

## 2021 SPONSORSHIP OPPORTUNITIES

THE FORUM ON WORKPLACE INCLUSION®



**AUGSBURG**  
UNIVERSITY®

# THE FORUM ON WORKPLACE INCLUSION®

## ENGAGING PEOPLE. ADVANCING IDEAS. IGNITING CHANGE.

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**ENGAGING PEOPLE.**



**ADVANCING IDEAS.**



**IGNITING CHANGE.**

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 hub for diversity, equity, and inclusion (DEI) learning and development.

In 2021 our annual conference will be presented virtually over five full days. The Forum community will have access to familiar plenary and workshop programming as well as new Forum features, learning formats, and on demand components. Moving forward into 2021 and beyond, The Forum is newly committed to being a 365-days-a-year learning platform where you can access cutting edge DEI content in our podcasts, webinars, online media platform, and more.

I invite you to lift up our mission, engage in opportunities The Forum provides to push boundaries of status quo thinking, and invest in our ongoing work through your 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 renewed mission and vision speak directly to this:

## OUR MISSION

To convene learning experiences and forge connections that push bold thinking towards equitable workplace solutions for lasting impact. We do this by engaging people, advancing ideas, and igniting change.

## OUR VISION

We envision a world where all people in all workplaces have equitable access to everything they need to feel valued and thrive.

**As a sponsor of The Forum, you will demonstrate the commitment to collective action that is needed to advance positive change for equitable workplaces.**

## THE FORUM & AUGSBURG UNIVERSITY

The Forum on Workplace Inclusion® is based at one of the most diverse private colleges in the Midwest, **Augsburg University** in Minneapolis, Minnesota. The Augsburg experience is supported by an engaged community committed to intentional diversity in its life and work. Learn more at [Augsburg.edu](http://Augsburg.edu).

### #WorkplaceForum: Shout Outs



Impact at Work  
@impactatworkmn

Very much appreciated the opportunity to volunteer at and attend this very important conference. Relevant discussions & great ideas on how to better work together.



Aperian Global  
@AperianGlobal

Aperian Global was honored to appear at the recent @WorkplaceForum leading a presentation entitled "Inclusion for Front-Line Managers: Five Tips for Effective Managers."



The Winters Group  
@TheWintersGroup

Leaving The Forum fulfilled and grateful to share this space with all of you on a journey towards creating a more equitable and inclusive world

## IDENTIFY & INTRODUCE EMERGING TRENDS IN BUSINESS

The Forum identifies and introduces emerging trends and explores the demands of doing business for today and tomorrow. We step outside our own boundaries of age, cultural exposure, knowledge, and mindsets. Participants look to The Forum to provide valuable industry resources, advocacy, education, business tools, service providers, and networking opportunities.



Forum Executive Director Steve Humerickhouse (center) with 2020 Diversity Awardees, left to right: Scott Fearing, Melanie Muñoz, Subha Barry, Destiny Xiong

The most compelling and relevant trends inform our annual conference theme. In alignment with the theme, learning pillars are created to guide the learning experience for presenters and participants.

## 2021 THEME - WORKPLACE REVOLUTION: FROM TALK TO COLLECTIVE ACTION



The CoVID-19 health crisis has disrupted and upended the way we work. People in all corners of the globe long for human connection but are

charged with quickly navigating a digital, distanced work environment. Social protests centering around racism and the unjust deaths of

African Americans at the hands of the police have pulled the cover off overwhelming disparities in healthcare, economics, education, housing, and public safety, and more. Interpersonal tensions are roused and there is a vocal demand for systems change to promote a more equitable society across the US and the world.

What will it take to start a workplace revolution that moves us from talk to action?

