

# Bursting Through

## Allyship Activation

**nglcc**   
Certified LGBT  
Business Enterprise®

**VC** VEGAS  
CHAMBER™  
PROUD MEMBER

**Did you know?** 55% of the adult US population identify as LGBTQ+ supporters.

---

**And...** the percentage of US adults who self identify as gay, bisexual, transgender or something other than heterosexual has increased to 7.1%.

---

**Yet...** anti-LGBTQ+ mobilization has significantly increased in recent years. Legislation targeting LGBTQ+ rights more than doubled in 2023 and 26 states now have book bans in place banning books with a LGBTQ+ people or themes.

---

**So...** anti-LGBTQIA+ rhetoric, violence and legislation at the state level are on the rise even though the LGBTQ+ community is growing and some federal protections have been put in place.

---

**WHY?** Because, we (Allies and the LGBTQ+ Community) are not as visible and verbal as the LGBTQ+ hate movement.

# WHY ARE WE LESS VISIBLE?

---

## HATE IS ORGANIZED.

Hate groups are grassroots, highly organized and constantly taking action. They have won significant battles at all levels of American government and society - from local school boards to the federal courts.

We (Allies and the Queer Community) are not as organized and actionable. We tend to rely too heavily on huge political organizations like HRC and PFLAG to do the heavy lifting, counteract the hate and solve the problem.

**WE CAN AND WILL CHANGE THAT.**

# HOW DOES THE ACTIVATION WORK?

---

The Bursting Through Allyship Activation provides a simple, straightforward statistic and asks one powerful question.

The answers to that question create connection, open up meaningful dialogue and offer your organization insight into responders beliefs and values.

---

**Having the Activation in your location positions your organization as a community leader and shows you value:**

- **Allyship and inclusiveness**
- **What people have to say**
- **Social change**

# THE QUESTION AND ANSWERS LOOK LIKE:



**What does allyship mean to you?**

---

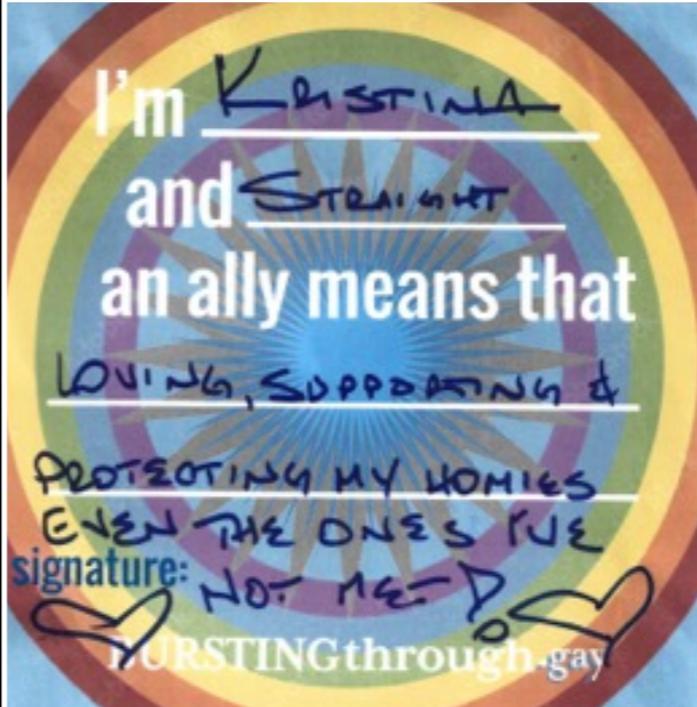
**55% of the adult US population self-identify as LGBTQ+ allies and 7.1% self-identify as LGBTQ+**

