



NC Chamber

WORKPLACE **D E i** CONFERENCE

OCTOBER 12, 2022 · CHARLOTTE, NC

MARKETING OPPORTUNITIES

Workplace DEI Conference: Charlotte

October 12, 2022 | Popp Martin Student Union | Charlotte, NC

2019 marked the NC Chamber’s inaugural Workplace DEI Conference in Charlotte, 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 DEI 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.

Expected Attendance: 150

“The conference was engaging and eye-opening for everyone - even the most educated among us. A must-go for NC organizations.”

Briana Rinaldo
Brighthouse Financial

Attendees by Industry

Insurance/Finance/Real Estate	34%
Manufacturing	24%
Business Services	19%
Wholesale/Retail	8%
Educational Institutions	5%
Legal Services	4%
Transportation	3%
Business Associations	3%
Construction	1%

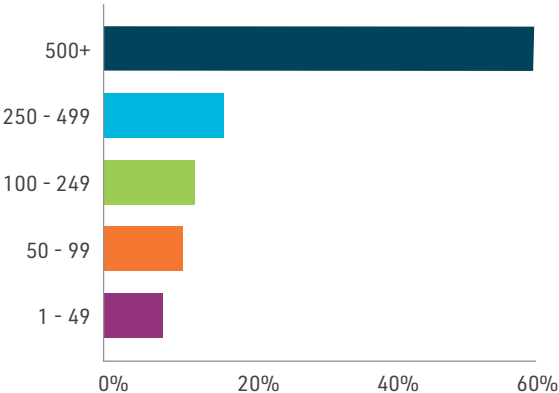
Categories are not mutually exclusive.

Attendees by Title

Director	23%
Specialist/Coordinator/Analyst	21%
Vice President	18%
Manager	18%
Senior Level	11%
C-Suite/President	9%

Categories are not mutually exclusive.

Attendees by Employer Size



Workplace DEI Conference: Charlotte

PRESENTING
\$15,000

CO-SPONSOR
\$7,500

GOLD
\$5,000

SILVER
\$3,000

BRONZE
\$2,000

EXHIBITOR/PATRON
\$1,000

	PRESENTING \$15,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR/PATRON \$1,000
Event registrations/seats included	25	15	10	6	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 2 million impressions, on average	●	●	●	●	●	●
Company logo or listing (contingent on level) on event sponsor sign, event webpage, and in event program	●	●	●	●	●	●
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 2023, must be confirmed within 90 days after 2022 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 past, present and prospective attendees and shared on 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 (exhibitor only)						●

**If this event needs to be held virtually, sponsor benefits will be adjusted accordingly*

I. Contact Information

First Name _____ Last Name _____

Company Name _____

Company Website _____ Company Phone _____

Company Address _____

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 275
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 _____