## LEARNING PILLARS

DISMANTLING SYSTEMIC RACISM

BUILDING ACTIVE ALLYSHIPS

EQUITABLE DEVELOPMENT AND ADVANCEMENT OF PEOPLE

RE-INVENTION DURING DISRUPTION

[Click here to learn more about our Learning Pillars.](#)

## WHY SPONSOR?



inQUEST (2020 sponsor) exhibiting at the 2020 annual conference: Facing Forward



Participants at the Innovation Sprint sponsored by Prudential at the 2020 annual conference: Facing Forward

### MAXIMIZE YOUR INFLUENCE

Our collective impact sponsorship model engages people and organizations both globally and locally through connectivity, conversation, continuous learning, and community. We are a year-round platform 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. ([View our 2020 Sponsors](#))

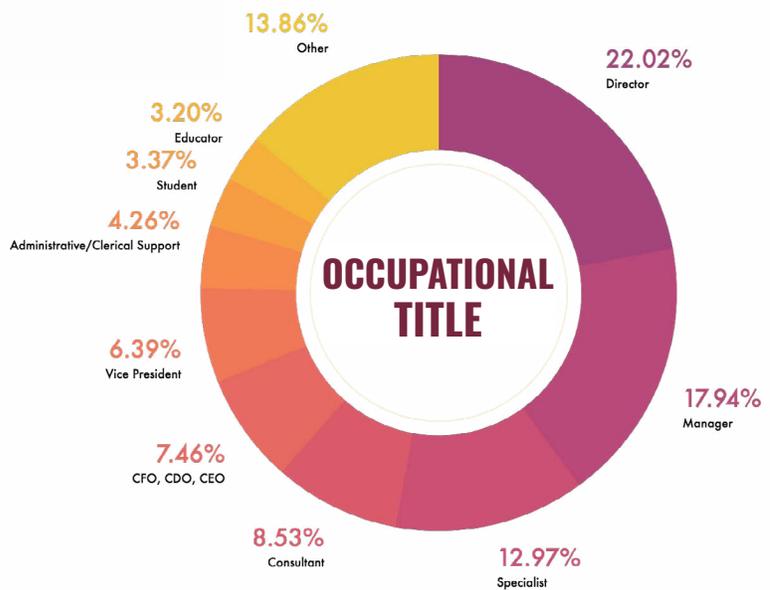
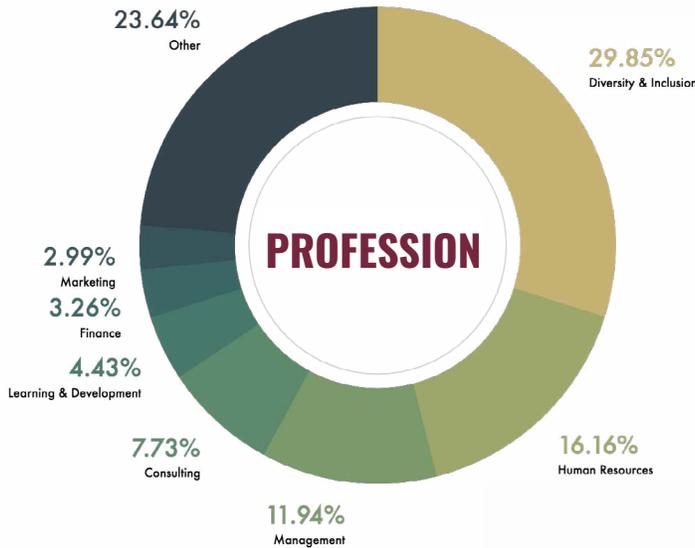
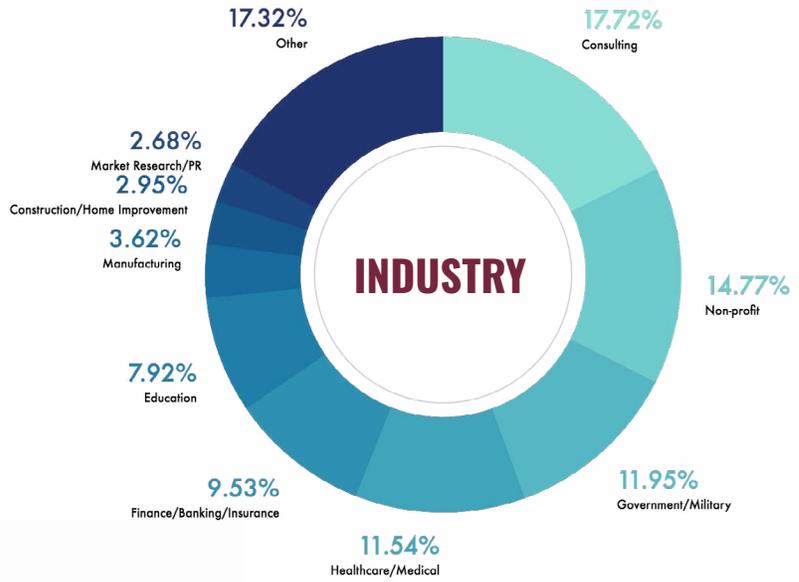
### MAXIMIZE YOUR IMPACT

Build your team's awareness and skills by providing them The Forum's DEI learning and resources to push bold thinking. Provide needed scholarships for students, young professionals, and experienced practitioners. Explore how to respond to trends and take action to shape positive workplaces. We need your engagement and sponsorship to continue to revolutionize our collective action.