**If you're straight, what does being an ally mean to you?**

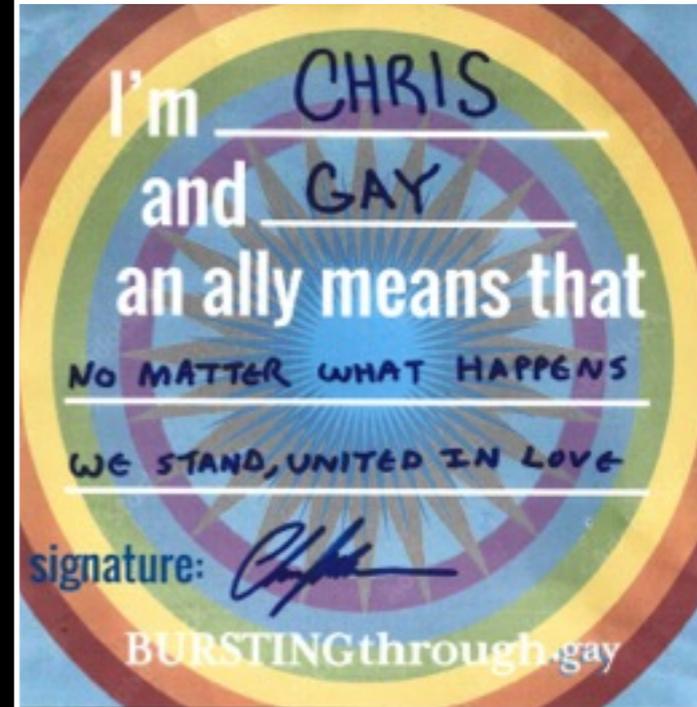
**If you're LGBTQ+, what does having an ally mean to you?**

---

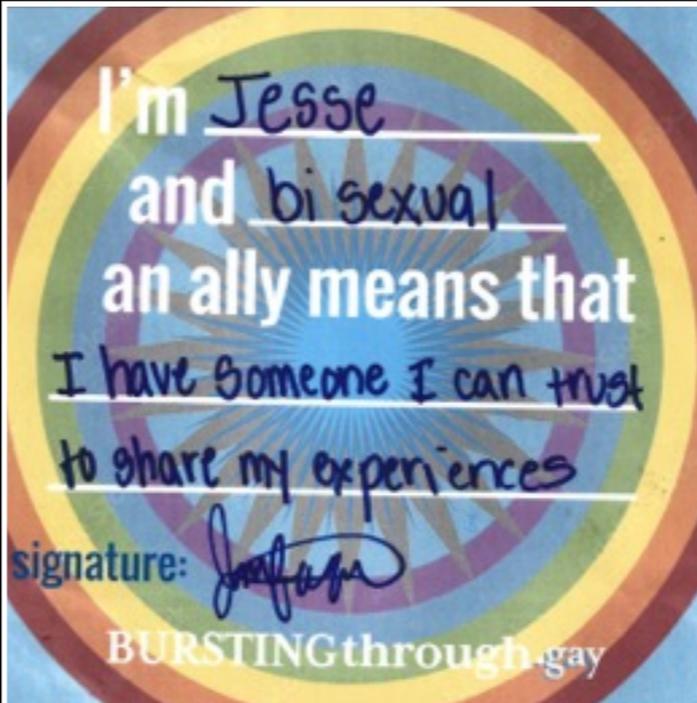
Share your message of allyship with us and on your social media.  
**#burstingthrough**



