

## 2020 SPONSORSHIP OPPORTUNITIES

THE FORUM ON WORKPLACE INCLUSION®



**AUGSBURG**  
UNIVERSITY.

32<sup>nd</sup> Annual Conference  
March 10 -12, 2020  
Minneapolis, Minnesota

**THE FORUM ON WORKPLACE INCLUSION®**  
**ENGAGING PEOPLE. ADVANCING IDEAS. IGNITING CHANGE.**

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Photos by Sarah Morreim Photography

# ENGAGING PEOPLE. ADVANCING IDEAS. IGNITING CHANGE.



Photo: left to right, Van Jones (CNN), Caroline Wanga (Target), Howard Ross (Cook Ross, Inc.), Jacob Rascon (NBC News), Tinna C. Nielsen (World Economic Forum), Miles Davis (Shenandoah University)



Since its founding more than 30 years ago, The Forum on Workplace Inclusion® has grown from a two-hour telecast attended by 75 people to become the nation's largest workplace diversity, equity, and inclusion conference, with more than 1,400 participants from 39 states and 15 countries in 2019.

In the intervening years, we have added webinars, podcasts, an online media platform, and breakfast presentations to our offerings and expanded the conference from that original telecast to three days packed with more than 100 individual presentations. More great things are in store as we move forward.

I encourage and invite you to be part of the great things to come by supporting The Forum through sponsorship.

Sincerely,

**Steve Humerickhouse**  
Executive Director  
The Forum on Workplace Inclusion®

# THE FORUM ON WORKPLACE INCLUSION®

The Forum on Workplace Inclusion® - The Forum for short - offers a unique value proposition to its sponsor participants...A highly collaborative environment centered on interactive experiences. Our Mission and Vision speak directly to this:

## OUR MISSION

To inspire and activate a new era of thinking, practice and impact in the diversity, equity, and inclusion field by:

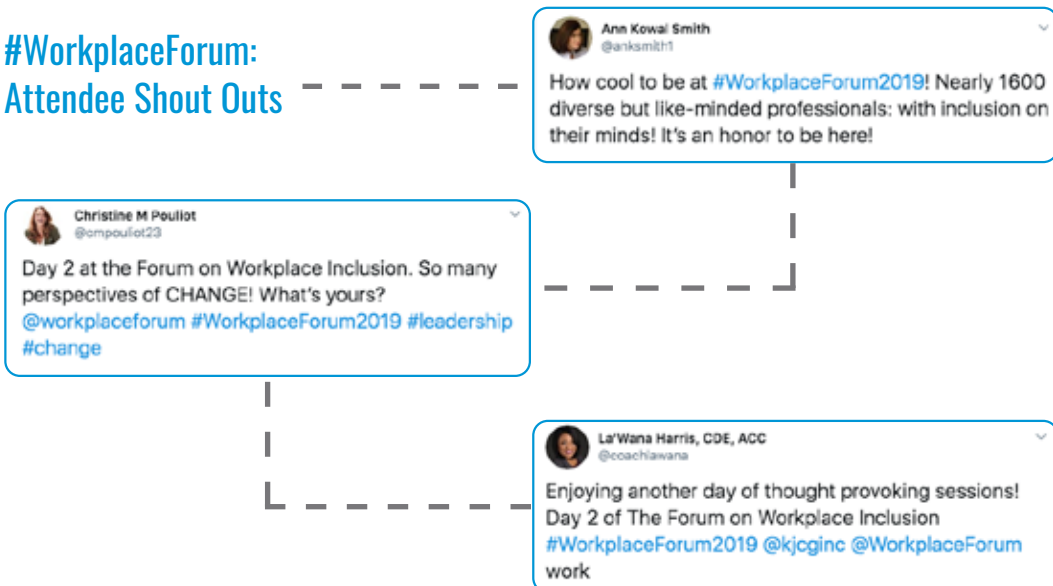
- Engaging People
- Advancing Ideas
- Igniting Change

## OUR VISION

Inclusive workplaces making all the difference.

As a sponsor of The Forum, you fuel this new era of thinking, practice, and impact, so we can advance diversity, equity, and inclusion together!

### #WorkplaceForum: Attendee Shout Outs





Forum Executive Director Steve Humerickhouse

true workplace inclusion through our **events and programs**, our **media platform**, and our flagship event – **the annual conference**.