## BENEFITS OF SPONSORSHIP

1. Strengthen brand recognition with leading DEI executives, practitioners, managers, and the leaders across business sectors.
  2. Work in collaboration with partners in academia, corporate, non-profit, and government sectors.
  3. Network, share best practices, and expand on innovative, cutting-edge ideas with more than 150 DEI thought leaders and innovators from around the globe.
  4. Provide scholarships to students and professionals.
  5. Advocate and advance DEI learning for a large and growing audience.
- Take collective action with The Forum as a sponsor and revolutionize equitable workplaces!**

# OUR AUDIENCE\*



\*Source: 2020 conference attendee registration data. Volunteer and "no-shows" (those registered which did not attend).

# 2021 SPONSORSHIP OVERVIEW

## Year-Round Opportunities

SPONSOR LEVELS			
	Forum Webinar Series Champion \$50,000	Half-Day Feature Events Visionary \$35,000	The Forum Podcast Visionary 35,000
<b>Special Opportunity</b>	Ten (10) monthly webinars	One (1) Event	Twenty-four (24) bi-monthly Podcasts
<b>Logo on website and promotional communications</b>	✓	✓	✓
<b>Promotional opportunity preceding presentation</b>	Slide Show or Video	Slide Show, Video or Live Presentation	Promotional sponsor mention on each episode
		Additional features available. See page XX	
INCLUDED ANNUAL CONFERENCE BENEFIT			
<b>Logo on select signage</b>	✓	✓	✓
<b>Conference comps</b>	10	8	8
<b>Sponsor recognition</b>	✓	✓	
<b>Welcome reception comps</b>	10	8	8
<b>Executive Director podium introduction and gratitude</b>	✓	✓	✓
<b>Diversity Executive Forum (DEF) comp</b>	1	1	1
<b>Exhibit booth comp</b>	Premium booth Two (2) booth staff	Premium booth Two (2) booth staff	Premium booth Two (2) booth staff
<b>Advertising Opportunity</b> (see page 21 for details)	Tier 1	Tier 1	Tier 1
<b>Discounted registrations</b>	✓	✓	✓

# 2021 SPONSORSHIP OVERVIEW

## Annual Conference Opportunities

SPONSOR LEVELS				
	Presenting \$75,000	Champion \$50,000	Visionary \$35,000	Signature \$25,000
Logo or name on select signage	Logo	Logo	Logo	Logo
Conference comps	12	10	8	6
Underwriting opportunities (see page 17 for details)	✓	✓	✓	✓
Sponsor recognition	✓	✓	✓	✓
Reception comps	12	10	8	6
Executive Director podium introduction and gratitude	✓	✓	✓	
Diversity Executive Forum (DEF) comp	2	1	1	
Content collaboration	✓	✓		
Distribution of company's promotional product	✓	✓		
Opportunity for stage presence	✓	✓		
Selected general sessions comps	12			
Custom company registration webpage	✓			
Opportunity for custom meet and greet	✓			
Exhibit booth comp	Premium booth, Two (2) booth staff	Premium booth, Two (2) booth staff	Premium booth, Two (2) booth staff	Standard booth, One 1 booth staff
Advertising Opportunity (see page 21 for details)	Tier 1	Tier 1	Tier 1	Tier 2

SPONSOR LEVELS (continued)				
	Executive \$15,000	Premier \$10,000	Benefactor \$5,000	Supporting* \$1,000
Logo or name on select signage	Logo	Logo	Name Only	Name Only
Conference comps	3	2	1	
Underwriting Opportunities (see page 19 for details)	✓	✓		
Advertising Opportunity (see page 21 for details)	Tier 2	Tier 2		

\* Eligible to small businesses and non-profits with under a \$5 million operating budget.