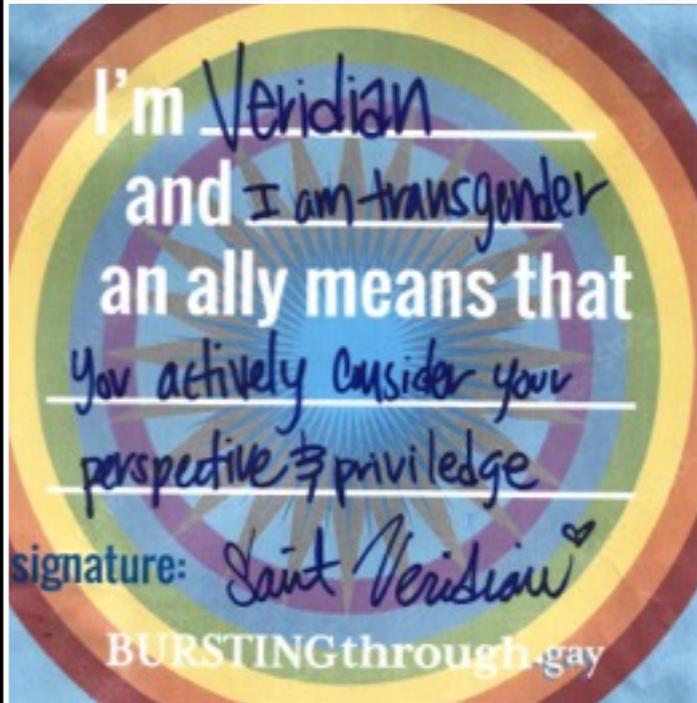
I'm KRISTINA  
and STRAIGHT  
an ally means that  
LOVING, SUPPORTING &  
PROTECTING MY HOMIES  
EVEN THE ONES IVE  
signature: NO. NEED  
BURSTINGthrough.gay



I'm CHRIS  
and GAY  
an ally means that  
NO MATTER WHAT HAPPENS  
WE STAND, UNITED IN LOVE  
signature: Chris  
BURSTINGthrough.gay

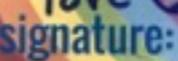


I'm Jesse  
and bi sexual  
an ally means that  
I have someone I can trust  
to share my experiences  
signature: Jesse  
BURSTINGthrough.gay



I'm Veridian  
and I am transgender  
an ally means that  
You actively consider your  
perspective & privilege  
signature: Saint Veridian  
BURSTINGthrough.gay

I'm ALYSSA  
 and BI AF  
 an ally means that  
 YOU BE THE SAFE <sup>SPACE</sup> YOU NEEDED  
 @ THE START OF YOUR JOURNEY  
 signature:   
 BURSTINGthrough.gay

I'm Emma  
 and Straight  
 an ally means that  
 I will support you  
 no matter what my  
 love   
 signature:   
 BURSTINGthrough.gay

I'm Kiara  
 and BISEXUAL  
 an ally means that  
 you open educate yourself  
 + are open + loving to everyone  
 signature: Kiara  
 BURSTINGthrough.gay

I'm Aaron  
 and I'm gay  
 an ally means that  
 feeling loved + supported  
 by my friends + family  
 signature:   
 BURSTINGthrough.gay

I'm Nora  
 and Abro  
 an ally means that  
 just be ok with whoever  
 your friend is happy with  
 signature:   
 BURSTINGthrough.gay

I'm KRISTINA  
 and STRAIGHT  
 an ally means that  
 LOVING, SUPPORTING &  
 PROTECTING MY HOMIES  
 EVEN THE ONES IVE  
 signature: NOT ME   
 BURSTINGthrough.gay

# THE IMPACT!



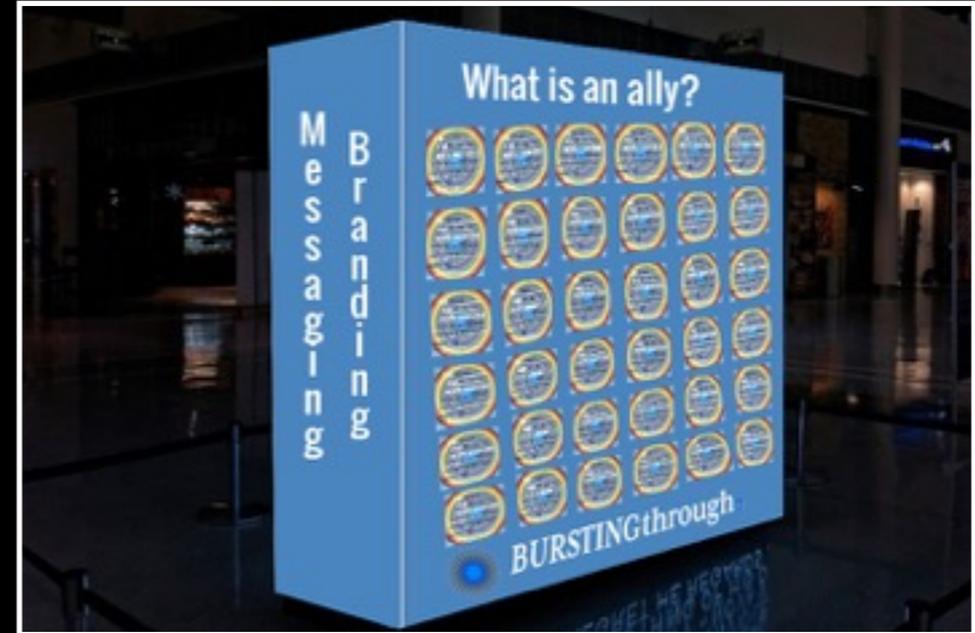
# WHY INSTALL AN ALLYSHIP ACTIVATION?

