

COVER

The Society for Diversity Presents
3rd Annual Conference
DIVERSITY 3.0:
INNOVATIONS, STRATEGIES & SKILLS
For Intentional Outcomes

Chicago, IL June 27 – 29, 2017

– SPONSORSHIP OPPORTUNITIES –

*Show your commitment to a more diverse, more inclusive workplace...
Details Inside.*

INSIDE

“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

— Martin Luther King, Jr.

An Important Message In Today’s World

Dear Colleagues,

There’s been a dramatic shift. Whether political or social, people everywhere are choosing a side.

To be INCLUSIVE of all races, religions and sexual orientations... or NOT to be. To be INVITING and ACCEPTING to every gender, every ability and every age... or NOT to be. To be a culture and working world where DIVERSITY is encouraged, appreciated and respected... or to turn a blind eye.

We are the Society for Diversity — today’s #1 and largest professional association dedicated exclusively to diversity and inclusion.

We know without a doubt that our strongest economy, workplace and community are a result of including EVERYONE. In fact, the more diverse and inclusive we are, the more each of us thrives.

On June 27-29, 2017, at our 3rd Annual Conference: DIVERSITY 3.0, we plan to take even greater strides to illuminate the benefits of practicing equity, inclusion and diversity in the workplace.

Naturally, you and your organization are also champions of this all-important cause. We know this and appreciate it.

**Now is your opportunity to make sure your customers,
colleagues and shareholders know this too!**

**By taking advantage of just ONE of our many high visibility sponsorships,
you will position yourself, your business and your brand
among today’s most diverse and inclusive organizations.**

Your support is extremely important to the success of this conference and our future contributions to our wonderfully diverse society.

We look forward to working with you.

Leah Smiley, President

Top 5 Reasons to Sponsor Our Conference and Become a Champion of Diversity

#1 – More Visibility, More Recognition, More Opportunity

Our conference sponsors are recognized as today's most pro-diversity organizations. We make sure your brand gets the exposure and goodwill it deserves.

#2 – Increase Your Bottom Line.

It's true! In a recent study, organizations that highlighted diversity were 35% more likely to outperform those in the bottom quartile of diversity. Plus, businesses with gender diverse leadership were 15% more likely to report financial returns above their national industry median.

#3 – Stand Above Your Competition.

Every organization prides itself on being recognized as embracing diversity and inclusion. When you have a valued sponsorship that PROVES your commitment to diversity, your brand shines brightest.

#4 – Powerful Recruiting Leverage.

FACT: Two-thirds of people consider diversity important when deciding where to work. With a visible sponsorship of Diversity 3.0, you'll be attracting today's best and brightest.

#5 – Connect to Other Diversity Champions

Your organization will be viewed, appreciated and valued by 750 conference attendees with titles such as Director, Associate Director, President, Vice President, Associate Dean, Manager, Executive Director and Chief Diversity Officer.

Source: <https://www.linkedin.com/pulse/4-facts-make-you-want-pursue-diverse-workplace-matt-straz>

"A lot of different flowers make a bouquet."
— Muslim Origin

Why the Society for Diversity Matters

They say every cause needs a voice.

We are the voice for workplace equity, inclusion and diversity today.

The Society for Diversity is the #1 and largest professional global association dedicated exclusively to diversity and inclusion. Simply put, we help corporations, nonprofits, educational institutions and government agencies enhance their diversity and inclusion efforts.

As a result, not only are these organizations better respected, not only is their brand strengthened, but they tend to **make more money, save more money and run more efficiently.**

Our diverse membership from four countries and 43 U.S. states represents a very diverse group representing all genders, ages, religions, sexual orientations, abilities/disabilities, races and ethnicities. In fact, we have the most popular diversity certification program in the U.S.

While other diversity groups have popped up in the last few months, nowhere else will your sponsorship be as valued and as visible as with the Society for Diversity.

"Inclusion Elevates All."

— Elaine Hall

Becoming a Champion of Diversity Starts NOW

Sponsorship Opportunities Available for Every Budget, Every Goal

We understand your organization represents many worthwhile causes. But I'm sure you will agree that there's nothing more important than the human race. People. And these people are your greatest assets as employees, customers and shareholders. That's who we ultimately represent. That's who we fight to make a difference for.

Therefore, if you want to diversify your assets, maximize your support of workplace equity as well as contribute to the future of diversity and inclusion, this conference offers the right opportunities for you.

TITLE SPONSOR: \$50,000 (ONLY 1 Opportunity Available)

- **Acknowledgement as THE Title Sponsor on all conference materials**

PLUS:

- Prominent Logo Placement on the Conference Website that generates 200,000 views a month
- All Signage
- Press Releases
- In conference-related Email Blasts to 7,000 People
- Corporate Logo on Lanyards
- Corporate Table for 10 at the Innovation + Inclusion Leadership Awards
- Full Registration Privileges for up to SIX (6) Organization Representatives **(SAVE \$7,194)**
- Exhibition Booth with Premium Placement
- 3-5 Minute Remarks and/or Brief Video at the Opening Session
- Full Page Ad on the Outside Back Cover of the Program Booklet
- 1-year Group Membership to the Society for Diversity