**F**or over 31 years, The Forum has served as a convening hub for those seeking to grow professional leadership and effectiveness skills in the field of diversity, equity, and inclusion (DEI) by engaging people, advancing ideas, and igniting change.

The Forum expands mindsets, skill sets, and tool sets necessary for

## 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.

## 2020 THEME: FACING FORWARD

Each year, through research and analysis, we – The Forum – identify current and emerging trends across the global business landscape. After rounds of vetting and re-tooling, a conference theme is determined. From the conference theme, four learning pillars are created to help bring the conference theme to life. This year's theme is **Facing Forward**.

The conference theme is the guiding source for all of the content and programming during the conference

year – both identifying current and emerging trends as well as pushing new conversations and thinking in the DEI space. Hours, days, and months were spent in researching and creating the conference theme and learning pillars. We encourage everyone to utilize them in your own workplace or where you find value either before, during, or after the conference. Learn more about this year's theme and our learning pillars on **page 16** of this sponsor packet.

## WHY SPONSOR?



Best Buy (2019 Champion Level, \$50,000) exhibiting at the 2019 annual conference: Bridging the Gap



Diversity Best Practices (2019 Signature Level, \$25,000) exhibiting at the 2019 annual conference: Bridging the Gap

### 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 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.

### MAXIMIZE YOUR VISIBILITY

Align your brand with the best in the industry! Our sponsors build lasting relationships with DEI practitioners, leaders, innovators, entrepreneurs, researchers, and authors. 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:

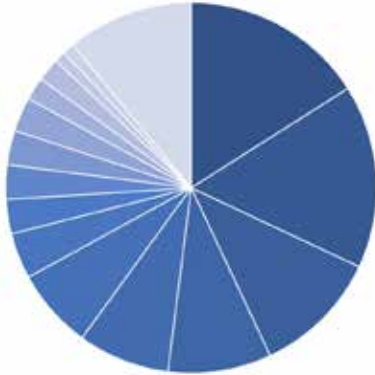
1. Strengthen brand recognition with leading DEI executives, practitioners, managers, and the line leaders across business sectors.
2. Work in collaboration with partners in academia, corporate, non-profit, and government sectors.
3. Expand on innovative, cutting-edge ideas with over 200 DEI thought leaders and innovators from around the globe.
4. Network and share best practices with other DEI professionals and organizations.
5. Advocate and advance DEI learning for a large and growing audience.

**Partner with The Forum as a sponsor and help shape the future inclusive workplace!**



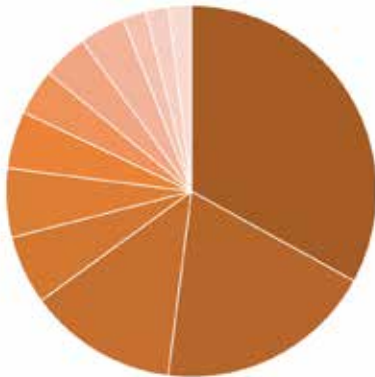
# OUR AUDIENCE\*

## INDUSTRY



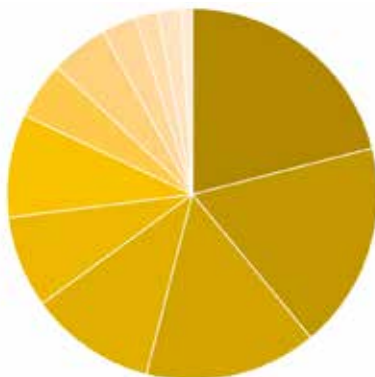
- 16% - Finance/Banking/Insurance
- 16% - Consulting
- 11% - Non-profit
- 9% - Healthcare/Medical
- 8% - Government/Military
- 7% - Education
- 4% - Retail
- 3% - Computer/Software
- 3% - Manufacturing
- 3% - Construction
- 3% - Marketing/PR
- 2% - Media/Print/Publishing
- 2% - Agriculture/Forestry/Fishing
- 1% - Accounting
- 1% - Advertising
- 11% Other

## PROFESSION



- 33% - Diversity & Inclusion
- 19% - Human Resources
- 10% - Other
- 6% - Management
- 6% - Consulting
- 5% - Learning & Development
- 4% - Marketing
- 4% - Finance
- 4% - Operations
- 2% - Technology
- 2% - Sales
- 2% - Organizational Development

## TITLE



- 21% - Director
- 18% - Manager
- 15% - Specialist
- 11% - Consultant
- 8% - Vice President
- 9% - CFO, CDO, CEO
- 5% - Student
- 5% - Administrative
- 3% - Supervisor
- 2% - Small Business Owner
- 2% - Educator
- 1% - Other

\*Source: 2019 attendee registration data (Industry & Profession), 2018 attendee registration data (Title).