---

Installing Bursting Through's Allyship Activation at your location will:

- Create social change and build community through direct engagement
- Increase a sense of belonging and welcome for Allies and LGBTQ+ guests.
- Show your commitment to sustainable equality for the LGBTQ+ community.
- Create customer loyalty.
- Give your guests and team an opportunity to join the conversation and let their voices be heard.
- Further your commitment to diversity and inclusion.

# EXECUTION OPTIONS.



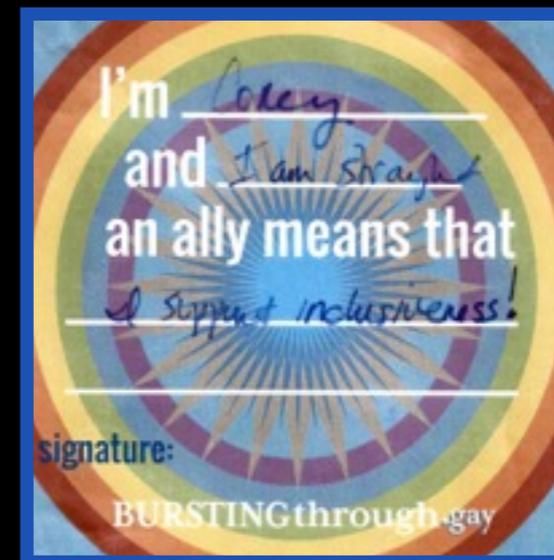


**Corey Fagan**

**This activation is truly powerful. I am honored to have Bursting Through and Steve Petersen at First Friday to help create positive conversations and critical thought processes.**

At First Friday Las Vegas, we spend a lot of time talking to our guests about the businesses we invite to be a part of the art community and our event. Every person we talk to about Bursting Through has had a wonderful experience interacting with Bursting Through. I have been drawn into the experience myself and have personally left a message.

I have also witnessed many people stopping at the Bursting Through space and having an authentic emotional experience while reading and discussing the messages left by others. I look forward to Bursting Through creating experiences like this in other venues and continuing to gather and share these powerful messages.



**Corey Fagan, Executive Director First Friday Foundation, Las Vegas**

# **Bursting Through is a Social Justice Movement for Allies and the Queer Community.**

**Our mission is to help create sustainable equality  
and safety for the Queer community.**

**Our method is storytelling.**

**Through storytelling, we have created a safe space for  
Allies and the Queer Community to come together on a  
balanced platform where everyone's story is valued.**

**Social responsibility and creating the world  
we want to live in is not just something we say,  
it is something we do.**

**When purpose driven companies  
and people come together,  
we can and will be the  
change we have always wanted to see.**

