Empowering women makes workplaces stronger.

Together, we can champion diverse talent and create equal opportunity for all.

Strong workplaces—and a strong society—depend on the talents of working women. Join companies across the country in celebrating the contributions of working women and recognizing that gender and racial equality is critical for responsible, socially just companies who want to perform at the highest level. Equal pay for equal work is an important part of that equation. Robust pay equity practices attract great job candidates, boost employee commitment, and inspire consumer support.

The Equal Pay Today coalition (a project of Equal Rights Advocates) ensures that women and men have the same opportunities and are paid fairly for their work. With our dedicated and diverse partners nationwide, we support working families by prioritizing the needs of Black, Latinx, Asian, and Native women who experience pay discrimination and occupational segregation at disproportionately high rates. These women and their families deserve and need strong fair pay policies. Through public awareness campaigns like our series of Equal Pay Days for Black Women, Latina, AAPI, and Native women, we’re committed to changing the public conversation about equal pay—and helping women thrive in every field.

Join our Equal Pay Day conversations by participating in an Equal Pay Day of Action or by sponsoring this annual campaign that showcases great companies that are committed to fair pay. Let’s make the workplace work for everyone! Together, we can celebrate the talented women, strengthen our workplaces, and create a future that values ALL of us.
Let's change the conversation about equal pay.

Join Us

We seek partners for the following 2021 awareness-raising opportunities:

May 5: Mom’s Equal Pay Day
This day in May marks the extra amount of time mothers must work into the year to catch up to what white, non-Hispanic fathers make in the previous year. For every $1 paid to white, non-Hispanic fathers, Latinx mothers are paid 46 cents, Native American mothers are paid 50 cents, Black mothers are paid 52 cents, White, non-Hispanic mothers are paid 71 cents, and AAPI mothers are paid 90 cents.
- 2020 #MomEqualPayDay Twitter Reach: 5.01 million

August 3: Black Women’s Equal Pay Day
The average U.S. Black woman has to work until August of the following year just to catch up with what the average white, non-Hispanic man was paid the year before. Over the course of a 40-year career, that adds up to almost $1 million stolen by discrimination. Based on ACS Census data, Black women will earn an average of 63 cents for every $1 paid to non-Hispanic white men in 2021.
- 2020 #BlackWomensEqualPay Day Twitter Reach: 47.01 million

September 8: Native Women’s Equal Pay Day
Native women are paid approximately 60 cents per every dollar paid to white, non-Hispanic men (based on 2019 data). Following a long history of occupational segregation and the devaluing of Native women’s work, the average Native woman must work 20 months to earn what the average white man earns in 12.
- 2020 #NativeWomensEqualPay Day Twitter Reach: 46.2 million

October 21: Latina Equal Pay Day
Latina Equal Pay Day marks the day when the earnings of the average U.S. Latina worker finally catches up to that of the average white, non-Hispanic woman from the previous year. Latinas typically earn only 55 cents for every dollar earned by white, non-Hispanic men. Latina Equal Pay Day is our last observance of the year, because Latinas must work nearly 23 months to earn what white men earn in 12—a larger wage gap than any other demographic. This disparity hurts not only Latinas, but also the families and communities they support.
- 2020 #LatinaEqualPayDay Twitter Reach: 21.68 million

Upcoming 2021 Dates To Be Determined: LGBTQ+, Women with Disabilities, Immigrants
For the first time this year, we’re marking Equal Pay Days for LGBTQ+ individuals, women with disabilities, and immigrants—workers whose experiences of pay inequity tend not to be tracked adequately in census data. Dates and statistics relevant to these demographics are to be determined.

Upcoming 2022 Dates To Be Determined: AAPI Women’s Equal Pay Day, All Women’s Equal Pay Day
The average Asian American/Pacific Islander woman in the U.S. is paid 87 cents for every $1 paid to her white, non-Hispanic male counterparts, losing hundreds of thousands of dollars over a 40-year career. Even within high-paying fields, Asian women are paid less than their male coworkers. And for some AAPI communities, the wage gap is far greater: Vietnamese women are paid an average 67 cents on the dollar, Hmong women 61 cents, and Burmese women only 52 cents, making these women some of the lowest-paid people in the nation.
- 2021 #AAPIEqualPayDay Twitter Reach: 16.56 million

Women’s Equal Pay Day marks the day when the average U.S. woman finally catches up to what the average U.S. man earned in the year before. In other words, it takes women 15 months to earn what a man is paid in 12. In terms of a typical 9 to 5 workday, women start working for free at 2:40 p.m.
- 2021 #EqualPayDay Twitter Reach: 976.51 million

Contact Us:
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swilliams@equalrights.org

www.EqualRights.org
<table>
<thead>
<tr>
<th>Recognition</th>
<th>Presenting $100,000</th>
<th>Title $50,000</th>
<th>Platinum $25,000</th>
<th>Gold $10,000</th>
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<tr>
<td>Year-long visibility as corporate event partner</td>
<td>X</td>
<td>X</td>
<td>X</td>
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<tr>
<td>Day-of visibility as corporate event partner (1 Equal Pay Day)</td>
<td>X</td>
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<tr>
<td>Topmost recognition &amp; brand visibility across all promotions and social media (5 events)</td>
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<tr>
<td>Recognition &amp; brand visibility across all promotions and social media (5 events)</td>
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<td>X</td>
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<td>Recognition &amp; visibility as a corporate partner across all promotions &amp; social media for 1 ERA Equal Pay Day Event</td>
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<td>Opportunity to speak at 1 EPD program of choice to showcase your company’s commitment to workplace justice &amp; equality</td>
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<td>Presentation in-house to Sponsor company staff for 1 EPD event</td>
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<td>Verbal recognition during 5 EPD events in 2021</td>
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<td>Company logo featured on ERA website</td>
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<td>Inclusion in event Press announcements</td>
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<td>Option to provide branded items to event participants</td>
<td>X</td>
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</table>
Black Women's Equal Pay Day: 47.01 million reach

Native Women's Equal Pay Day: 46.2 million reach
AAPI Women's Equal Pay Day:
16.56 million reach

Equal Pay Days in 2021

All Women's Equal Pay Day:
976.51 million reach