# 2020 SPONSORSHIP OVERVIEW

p. 10

## Year-Round Opportunities

| SPONSOR LEVELS  |   |   |  |
|---|---|---|--|
|   | Forum Webinar Series<br>Visionary<br>\$35,000 | Diversity Insights<br>Breakfast Series<br>Signature, \$25,000 | The Forum Podcast<br>Executive<br>\$15,000 |
| <b>Special Opportunity</b>                                  | Ten (10) monthly webinars                     | Three (3) in-person events                                    | Ten (10) monthly Podcasts                  |
| <b>Logo on website and promotional communications</b>       | ✓   | ✓   | ✓  |
| <b>Promotional opportunity preceding presentation</b>       | Slide or Video                                | Slide   | Audio Mention                              |
| INCLUDED ANNUAL CONFERENCE BENEFIT                          |   |   |  |
| <b>Logo on select signage</b>                               | ✓   | ✓   | ✓  |
| <b>Conference Comps</b>                                     | 6   | 5   | 3  |
| <b>Sponsor recognition</b>                                  | ✓   | ✓   |  |
| <b>Welcome reception comps</b>                              | 3   | 3   |  |
| <b>Executive Director podium introduction and gratitude</b> | ✓   |   |  |
| <b>Diversity Executive Forum (DEF) Comp</b>                 | 1   |   |  |
| <b>Exhibit booth comp</b>                                   | 10x20 ft. (double), 2 booth staff comps       | 10x10 ft., 1 booth staff comp                                 |  |
| <b>Program book advertising</b>                             | Full Page                                     | Full Page   | Half                                       |
| <b>Discounted registrations</b>                             | Unlimited                                     | Unlimited   | Unlimited                                  |

# 2020 SPONSORSHIP OVERVIEW

## Annual Conference Opportunities

| SPONSOR LEVELS                                       |  |                                       |                                       |                             |
|--|--|---------------------------------------|---------------------------------------|-----------------------------|
|  | Presenting<br>\$75,000   | Champion<br>\$50,000                  | Visionary<br>\$35,000                 | Signature<br>\$25,000       |
| Logo or name on select signage                       | Logo   | Logo                                  | Logo                                  | Logo                        |
| Conference comps                                     | 9  | 7                                     | 6                                     | 5                           |
| Underwriting opportunities                           | Select underwriting opportunities available.<br>See pages 15-19 for details. |                                       |                                       |                             |
| Sponsor recognition                                  | ✓  | ✓                                     | ✓                                     | ✓                           |
| Welcome Reception comps                              | 8  | 4                                     | 3                                     | 2                           |
| Executive Director podium introduction and gratitude | ✓  | ✓                                     | ✓                                     |                             |
| Diversity Executive Forum (DEF) Comp                 | 1  | 1                                     | 1                                     |                             |
| Content collaboration                                | ✓  | ✓                                     |                                       |                             |
| Distribution of company's promotional product        | ✓  | ✓                                     |                                       |                             |
| Opportunity for stage presence                       | ✓  | ✓                                     |                                       |                             |
| Selected general sessions comps                      | 8  |                                       |                                       |                             |
| Custom company registration webpage                  | ✓  |                                       |                                       |                             |
| Opportunity for custom meet and greet                | ✓  |                                       |                                       |                             |
| Exhibit booth comp                                   | 10x20 ft. (double)<br>w/2 staff comps  | 10x20 ft. (double)<br>w/2 staff comps | 10x20 ft. (double)<br>w/2 staff comps | 10x10 ft. w/1 staff<br>comp |
| Complimentary ad in program book                     | Full Page  | Full Page                             | Full Page                             | Full Page                   |
| SPONSOR LEVELS (continued)                           |  |                                       |                                       |                             |
|  | Principal<br>\$20,000  | Executive<br>\$15,000                 | Premier<br>\$10,000                   | Benefactor<br>\$5,000       |
| Logo or name on select signage                       | Logo   | Logo                                  | Logo                                  | Name Only                   |
| Conference comps                                     | 4  | 3                                     | 2                                     | 1                           |
| Special Opportunities                                | Select underwriting opportunities available.<br>See pages 15-19 for details. |                                       |                                       |                             |
| Exhibit booth comp                                   | 10x10 ft. w/1 staff<br>comp  |                                       |                                       |                             |
| Complimentary ad in program book                     | Half Page  | Half Page                             | Quarter Page                          |                             |

