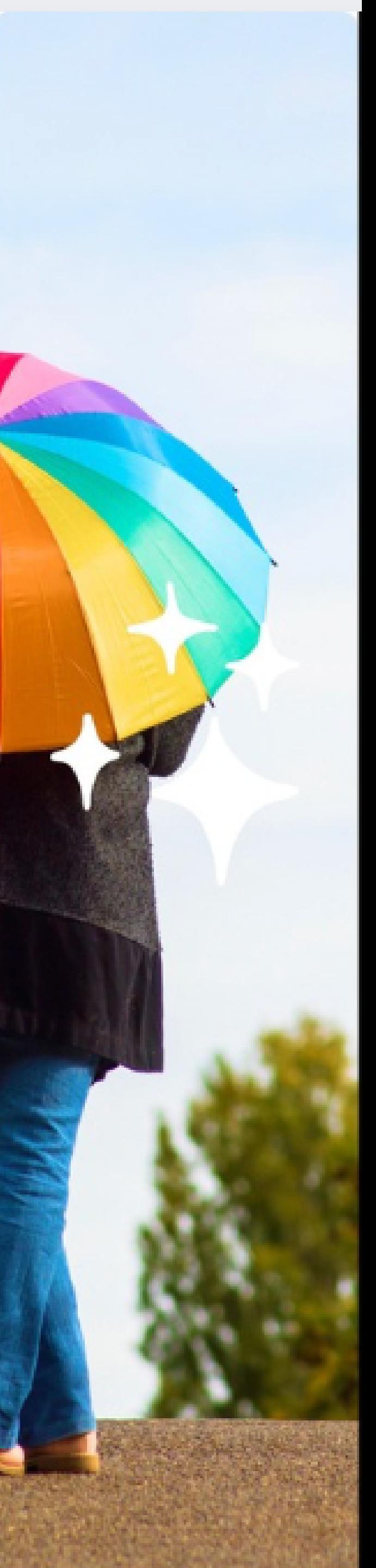
- Prominent logo placement designated as ‘Empowered By’ at the main entrance, conference buildings, and breakout rooms
- All media in all outlets will feature your logo as the Empowered by Sponsor on the main page (including press releases, Facebook postings, Linked in, Instagram, Tik Tok, The Health Collective Website, etc.)
- Your logo is prominently displayed on all media, conference signage, and as a banner on each page of the conference app
- Prominent logo and backlink on both Health Collective and conference webpages for a year.
- Full-page ad in digital guide with front placement
- Featured speaking opportunity during the opening ceremony.
- Prominent mention in **ALL** media interviews, press releases, and promotional materials.
- Logo and link on Health Collective and conference donation pages with a special thank you.
- Special recognition and VIP access at the event, including reserved seating and exclusive networking opportunities.
- 10 all-inclusive access “professionals” tickets with VIP lanyards, and half-off any additional tickets.
- Vendor space in “resource room.”
- Empowered BY sponsors will have a conference building named after them for the duration of the event



Empowered By Sponsor \$50,000

Sponsorshop Tiers

- Prominent logo placement designated as “Premier Sponsor” title at the main entrance, auditorium, and all breakout rooms
- Prominent logo and backlink on both Health Collective and conference web pages for a year.
- Full page ad in digital guide with front placement
- Featured speaking opportunity during the opening ceremony
- Prominent mention in ALL media interviews, press releases, and promotional materials
- Logo and link on Health Collective and conference donation pages with a special thank you
- Special recognition and VIP access at the event, including reserved seating and exclusive networking opportunities
- 10 all-inclusive access “professionals” tickets with VIP lanyards, and half-off any additional tickets
- Vendor space in “resource room”



**Premier
Sponsor**
\$15,000

Platinum Sponsor

\$10,000



- Logo and backlink on both the Health Collective and conference web pages for a year
- Prominent logo placement at the main entrance area, auditorium, and all breakout rooms
- Full-page ad in the digital guide
- Featured speaking opportunity during one of the main conference touch points
- Mention in press releases and promotional materials
- Logo and link on the conference donation page with a special thank-you note
- Special recognition and VIP access at the event, including reserved seating and exclusive networking opportunities
- Eight all-inclusive access “professionals” tickets with VIP lanyards, and half off any additional tickets
- Vendor space in the “resource room”

