



NC Chamber

WORKPLACE



CONFERENCE

NOVEMBER 18, 2024 • DURHAM, NC

MARKETING OPPORTUNITIES

Workplace DEI Conference: Triangle

November 18, 2024

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

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%

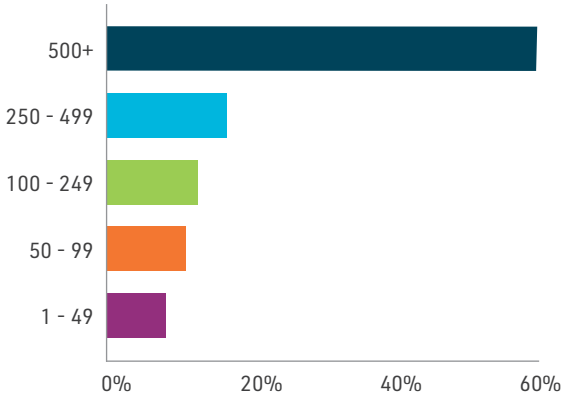
Categories are not mutually exclusive.

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



Workplace DEI Conference: Triangle

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 (5 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 (5 seats)

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 – \$30,000 | <input type="checkbox"/> Silver – \$5,000 | <input type="checkbox"/> Networking – \$5,000 | <input type="checkbox"/> Bronze – \$2,500 |
| <input type="checkbox"/> Co-Sponsor – \$12,500 | <input type="checkbox"/> Keynote Speaker – \$5,000 | <input type="checkbox"/> Gift – \$3,000 | <input type="checkbox"/> Exhibitor – \$1,000 |
| <input type="checkbox"/> Gold – \$7,500 | <input type="checkbox"/> Lunch – \$5,000 | <input type="checkbox"/> Photo Wall – \$3,000 | <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 _____