**Supporting Sponsor: \$1,000\*** Benefit: Organizational name in print

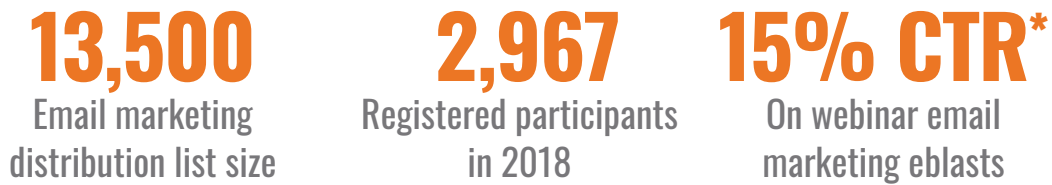
\*Eligible to small businesses and non-profits with under a \$5 million operating budget and to recognize donation of Presenter travel expenses.

## YEAR-ROUND SPONSORSHIP OPPORTUNITIES

The Forum offers year-round sponsor opportunities in the form of our webinar series, Diversity Insights Breakfast events, and Podcast series.

### 2019 Audience Sizes and Engagement

#### THE FORUM WEBINAR SERIES



#### DIVERSITY INSIGHTS BREAKFASTS



#### THE FORUM PODCAST



\*CTR = Click through rate

\*\*Industries include: Non-profit (36%), Government (20%), Corporate (17%), Education (9%), Finance (9%), Healthcare (9%)

\*\*\*Podcast data as of 08/15/2019

## YEAR-ROUND SPONSORSHIP OPPORTUNITIES

### THE FORUM WEBINAR SERIES

The Forum on Workplace Inclusion® Webinar Series (The Forum Webinar Series) is a free monthly webinar series offering skill-building opportunities in DEI topics. Each month attendees and presenters from a variety of industries around the globe participate and share their ideas.

### Visionary Sponsorship: \$35,000

#### Sponsoring the The Forum Webinar Series includes these opportunities:

Ten (10) monthly webinars from January through December  
Not held in February or March

Logo on website and promotional communications  
Promotional slide or video preceding webinar presentation

#### **The Forum on Workplace Inclusion® Annual Conference Benefits**

Logo on select signage  
Executive Director podium introduction and gratitude  
Sponsor recognition  
One (1) Diversity Executive Forum (DEF) comp  
Six (6) conference comps  
Three (3) guests to the Welcome Reception  
10x20 ft. (double) exhibit booth with (2) booth staff comps  
Full page ad in the program book  
Unlimited discounted registrations

## YEAR-ROUND SPONSORSHIP OPPORTUNITIES

### DIVERSITY INSIGHTS BREAKFAST SERIES

The Forum on Workplace Inclusion® Diversity Insights Breakfasts series bring scholars, thought-leaders, and attendees together to engage the conversation about the DEI landscape.

### Signature Sponsorship: \$25,000

**Sponsoring the Diversity Insights Breakfasts (DIB) series includes these event opportunities (dates subject to change):**

---

October 2019 Workshop  
February 2020 Workshop  
June 2020 Workshop

---

DIB event sponsor recognition  
Logo on select DIB event signage  
Reserved DIB event table with signage  
One complimentary DIB event table: eight (8) registrations per DIB

---

### The Forum on Workplace Inclusion® Annual Conference Benefits

Logo on select signage  
Sponsor recognition  
Five (5) conference comps  
Two (2) guests to the Welcome Reception  
10x10 ft. exhibit booth with one (1) booth staff comp  
Full page ad in the program book  
Unlimited discounted registrations

# YEAR-ROUND SPONSORSHIP OPPORTUNITIES

## THE FORUM PODCAST

The Forum on Workplace Inclusion® Podcast (The Forum Podcast) is a free monthly streaming audio series offering skill-building opportunities in DEI topics featuring presenters from a variety of industries around the globe.

