

DiversityInc



DiversityInc Title 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 & 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
Total Value			\$223,000

We are proud to announce that Marriott, Johnson & Johnson, Kraft Foods, Southern Company, Wal-Mart Stores Marriott, KPMG 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.

P.S. Here is what senior diversity leaders at major corporations said about the March event:

“Most speakers were a homerun in that their views and opinions were insightful. The format and table discussions were superb—great interaction with the other participants.”
Geri Thomas, chief diversity officer for Bank of America

“It was intellectually stimulating and challenging. It included some of the best minds in the country and speakers addressing economics, marketing, social and civil-rights issues, to name a few.”
Raymond Arroyo, chief diversity officer for Aetna

“The most memorable part of the day for me was the powerful stories that reminded me that despite all of the gains we have made with respect to diversity and inclusion...we still have so much to do as CDOs to address fundamental issues of oppression, inclusion and equality.”

Deborah Dagit, vice president and chief diversity officer for Merck & Co.

TITLE SPONSORS



DINNER SPONSORS