## YEAR-ROUND SPONSORSHIP OPPORTUNITIES

The Forum offers year-round sponsor opportunities in the form of our Webinar Series, Half-Day Feature Events, and Podcast Series.

### Audience Sizes and Engagement

#### THE FORUM WEBINAR SERIES

**16,900**  
Email marketing  
distribution list size

**6,539**  
Registered participants  
in 2020 YTD

**15.62%**  
Open Rate YTD on  
webinar email  
marketing eblasts

#### DIVERSITY INSIGHTS PRESENTATIONS

**918**  
Total attendees over  
three events

with  
**27%**  
Director or  
Manager level

**326**  
Registered participant  
organizations

#### THE FORUM PODCAST

**20,148**  
Total plays

**347**  
Audience Size

**45**  
Episodes  
and counting!

## 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.

### Champion Sponsorship: \$50,000

#### 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 show 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  
Ten (10) conference comps  
Ten (10) guests to event receptions  
Premium exhibit booth with (2) booth staff comps  
Tier 1 advertising opportunity  
Discounted registrations

## YEAR-ROUND SPONSORSHIP OPPORTUNITIES



### HALF-DAY FEATURE EVENTS

The Forum on Workplace Inclusion® Half-Day Feature Events bring scholars, thought-leaders, and attendees together to engage in conversation about the diversity, equity, and inclusion (DEI) landscape around a specific industry or topic.

### Visionary Sponsorship: \$35,000

**Sponsoring the Half-Day Feature Event includes one (1) event.**

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- Event sponsor recognition
  - Logo on select event signage
  - Executive Director podium introduction and gratitude
  - Content collaboration
  - Eight (8) Comps to the event
- 

### 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
- Eight (8) conference comps
- Eight (8) guests to receptions
- Premium exhibit booth with two (2) booth staff comps
- Tier 1 advertising opportunity
- 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.

### Visionary Sponsorship: \$35,000

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

Twenty-four (24) bi-monthly Podcasts from January – December

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Logo on website and promotional communications

Promotional sponsor mention on each episode

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#### **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

Eight (8) conference comps

Eight (8) guests to receptions

Premium exhibit booth with (2) booth staff comps

Tier 1 advertising opportunity

Discounted registrations

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Our flagship event, **The Forum on Workplace Inclusion® annual conference** is our premier learning opportunity at the cutting-edge of the DEI landscape. The 2021 conference will be a five-day long virtual conference.

## Dates & Details

33<sup>rd</sup> Annual Conference - Workplace Revolution: From Talk to Collective Action

When: March 8 - 12, 2021

Where: Online/Virtual

## Design & Branding

The 2021 logo mark eschews more traditional logo forms to visually represent the theme of revolution. The bright colors of The Forum brand, in their liquid shapes, form dynamic circles expressing the vibrant motion of inspired change.

The year indicates this currently unfolding and significant time in history, a moment when the need for revolution was undeniably felt. The classic postering typeface represents the determination of a collective voice.

Our 2021 logo mark allows many opportunities for variety in texture, type layout, and brand color arrangement.

Logo Mark Stamp A



Horizontal Logo Mark



Logo Mark Stamp Variations B through E



2020 ANNUAL CONFERENCE  **BY THE NUMBERS**

The Forum on Workplace Inclusion®  
32<sup>nd</sup> Annual Conference  
Minneapolis Convention Center  
March 10-12, 2020

The arrival and spread of the novel coronavirus disease COVID-19 impacted participation at the 32<sup>nd</sup> annual Forum on Workplace Inclusion® (the annual conference). The annual conference was one of the last events of its size before the State of Minnesota released a statement on March 13, 2020, which requested events larger than 250 people to be cancelled.

While the annual conference experiences participation churn in any given year, COVID-19 had a larger than average effect on the number of cancellations and attendee no-shows.



**Numbers can give you some of the picture, or the whole picture. We believe in looking at the whole picture - from multiple angles.**

To understand total participation, which includes but is not limited to, projected and trending participation and the effects of COVID-19 on participation, we've segmented our data to include multiple views:

**GROSS POTENTIAL PARTICIPATION**

A pre-cancellation quantitative view of all potential participation based on original registrations prior to the affects of COVID-19. This view also includes no-shows\*.

**REGISTERED**

Total registered participants as of March 10, 2020 less cancellations.