### Executive Sponsorship: \$15,000

#### Sponsoring the The Forum Podcast Series includes these opportunities:

Ten (10) monthly Podcasts from January – December  
No Podcasts published in February or March

Logo on website and promotional communications  
Promotional sponsor mention on each episode

#### The Forum on Workplace Inclusion® Annual Conference Benefits

Logo on select signage  
Three (3) conference comps  
Half page ad in the program book  
Unlimited discounted registrations

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Our three-day flagship event, The Forum on Workplace Inclusion® annual conference is our premier learning opportunity at the cutting-edge of the DEI landscape.

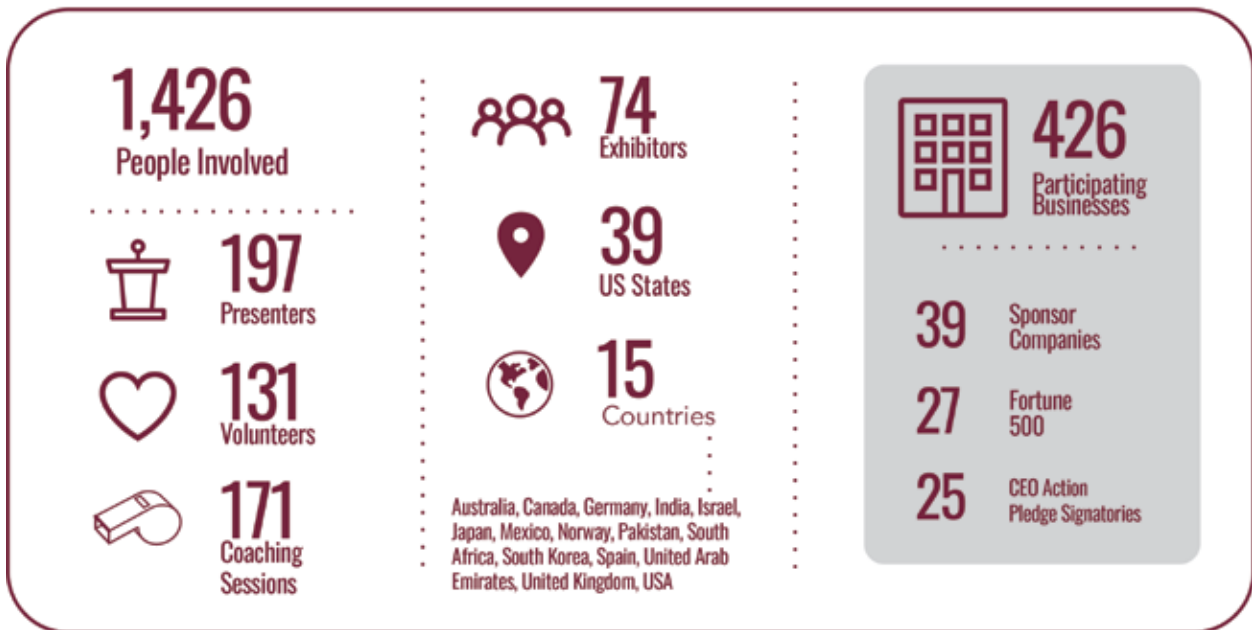
## Dates & Details

32<sup>nd</sup> Annual Conference: Facing Forward

When: March 10, 11, 12, 2020

Where: Minneapolis Convention Center, 1301 2nd Ave S, Minneapolis, MN 55403

## 2019 Annual Conference: By the Numbers



## CONFERENCE LEARNING PILLARS

Continued from page 7

- **New Perspectives – Evolving our pasts to inform the future:** In an attempt to expand the narrative, how do we honor the history of our individual and collective experiences and invite new perspectives with the goal of moving forward together to inform the future?
- **Future Fluency – Knowledge to stay relevant and keep pace with rapid change:** What must we do to be knowledgeable about the future and keep pace with change so our inclusion solutions are not outdated by the time we implement them?
- **Universal Innovation – Better solutions to meet expanding diversity, equity, and inclusion needs:** With multiple dimensions of diversity in mind, how can we bring about innovative solutions to meet universal needs?
- **Global Citizenship – Whole-world sensibilities and responsibilities:** How can we ensure our practices and solutions meet local needs while exercising a global sensibility and responsibility?



## CONFERENCE SPONSORSHIP OPPORTUNITIES

### LEAD SPONSOR

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

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

Contact Forum Assistant Director of Business Development **Amy Perez Ortiz** for a consultative conversation around how your company could become this year's **Lead Sponsor**.



