

2019 SPONSOR OPPORTUNITIES



THE FORUM ON WORKPLACE INCLUSION®
31ST ANNUAL CONFERENCE
MINNEAPOLIS, MINNESOTA
APRIL 16 - 18, 2019

WHO WE ARE

For 31 years, The Forum on Workplace Inclusion® (The Forum) has served as a convening hub for those seeking to grow their leadership and effectiveness in the field of diversity, equity, and inclusion (DEI) by engaging people, advancing ideas, and igniting change.

Part of the Office of Diversity and Inclusion at the University of St. Thomas in Minneapolis, Minnesota, The Forum designs and convenes programming for professionals seeking strategies, resources, and stretch opportunities for personal, professional, and organizational development. Over the past 31 years, our three-day flagship conference has grown to become the largest and one of the most highly-valued workplace DEI learning experiences in the United States, bringing cross-sector leaders together to share practices, exchange ideas, and engage in experiential learning.

The Forum continues to be a hub for creative exploration and collaborative learning among DEI practitioners worldwide by keeping step with expanding global business communities and continually responding to the most current and emerging DEI issues and trends.

As communities experience charged dynamics around societal events, political shifts, and racial and religious polarization, it is more important than ever leaders have the mindsets, skill sets, and tool sets necessary for responsive leadership to drive strategies for advancing DEI in the workplace.

The 2019 conference will mark 31 years of The Forum, and it features a global line up of outstanding experts, presenters, educational experiences, and networking.

IDENTIFY & INTRODUCE EMERGING TRENDS IN BUSINESS

The Forum is designed to identify and introduce emerging trends and explore the demands of doing business today that ensures sustainability and success tomorrow. This requires stepping outside our own boundaries of age, cultural exposure, knowledge, and mindsets that restrict our collective growth toward workplace inclusion. Participants look to The Forum to provide valuable industry resources, advocacy, education, business tools, service providers, and networking opportunities.

**2019 Forum on Workplace
Inclusion Conference**

April 16 - 18 in downtown
Minneapolis, Minnesota

2019 THEME: BRIDGING THE GAP

Actualizing workplace inclusion is more challenging than ever. The socio-political environments throughout the world are testing our personal values and beliefs. Separate realities and opposing viewpoints often collide at work making it difficult to identify and address systemic and polarizing gaps to inclusion. Many leaders feel caught between drawing out diverse thinking while fostering collaborative effective problem solving around issues such as: race, ethnicity, religion, politics, intelligence, and gender equity gaps.



Engaging People.
Advancing Ideas.
Igniting Change.



(Above)
The Forum on Workplace
Inclusion Executive Director
Steve Humerickhouse speaks
at the 2018 conference Day 2
Opening General Session

FORUM SPONSORSHIP

MAXIMIZE YOUR INFLUENCE

Our **collective impact sponsorship model** engages people and organizations both globally and locally. It is operationalized through connectivity, conversation, continuous learning, and community. As we continue to grow, the future of The Forum on Workplace Inclusion (The Forum) is to become a year-round hub that increases engagement before, during, and after the conference - with active sponsors as financial and advisory contributors to support our collaborative work.

(Previous page)
Earvin "Magic" Johnson greets
conference attendee during Day
2 Opening General Session

MAXIMIZE YOUR VISIBILITY

Align your brand with the best in the industry! Our sponsors build lasting relationships with diversity, equity, and inclusion (DEI) practitioners, leaders, innovators, entrepreneurs, researchers, and authors - while making an impression. Find the level and benefits that are right for you, or contact us to create your custom package.

BENEFITS OF SPONSORSHIP

The Forum on Workplace Inclusion Annual Conference provides multiple platforms to increase and elevate sponsorship value:

Strengthen brand recognition with leading DEI executives, practitioners, managers, and the line leaders across business sectors.

Gain access to the world's best and brightest DEI thought leaders - including top diversity executives, innovators, entrepreneurs, researchers, and authors.

Work in collaboration with partners in academia, corporate, non-profit, and government sectors.

Expand on innovative, cutting-edge ideas - with access to new and diverse markets.

Network and share best practices with other DEI professionals and organizations.

Advocate and advance DEI learning for large and growing audience.



LEAD SPONSOR

The Forum's Lead Sponsor is the highest sponsorship level.

The Lead Sponsorship is custom-tailored for one company each year. Benefits include the company's logo included on all key conference information, materials, and signage, in addition to public recognition, significant complimentary and discounted registrations, and tailored events.



"My number one focus is to live what I ask people to do. This work is not an effort in hugging and making people feel good. It's about understanding the world today. If you want to do business in it, you have to practice this muscle. When you walk out of this conference, and if there is one thing you should start doing - activate your role - agnostic of your dimension of difference. That's where we make impact."

CAROLINE WANGA
CHIEF DIVERSITY OFFICER
TARGET

PRESENTING SPONSORS

Presenting Level: \$75,000

At the Presenting Level, companies may sponsor combined opportunities.

