

NC  chamber



Workplace Diversity & Inclusion Conference

JUNE 13, 2019 | DURHAM, NC

MARKETING OPPORTUNITIES

Workplace Diversity & Inclusion Conference



June 13, 2019 | Sheraton Imperial Hotel and Convention Center | Durham, NC

2017 marked the NC Chamber’s inaugural Workplace Diversity & Inclusion Conference, and it has quickly become one of the Chamber’s most anticipated events. This timely, information-packed program covers topics such as recruiting for diversity; fostering a culture of inclusion; data-driven evaluation of D&I initiatives; unconscious bias, and more. Content will be valuable for a wide range of organizations and attendees, ranging from the young professional to seasoned executive. Seats and sponsorships are expected to sell out quickly for this event.

“This was an excellent use of my time. My eyes have been opened to a new understanding of diversity.”

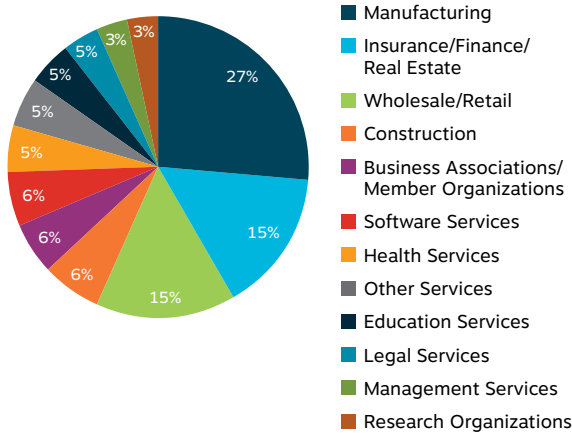
“This event gave me tools to be a champion at work. I look forward to the opportunities for future interaction with the speakers provided to advance diversity and inclusion at my company.”

Rich Kelly, BD Technologies & Innovation

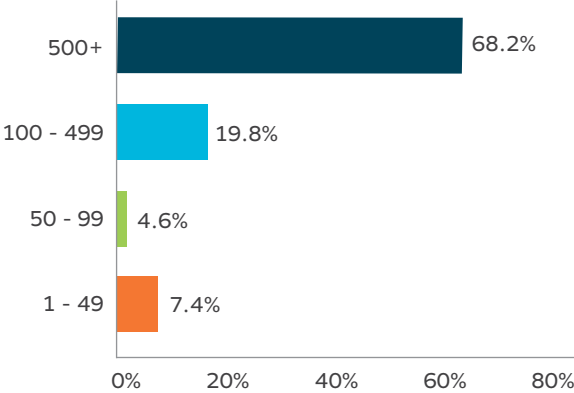
Attendees by Title

| | |
|----------------------|-------|
| Coordinator | 6.9% |
| C-Suite | 4.4% |
| Manager | 35.0% |
| Partner | 4.4% |
| President | 1.9% |
| Specialist/Associate | 8.1% |
| Vice President | 13.8% |
| Other | 25.6% |

Attendees by Industry



Employer Size



PRESENTING (SOLD)
\$15,000
CO-SPONSOR
\$7,500
GOLD
\$5,000
SILVER
\$3,000
BRONZE
\$2,000
EXHIBITOR
\$1,000

| | PRESENTING (SOLD) \$15,000 | CO-SPONSOR \$7,500 | GOLD \$5,000 | SILVER \$3,000 | BRONZE \$2,000 | EXHIBITOR \$1,000 |
|--|-------------------------------|-----------------------|-----------------|-------------------|-------------------|----------------------|
| Event registrations/seats included | 25 | 15 | 10 | 7 | 4 | 2 |
| Customized ROI report detailing the reach of your marketing benefits, delivered post-event | ● | ● | ● | ● | ● | ● |
| List of attendees, including name, title and company (provided the day before the event) | ● | ● | ● | ● | ● | ● |
| NC Chamber to post confirmation of sponsor's involvement to social media accounts, which garner more than 1 million impressions for this event, on average | ● | ● | ● | ● | ● | ● |
| Company logo or listing (contingent on level) on event sponsor sign, program and webpage | ● | ● | ● | ● | ● | ● |
| Link to company landing page placed on the NC Chamber event page | ● | ● | ● | ● | | |
| Dedicated PowerPoint slide (provided by sponsor) added to rolling presentation shown during breaks/intermission | ● | ● | ● | | | |
| Company listing on all event promotional materials, including email blasts and press releases | ● | ● | | | | |
| First right of refusal to sponsor in 2020, must be confirmed within 90 days after 2018 event | ● | ● | | | | |
| Web banner (provided by sponsor) with link to company landing page incorporated into promotional email sent to prospective/past event attendees | ● | ● | | | | |
| Dedicated email blast (provided by sponsor) sent to past, present and prospective attendees | ● | ● | | | | |
| Sponsor can contribute to NC Chamber LinkedIn and NC Chamber website. Content subject to NC Chamber approval. | ● | ● | | | | |
| 60-second commercial spot (provided by sponsor) played during the event | ● | | | | | |
| Full-page print ad in the event program, placed as back cover | ● | | | | | |
| Prominently displayed pop-up banner (provided by sponsor) at the event | ● | | | | | |
| Opportunity to distribute promotional materials to attendees | ● | | | | | |
| Opportunity to give welcome/introduction remarks | ● | | | | | |
| Table top exhibit space | | | | | | ● |

I. Contact Information

First Name _____ Last Name _____
Company Name _____
Company Website _____ Company Phone _____
Phone _____ Cell Phone _____
Email _____ Fax _____

II. Sponsorship Levels

- | | |
|--|--|
| <input type="checkbox"/> Presenting – \$15,000 (sold) | <input type="checkbox"/> Silver – \$3,000 |
| <input type="checkbox"/> Co-Sponsor – \$7,500 | <input type="checkbox"/> Bronze – \$2,000 |
| <input type="checkbox"/> Gold – \$5,000 | <input type="checkbox"/> Exhibitor – \$1,000 |

III. Payment Information

Payment Type: (All payments are non-refundable)

- Visa
- Mastercard
- American Express
- Check (Payable to North Carolina Chamber)

Send Check to:

NC Chamber
701 Corporate Center Drive, Suite 400
Raleigh, NC 27607

Please charge my card \$ _____
Account Number _____
Sec. Code _____ Exp Date _____ (mm/yy) _____
Cardholder's Name _____
Signature _____
Cardholder's Address _____
City _____ State _____ Zip _____

Please send completed document to:
Beth Shore, Vice President of Business Development – bshore@ncchamber.com
or Angela Sutton, Events Sponsorship Manager – asutton@ncchamber.com