



NC Chamber

WORKPLACE



CONFERENCE

SPRING 2025 • CHARLOTTE, NC

MARKETING OPPORTUNITIES

Workplace DEI Conference: Charlotte

Spring 2025

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: 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%

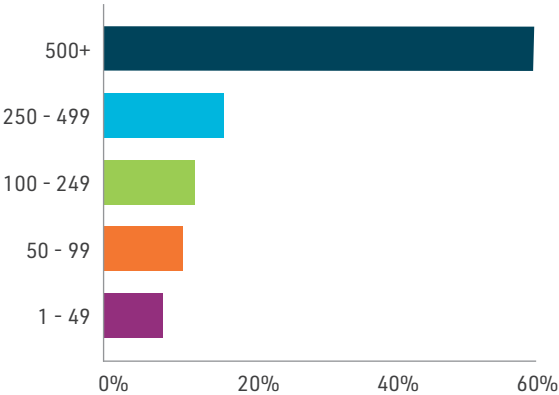
Categories are not mutually exclusive.

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 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
Sponsor 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	●	●	●	●	●	●
Company logo (listing for Exhibitor and Patron) 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 promo email sent to prospective/past event attendees	●	●				
Opportunity to give welcome remarks; 60-second commercial spot (provided by sponsor) played during the event; Full-page print ad placed as back cover of the event program; Prominently displayed pop-up banner (provided by sponsor) at the event	●					
Table top exhibit space (exhibitor only)						●

Keynote Speaker Sponsor

\$5,000 (1 available)
 Slide with logo on the stage screen, stage recognition at speaker introduction, list of attendees, ROI report, company logo included on all event materials (6 seats)

Lunch Sponsor

\$5,000 (1 available)
 Prominent event sign, stage recognition, list of attendees, ROI report, company logo included on event materials (6 seats)

Networking Sponsor

\$5,000 (1 available)
 Prominent event sign, stage recognition, list of attendees, ROI report, company logo included on event materials (6 seats)

Gift Sponsor

\$3,000 (2 available)
 Distribute promotional items on entry gift tables, prominent event sign, list of attendees, ROI report, company logo included on event materials (4 seats)

Photo Wall Sponsor

\$3,000 (1 available)
 8'x8' sign with your logo and event name, list of attendees, ROI report, company logo included on event materials (4 seats)

I. Contact Information

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

II. Sponsorship Levels

- Presenting – \$30,000
- Silver – \$5,000
- Networking – \$5,000
- Bronze – \$2,500
- Co-Sponsor – \$12,500
- Keynote Speaker – \$5,000
- Gift – \$3,000
- Exhibitor – \$1,000
- Gold – \$7,500
- Lunch – \$5,000
- Photo Wall – \$3,000
- 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 _____

Please send completed document to Angela Sutton, Director of Corporate Sponsorships.
asutton@ncchamber.com