In addition, Presenting Level benefits include the following:

- | | |
|--|--|
| Content collaboration | Seven (7) invitations to the reception |
| Logo on select signage | Five (5) backstage meet and greet passes |
| Distribution of company's promotional product | Five (5) guest passes to General Keynote |
| Executive Director podium introduction & gratitude | Double exhibit booth |
| Sponsor recognition | Full page ad in the Program Book |
| Ten (10) conference comps | Additional discounted registrations |

CHAMPION SPONSORS

Champion Level: \$50,000

At the Champion Level, companies may sponsor one of these General Sessions:

- Day Two Lunch General Session
- Day Three Morning General Session
- The Forum Marketplace of Ideas

In addition, Champion Level benefits include the following:

- | | |
|--|---------------------------------------|
| Content collaboration | Seven (7) conference comps |
| Logo on select signage | Four (4) invitations to the reception |
| Distribution of company's promotional product | Double exhibit booth |
| Executive Director podium introduction & gratitude | Full page ad in the Program Book |
| Sponsor recognition | Additional discounted registrations |

VISIONARY SPONSORS

Visionary Level: \$35,000

At the Visionary Level, companies may sponsor one of these opportunities:

- Diversity & Inclusion Coaching
- Diversity Executive Forum (DEF)

In addition, Visionary Level benefits include the following:

- Logo on select signage
- Executive Director podium introduction and gratitude
- Sponsor recognition
- Six (6) conference comps
- Three (3) invitations to the sponsor's reception
- Double exhibit booth
- Full page ad in the Program Book
- Additional discounted registrations

SIGNATURE SPONSORS

Signature Level: \$25,000

At the Signature Level, companies may sponsor one of these opportunities:

- | | |
|--------------------------------------|-------------------|
| Diversity Awards | Program Book |
| Spotlight Series | Name badges |
| Presenter travel & accommodations | Note pad & pen |
| Hospitality, concierge & orientation | Welcome Reception |
| Technology | |

In addition, Signature Level benefits include the following:

- Logo on select signage
- Executive Director podium introduction and gratitude
- Sponsor recognition
- Five (5) conference comps
- Two (2) invitations to the sponsor's reception
- Double exhibit booth
- Full page ad in the Program Book
- Additional discounted registrations

PRINCIPAL SPONSORS

Principal Level: \$20,000

At the Principal Level, companies may sponsor one of these opportunities:

Tote bag	Conference app & polling
Water bottle	Wi-Fi
Portable charger	Conference website
Registration	Hotel keys (2)

In addition, Principal Level benefits include the following:

Logo on select signage	Half page ad in the Program Book
Four (4) conference comps	Additional discounted registrations
Single exhibit booth	

EXECUTIVE SPONSORS

Executive Level: \$15,000

At the Executive Level, companies may sponsor one of these opportunities:

Breakfast buffet (2 opportunities)	Learning Labs
Scholarships	Stretch Sessions
Day One seminars	
Beverages	
Day Two and Three breaks (Dessert)	

In addition, Executive Level benefits include the following:

Logo on select signage	Half page ad in the Program Book
Three (3) conference comps	Additional discounted registrations
Single exhibit booth	

PREMIER SPONSORS

Premier Level: \$10,000

At the Premier Level, companies may sponsor one of these opportunities:

Session Tracks (nine opportunities)
Twin Cities Tours
Art & Wellness

In addition, Premier Level benefits include the following:

Logo on select signage
Two (2) conference comps
Quarter page ad in the Program Book
Additional discounted registrations

BENEFACTOR SPONSORS

Benefactor Level: \$5,000

Benefactor Level benefits include the following:

- Company name listed on select signage
- One (1) conference comp
- Additional discounted registrations

SUPPORTING SPONSORS

Supporting Level: \$1,000

Eligible to small businesses and non-profits with under a \$5 million operating budget.
Recognized donation of travel expenses

Supporting Level benefit includes:

- Organizational name in print

OTHER SPONSOR OPPORTUNITIES

Trade opportunities and more

Other Sponsor Opportunities include:

- Media/PR sponsor (\$5,000 minimum value)
- Purchase of program book ads
- Purchase of distribution in program bag
- Purchase of Marketplace of Ideas exhibit booth

We welcome any discussion about new ideas which mutually and equally support the Forum, our sponsor companies, and our participating companies!

CONTACT US

We'd love to meet and start the conversation!



Amy Perez Ortiz

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Timeline

February 23, 2019: Ads due for program book

March 15, 2019: Payment due in full for all sponsor levels

April 2, 2019: Complimentary exhibitor registration ends

April 2, 2019: Forum online attendee registration closes

April 16 -118, 2019: Forum on Workplace Inclusion Conference

THE FORUM ON WORKPLACE INCLUSION

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