#### **Amy Perez Ortiz**

Assistant Director of Business Development

Office: 1 612-373-5992

Mobile: 1 612-719-0796

Email: [perezor@augsborg.edu](mailto:perezor@augsborg.edu)

### **Other Opportunities**

We welcome discussion of new ideas which support The Forum, our sponsor companies, and our participating organizations!

The following opportunities are also available:

Media/PR sponsor (\$5,000 minimum value)

Trade opportunities and more

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Presenting Level: \$75,000

At the Presenting Level, companies may sponsor combined opportunities.

In addition, Presenting Level benefits include the following:

---

- Content collaboration
  - Logo on select signage
  - Distribution of company’s promotional product
  - Executive Director podium introduction and gratitude
  - Opportunity for stage presence
  - Sponsor recognition
  - One (1) Diversity Executive Forum (DEF) comp
  - Nine (9) conference comps
  - Eight (8) guests to the Welcome reception
  - Eight (8) guests to selected General Sessions
  - Custom company registration webpage
  - Opportunity for custom meet and greet
  - 10x20 ft. (double) exhibit booth with two (2) booth staff comps
  - Full page ad in the program book
  - Unlimited discounted registrations
- 

## Champion Level: \$50,000

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

---

- Day Two Opening General Session
  - Day Two Lunch General Session
  - Day Three Morning General Session
  - Day Three Closing General Session
  - The Forum Marketplace of Ideas
  - Registration (On Arrival, iPads, kiosks)
- 

In addition, Champion Level benefits include the following:

- |   |  |
|---|--|
| <ul style="list-style-type: none"> <li>Content collaboration</li> <li>Logo on select signage</li> <li>Distribution of company’s promotional product</li> <li>Executive Director podium introduction &amp; gratitude</li> <li>Opportunity for stage presence</li> <li>Sponsor recognition</li> </ul> | <ul style="list-style-type: none"> <li>One (1) Diversity Executive Forum (DEF) comp</li> <li>Seven (7) conference comps</li> <li>Four (4) guests to the Welcome Reception</li> <li>10x20 ft (double) exhibit booth with (2) booth staff comps</li> <li>Full page ad in the program book</li> <li>Unlimited discounted registrations</li> </ul> |
|---|--|
-

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Visionary Level: \$35,000

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

---

- Diversity, Equity, and Inclusion Coaching
  - Diversity Executive Forum (DEF)
  - Universal Innovation: Invention Sprint
- 

In addition, Visionary Level benefits include the following:

Logo on select signage  
Executive Director podium introduction and gratitude  
Sponsor recognition  
One (1) Diversity Executive Forum (DEF) comp  
Six (6) conference comps  
Three (3) guests to the Welcome Reception  
10x20 ft. (double) exhibit booth with (2) booth staff comps  
Full page ad in the program book  
Additional discounted registrations

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## Signature Level: \$25,000

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

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- Diversity Awards
  - Hospitality, Concierge & Orientation
  - Name badges
  - Note pad & pen
  - Presenter travel & accommodations
  - Program book
  - Spotlight Series
  - Welcome Reception
- 

In addition, Signature Level benefits include the following:

Logo on select signage  
Sponsor recognition  
Five (5) conference comps  
Two (2) guests to the Welcome Reception  
10x10 ft. exhibit booth with (1) booth staff comp  
Full page ad in the program book  
Unlimited discounted registrations

---

## CONFERENCE SPONSORSHIP OPPORTUNITIES

### Principal Level: \$20,000

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

---

- Conference app
  - Conference Collateral
    - Portable charger
    - Tote bag
    - T-Shirt
    - Water bottle
    - Your choice
  - Hotel room keys (2)
  - Day Two Networking Reception
- 

In addition, Principal Level benefits include the following:

Logo on select signage  
Four (4) conference comps  
10x10 ft. exhibit booth with (1) booth staff comp  
Half page ad in the program book  
Unlimited discounted registrations

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### Executive Level: \$15,000

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

---

- Book signings
  - Breakfast buffet (2)
  - Conference scholarships
  - Day One seminars
  - Day Two breaks
  - Day Three breaks & Farewell Reception (dessert)
- 

In addition, Executive Level benefits include the following:

Logo on select signage  
Three (3) conference comps  
Half page ad in the program book  
Unlimited discounted registrations

---

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Premier Level: \$10,000

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

---

- Wellness Center
  - The Arts Series
  - Session Track (1 of 9 available):
    - Critical Employment Practices, DEI Strategy, Global Diversity, Government, Healthcare, Higher Education, Innovation & Transformation, Leadership Development, Non Profit, Social Responsibility
  - Offsite Immersive Learning Experiences
- 

