

# DiversityInc

## DiversityInc Title Event Sponsorship



### How Leadership Expresses Diversity Commitment

is the focus of DiversityInc's second major event, which will be held on Nov. 2–3 in New York, exclusively for chief diversity officers and senior executives from major corporations. There will be two days of high-level talks by leadership and organizational-development experts followed by facilitated discussions with the chief diversity officers. A gala dinner on the evening of Nov. 2 will feature our new awards to individual companies:

- DiversityInc Top Company for Talent Pipeline
- DiversityInc Top Company for Executive Development
- DiversityInc Top Company for Working Families
- DiversityInc Top Company for Employee-Resource Groups
- DiversityInc Top Company for Generational Communication
- DiversityInc Top Company for Community Development
- DiversityInc Top Company for Global Cultural Competence

### What Type of Exposure Does Your Company Get With a Title Sponsorship?

#### \$75K Title Sponsorship

SPONSORSHIP COMPONENTS	AUDIENCE	REACH	VALUE
Three (3) daytime event tickets	Senior execs, CEOs & CDOs	125 attendees	\$15,000
Three (3) gala dinner tickets	Senior execs, CEOs & CDOs	250 attendees	\$3,000
Company logo on all signage and printed materials at the daytime conference	Senior execs, CEOs & CDOs	125 attendees	\$15,000
Company logo displayed prominently on all dinner signage and printed materials	Senior execs, CEOs & CDOs	250 attendees	\$35,000
Logo included on all learning session and dinner web ads on DiversityInc.com and DiversityIncBestPractices.com	DiversityInc.com and DiversityIncBestPractices.com	12 million impressions	\$35,000
▶ Logo on two (2) house ads promoting the November event	<i>DiversityInc</i> magazine	341,000 subscribers	\$25,000
▶ Logo included on event-attendee padfolio	Senior execs, CEOs & CDOs	125 attendees	\$10,000
▶ Company name and logo included on all event e-mail campaigns	Senior execs, CEOs and CDOs	10,000 impressions	\$25,000
▶ Logo on post-event best-practices report	Senior execs, CEOs & CDOs	125 attendees	\$25,000
▶ Logo included on DiversityInc.com event recap pages and highlight video pages	DiversityInc.com	12 million impressions	\$35,000
<b>Total Value</b>			<b>\$223,000</b>

#### \$30K Gala Sponsorship

SPONSORSHIP COMPONENTS	AUDIENCE	REACH	VALUE
One (1) daytime event ticket	Senior execs, CEOs & CDOs	125 attendees	\$5,000
Three (3) gala dinner tickets	Senior execs, CEOs & CDOs	250 attendees	\$3,000
Company logo displayed on all dinner signage and printed materials	Senior execs, CEOs & CDOs	250 attendees	\$15,000
Company logo displayed prominently on your dinner table	Senior execs, CEOs & CDOs	250 attendees	\$10,000
Logo included on dinner-only web ads on DiversityInc.com and DiversityIncBestPractices.com	DiversityInc.com and DiversityIncBestPractices.com	12 million impressions	\$35,000
<b>Total Value</b>			<b>\$68,000</b>

We are proud to announce that Johnson & Johnson, Kraft Foods, Southern Company, Wal-Mart Stores and Sodexo have already signed up as sponsors of this event. For \$75,000, your company receives \$223,000 worth of promotion and the ability to brand in a venue exclusive to the most progressive companies.

#### EVENT SPONSORS