# CONTACT

---



Steve Petersen

**Schedule a 30- Minute  
Discovery Call with Steve.**

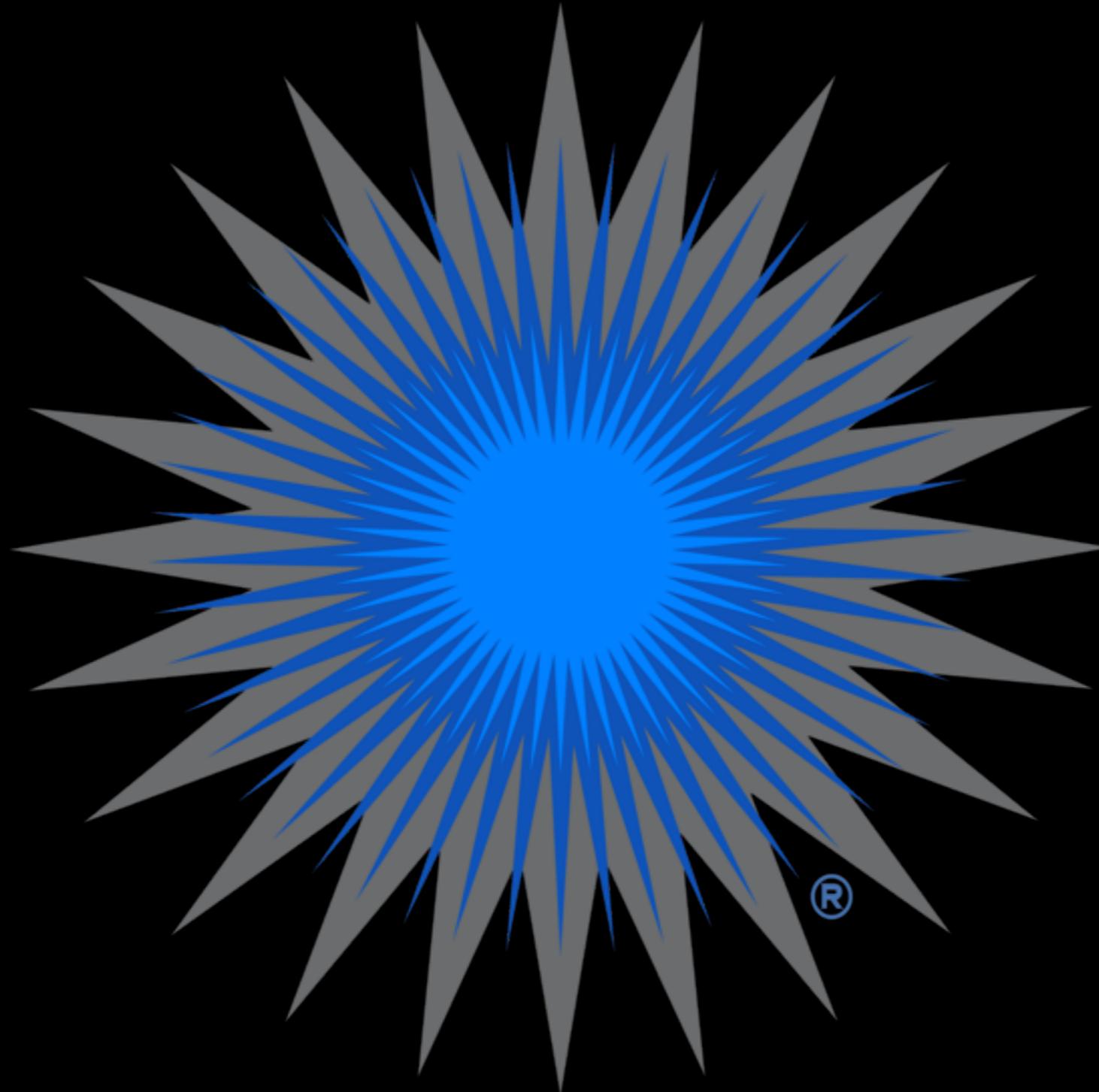
**Email:** [Steve@burstingthrough.gay](mailto:Steve@burstingthrough.gay)

**Phone:** 515-554-1132

---

**BURSTING through® LLC**





**Thank you!**