In addition, Premier Level benefits include the following:

- Logo on select signage
  - Two (2) conference comps
  - Quarter page ad in the program book
  - Unlimited discounted registrations
- 

## Benefactor Level: \$5,000

Benefactor Level benefits include the following:

---

- Company name listed (no logo) on select signage
  - One (1) conference comp
  - Unlimited discounted registrations
- 

## Supporting Level: \$1,000\*

Supporting Level benefits include the following:

---

- Organizational name in print

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

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# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Other Opportunities

### EXHIBIT SPACE

Exhibitor booths in our Marketplace of Ideas are also available for purchase. Booth sizes and price vary from single booth to double booth. Non-profit pricing is also available.

| BOOTH PRICING                     |                 |            |
|-----------------------------------|-----------------|------------|
| Size                              | Staff Allowed** | Pricing*** |
| Single Booth (10'x10')            | 1               | \$1,200    |
| Single Booth Nonprofit* (10'x10') | 1               | \$600      |
| Double Booth (10'x20')            | 2               | \$2,500    |

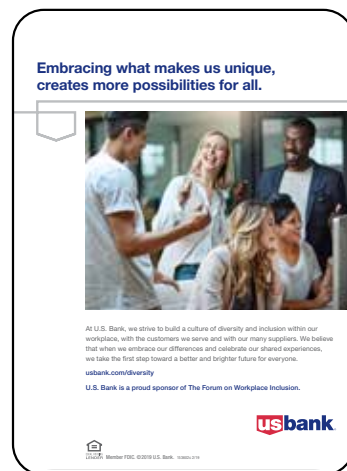


The Winters Group exhibiting at the 2019 annual conference: Bridging the Gap

### ADVERTISE WITH THE FORUM

Ad space is available in annual conference program book, distributed to over 1,400 participants, as well as promotional item placement opportunities in our conference bag!

| PROGRAM AD PRICING  |         |
|---------------------|---------|
| Size                | Pricing |
| Back cover (in/out) | \$6,000 |
| Full Page           | \$2,500 |
| Half Page           | \$1,500 |
| Quarter Page        | \$1,100 |
| Bag Drop            | \$2,500 |



US Bank Full-page ad in 2019 annual conference program book

\*Annual nonprofit/small business budget less than \$5 million.

\*\*Exhibitors receive a complimentary booth staff registration, 2 for a double booth, which serve as an all access pass to the conference. If an exhibitor would like additional booth staff beyond the complimentary staff, they must be registered at the regular conference attendee rate.

\*\*\*Exhibitor booth fees do not include carpet, electricity, or internet. Those items must be requested separately through your exhibitor kit.

# #WorkplaceForum: Sponsor & Attendee Shout Outs

We love hearing from our sponsors and attendees. Here's just a sampling of conference stories shared online using #WorkplaceForum2019

Join the conversation at #WorkplaceForum2020 by becoming a sponsor today!

**Best Buy Careers**  
@BestBuy\_Careers

It's been a great few days at the #workplaceforum2019. If you stopped by our booth to talk about the #cultureofinclusion, thank you!



**Roshini Rajkumar**  
@RoshiniR

Looking forward to the Opening Session of Day #2 @WorkplaceForum, featuring Skip Spriggs, @MedtronicCEO & Carol Surface. (Fun hanging with them in the Green Room) #WorkplaceForum2019



**Bremer Bank**  
@BremerBank

We are so glad to support work that "bridges the gap" in #workplace #diversity, #equity and #inclusion. Thank you @WorkplaceForum for inviting us to share our #DEI efforts at this year's forum. #workplaceforum2019 #worplaceculture #Bridgingthegap



**Omar Ishrak**  
@MedtronicCEO

Privileged to present at the @WorkplaceForum. @Medtronic is making meaningful progress in inclusion & diversity, but our journey won't stop until we reach gender parity and proportional ethnic representation for all employees everywhere. #WorkplaceForum2019



**Susan T Schuster**  
@SusanSchuster

So powerful & inspiring 2 see our @BlueCrossMN CEO Craig Samitt as part of @CEOAction #faction #healthequity #WorkplaceForum2019 @WorkplaceForum tone at the top matters!





**Engaging People.  
Advancing Ideas.  
Igniting Change.**