Sponsorshop Tiers

- Logo and backlink on conference web page for a year
- Logo placement at the main entrance area, auditorium, and all breakout rooms
- Half-page ad in the digital guide
- Featured speaking slot in one of the prominent breakout sessions
- Mention in select press releases and promotional materials
- Logo and link on the conference donation page
- VIP access at the event, including reserved seating and exclusive networking opportunities
- Five all-inclusive access “professionals” tickets with VIP lanyards, and 25% off any additional tickets
- Vendor space in the “resource room”



Diamond Sponsor

\$7,500

Gold Sponsor

\$5,000



- Logo and backlink on conference web page for six months
- Logo placement at the main entrance area
- Half-page ad in the digital guide
- Opportunity to introduce one of the prominent breakout sessions
- Mention in select promotional materials
- Logo and link on the conference donation page
- Three all-inclusive access “professionals” tickets and 20% off any additional tickets
- Vendor space in the “resource room”

Sponsorshop Tiers

- Logo on conference web page for six months
- Logo at the main entrance area
- Quarter-page ad in the digital guide
- Opportunity to introduce a breakout room
- Text name on the conference donation page
- Two all-inclusive access “professionals” tickets, and 15% off any additional tickets
- Vendor space in the “resource room”



Silver Sponsor

\$3,500

Bronze Sponsor

\$2,500

- Logo on conference web page for six months
- Text name at the main entrance area
- Text name in the sponsor section of the digital guide
- Text name on the conference donation page
- Two all-inclusive access “professionals” tickets
- Vendor space in the “resource room”



Sponsorshop Tiers

Community Sponsor

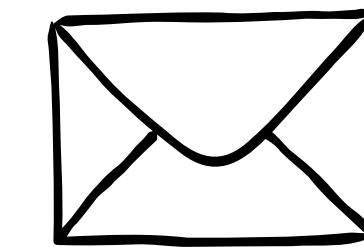
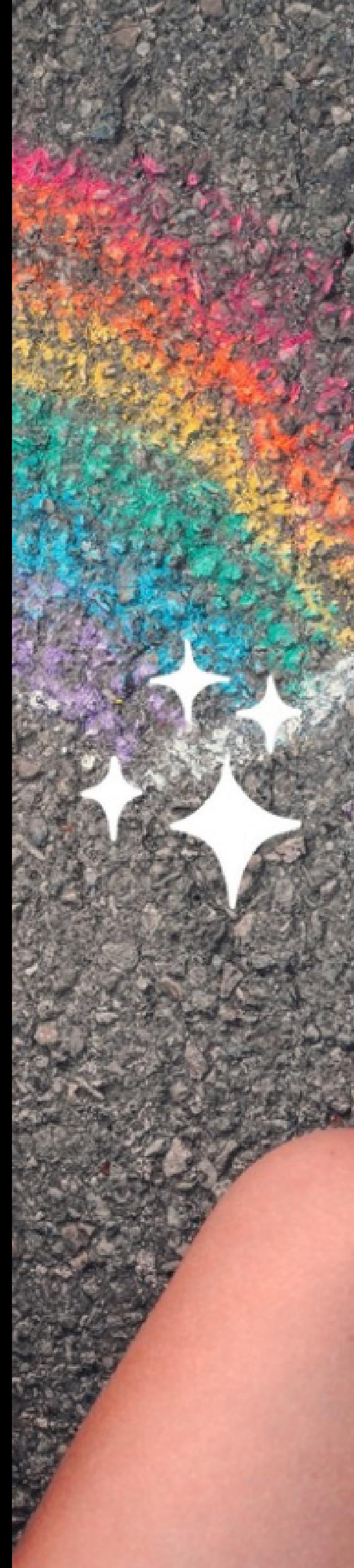
\$1,500

- Logo on conference web page for six months
- Text name at the main entrance area
- Text name in the sponsor section of the digital guide
- Text name on the conference donation page
- One all-inclusive access “professionals” ticket
- Vendor space in the “resource room”



Contact Us

Interested in sponsoring the 2026 True Colors SOGICon, or have any questions?



Email Address

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Telephone Number

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