



**NC Chamber**

**WORKPLACE**



**CONFERENCE**

**JUNE 2023 • TRIANGLE, NC**

**MARKETING OPPORTUNITIES**

# Workplace DEI Conference: Triangle

June 2023 | Triangle

The NC Chamber’s Workplace DEI Conference 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: 300*

**“So grateful that the Chamber is committed to continuing to have these hard conversations and bringing experts in to educate and inform how we can have a workforce that embodies the values that we set for our organizations. This conference included real, authentic, diverse and passionate conversations that everyone (no matter their background) could relate to.”**

**Workplace DEI Conference Attendee**  
*Bank of America*

### Attendees by Industry

Manufacturing	26%
Insurance/Finance/Real Estate	20%
Other Services	14%
Business Services	11%
Wholesale/Retail	7%
Construction	7%
Transportation/Utilities	5%
Business Associations	5%
Education Services	5%

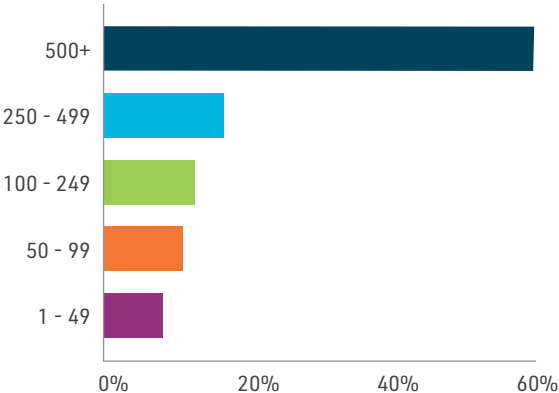
*Categories are not mutually exclusive.*

### 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 Employer Size



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

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**PRESENTING**  
\$15,000

**CO-SPONSOR**  
\$7,500

**GOLD**  
\$5,000

**SILVER**  
\$3,000

**BRONZE**  
\$2,000

**EXHIBITOR OR PATRON**  
\$1,000

	PRESENTING \$15,000	CO-SPONSOR \$7,500	GOLD \$5,000	SILVER \$3,000	BRONZE \$2,000	EXHIBITOR OR 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 2024, must be confirmed within 90 days after 2023 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)						●

## Additional Branding Opportunities Available

**Photowall Sponsor:** wall banner with your logo provides the perfect backdrop for impromptu attendee selfies.

This sponsorship also includes social media recognition and 3 registrations. **Investment: \$2,500**

**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 OR <input type="checkbox"/> Patron – \$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 \_\_\_\_\_