GENERAL SESSION SPONSOR: \$15,000 (ONLY 4 Opportunities Available)

- **Acknowledgement as a General Session Sponsor on all materials**

PLUS:

- Prominent Logo Placement on the Conference Website that generates 200,000 views a month
- Session Signage

- Press Releases
- In conference-related Email Blasts to 7,000 People
- Full Registration Privileges for up to FIVE (5) organization representatives **(SAVE \$5,995)**
- 2-Minute Remarks before the session begins
- Organization Representative to take Pictures with the Keynote Speaker
- Full Page Ad in the Conference Booklet

FOCUS GROUP & VIP RECEPTION SPONSOR: \$12,500 (ONLY 1 Opportunity Available)

"Helping Women Self-Manage Their Career Progression in the Multigenerational Workplace" with Principal Researcher, Candace Steele Flippin, DM, MBA, APR

This study explores key factors that support career development and advancement for Gen X women, as well as the impact on future organizational success. While barriers such as gender bias, exit due to family planning, and glass ceiling restrictions, are well-established throughout management literature, we are seeking to understand the intersection between female career advancement and challenges within the multigenerational workplace to develop actionable frameworks to uplift Gen Y and Gen X women.

Acknowledgment as a Focus Group Sponsor and VIP reception sponsor on all materials

PLUS:

- Prominent Logo Placement on the Conference Website that generates 200,000 views a month
- Session Signage
- Press Releases
- In conference-related Email Blasts to 7,000 People
- Write the Foreword to the Focus Group Research Report which will be disseminated after the conference
- 3-5 Minute Remarks before the session begins
- Full Registration Privileges for up to FOUR (4) Organization Representatives **(SAVE \$4,796)**

INNOVATION + INCLUSION LEADERSHIP AWARDS DINNER SPONSOR: \$10,000 (ONLY 1 Opportunity Available)

Featuring keynote speaker Laura I. Gomez, CEO & Founder of Atipica

Acknowledgement as an Awards Sponsor on all materials

PLUS:

- Prominent Logo Placement on the Conference Website that generates 200,000 views a month
- Awards Ceremony Signage

- Press Releases
- Conference-related Email Blasts to 7,000 People
- Organization Representative to take Pictures with All Awards Recipients
- Corporate Table for 10 at the Innovation + Inclusion Leadership Awards
- Full Registration Privileges for up to THREE (3) Organization Representatives **(SAVE \$3,597!)**
- Full Page Ad in the Conference Booklet

WORKSHOP SESSION SPONSOR: \$7,500

- **Your organization gets prime exposure during EVERY workshop session during the conference**
PLUS:
- Acknowledgement as a Workshop Sponsor on ALL Materials
- Logo Placement on the Conference Website that generates 200,000 views a month
- Workshop Session Signage
- Conference-related Email Blasts to 7,000 People
- Acknowledgement in pre-event webinars on the session, as well as during the live event
- Full Registration Privileges for up to TWO (2) Organization Representatives **(SAVE \$2,398!)**
- Half-Page Ad in the Conference Booklet

BREAK SPONSOR: \$2,500 (ONLY 4 Opportunities Available)

- **Your organization gets prime exposure during EVERY break during the conference**
PLUS:
- Acknowledgement as a Break Sponsor on ALL materials
- Logo Placement on the Conference Website
- Break Session Signage
- Conference-related Email Blasts to 7,000 People
- Full Registration Privileges for one (1) Organization Representative **(SAVE \$1,199!)**
- Half-Page Advertisement in Conference Booklet

PARTNERSHIP: \$1,000

- **Sponsorship of the Flowers, Conference Bags or Scholarships for Students**
PLUS:
- Logo and Link on our Website that generates 200,000 views a month
- Free Listing in Conference Booklet

CONFERENCE EXHIBITOR: \$500 (Best Spaces Available Early)

- One (1) 8x10 Table and 2 folding chairs for booth
PLUS:
- Logo and Link on our Website that generates 200,000 views a month
- Free Listing in Conference Booklet

FULL PAGE AD: \$450 — (Limited Space Available)

- Full Page Ad in Conference Booklet
- Get the visibility and recognition from all 750 conference attendees PLUS Society for Diversity Members and guests

Plan to Sponsor and Attend Our 2017 Annual Conference

Knowledge. Real-life workplace solutions. Positive impact. Genuine culture change. *All of this, and more, is available at our 2017 conference: “Diversity 3.0: Innovations, Strategies & Skills for Intentional Outcomes”.*

The purpose of the “Diversity 3.0” conference is to explore next generation practices that advance traditional equity, diversity and inclusion work. Conference attendees will be able to identify techniques that are ineffective or outdated, and adjust their work to adapt data-driven and forward-thinking approaches to fostering equity, diversity and inclusion. The conference will feature speakers from around the world, as well as present global practices that work.

The conference will take place at:

**The Hyatt Regency McCormick Place
2233 S Martin L King Drive
Chicago, IL 60616
June 27-29, 2017**

For more information about sponsorship opportunities, membership or attendee information, please contact:

Leah Smiley, President
Phone: [1-800-764-3336](tel:1-800-764-3336)
Email: leahsmiley@societyfordiversity.org

For more information about the event, log onto: www.societyfordiversity.org