

The background of the entire page is a photograph of four diverse professionals in a meeting. A woman with curly hair is on the left, a woman with blonde hair is in the center, and a man with a beard is on the right. They are all smiling and looking towards the center. The image is overlaid with a teal-to-purple gradient.

NC  Chamber

# Workplace Diversity & Inclusion Conference

JUNE 2020 | DURHAM, NC

MARKETING OPPORTUNITIES

# Workplace Diversity & Inclusion Conference



June 2020 | 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 belonging; 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.

**"The NC Chamber's 2019 Workplace Diversity & Inclusion Conference offers inspirational speakers, excellent networking opportunities, and tangible strategies to advance equity, diversity and inclusion in your workplace for the betterment of companies and the world."**

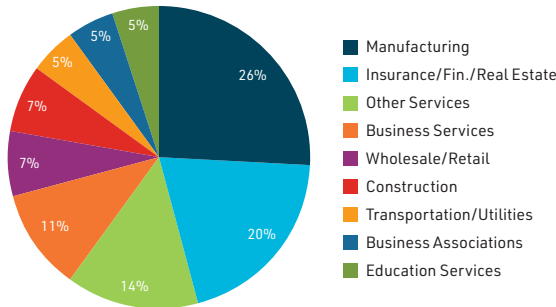
**Katherine Turner**  
President  
Global Citizen LLC Consulting

## Attendees by Title

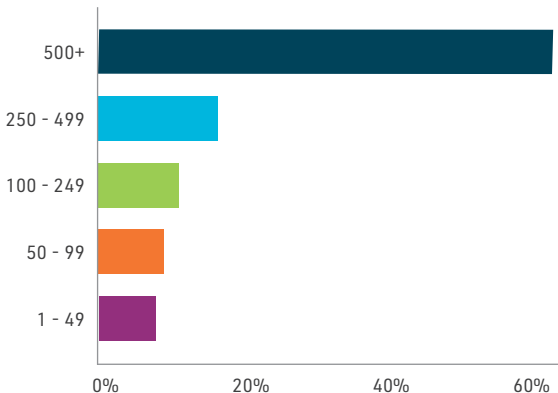
Coordinator/Analyst	29%
Manager	29%
Director	16%
Vice President	11%
C-Suite/Chair	7%
Senior Level	6%
President/CEO	2%

Categories are not mutually exclusive.

## Attendees by Industry



## Employer Size



	PRESENTING \$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 2021, must be confirmed within 90 days after 2020 event	●	●				
Web banner (provided by sponsor) with link to company landing page incorporated into promotional email sent to prospective/past event attendees	●	●				
Dedicated e-mail blast (provided by sponsor) sent to attendees. Content may also be published 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 | <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](mailto:bshore@ncchamber.com)  
or Angela Sutton, Events Sponsorship Manager – [asutton@ncchamber.com](mailto:asutton@ncchamber.com)