**ATTENDED**

Total attendees at the annual conference as of March 12, 2020 less cancellations and no-shows.

 **PEOPLE INVOLVED**



\* Not every cancellation and/or no-show was a direct result of COVID-19.  
\*\* Combined one-hour coaching sessions and Ask-An-Expert sessions.

## 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.**

Propose your sponsorship idea today! Convening people for professional diversity, equity and inclusion learning is the heart of The Forum. Join us with funding to impact equitable workplaces.

Contact The Forum on Workplace Inclusion for a consultative conversation around how your organization can become active.

### **The Forum on Workplace Inclusion**

Office: 1 (612) 373-5994

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

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Presenting Level: \$75,000

At the Presenting Level, companies may sponsor combined opportunities.

In addition, Presenting Level benefits include the following:

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- Content collaboration
  - Logo on select signage
  - Distribution of a digital promotion
  - Executive Director podium introduction and gratitude
  - Opportunity for stage presence
  - Sponsor recognition
  - Two (2) Diversity Executive Forum (DEF) comp
  - Twelve (12) conference comps
  - Twelve (12) guests to receptions
  - Twelve (12) guests to selected General Sessions
  - Custom company registration webpage
  - Opportunity for custom meet and greet
  - Premium booth, 2 booth staff comps
  - Tier 1 advertising opportunity
  - Discounted registrations
- 

## Champion Level: \$50,000

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

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- Opening General Session
  - Day Two General Session
  - Day Three General Session
  - NEW! Day Four General Session
  - Closing General Session
  - The Forum Marketplace of Ideas
  - Registration
  - NEW! Forum On-Demand
- 

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 a digital promotion</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>Ten (10) conference comps</li> <li>Ten (10) guests to receptions</li> <li>Premium exhibit booth with (2) booth staff comps</li> <li>Tier 1 advertising opportunity</li> <li>Discounted registrations</li> </ul> |
|---|--|
-

# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Visionary Level: \$35,000

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

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- Diversity, Equity, and Inclusion Coaching
  - Diversity Executive Forum (DEF)
  - NEW! Innovation Sprint
  - NEW! Half-Day Industry Tracks: Healthcare, Higher Education, and Tech
  - Trend Talks (formerly Spotlight Series)
  - Conference SWAG
- 

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  
Eight (8) conference comps  
Eight (8) guests to receptions  
Premium exhibit booth with (2) booth staff comps  
Tier 1 advertising opportunity  
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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- Conference App
  - Diversity Awards
  - Receptions
  - Student conference scholarships
  - NEW! Community conference scholarships
  - Professional conference scholarships
  - NEW! Conference accessibility
- 

In addition, Signature Level benefits include the following:

Logo on select signage  
Sponsor recognition  
Six (6) conference comps  
Six (6) guests to receptions  
Standard booth, 1 booth staff comp  
Tier 1 advertising opportunity  
Discounted registrations

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# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Executive Level: \$15,000

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

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- Breaks
  - NEW! Orientation Videos
  - Art Series
  - Wellness Series
  - NEW! Documentary Film Festival
  - NEW! Deep-Dive Learning Sessions
- 

In addition, Executive Level benefits include the following:

Logo on select signage  
Three (3) conference comps  
Tier 2 advertising opportunity  
Discounted registrations

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## Premier Level: \$10,000

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

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- Session Track (1 of 8 available):
    - Available session tracks include: Critical Employment Practices, D&I Strategy, Global Diversity, Government, Innovation & Transformation, Leadership Development, NEW! Non Profit, Social Responsibility
  - NEW! Concierge & Hospitality
- 

In addition, Premier Level benefits include the following:

Logo on select signage  
Two (2) conference comps  
Tier 2 advertising opportunity  
Discounted registrations

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## CONFERENCE SPONSORSHIP OPPORTUNITIES

### Benefactor Level: \$5,000

Benefactor Level benefits include the following:

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Organization name listed (no logo) on select signage  
One (1) conference comp  
Discounted registrations

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

Supporting Level benefits include the following:

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Organizational name in print

\* Eligible to small businesses and non-profits with under a \$5 million operating budget.

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### Other Opportunities

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

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The following opportunities are also available:

Media/PR sponsor (\$10,000 minimum value)  
Purchase of conference advertising opportunities  
Purchase of Marketplace of Ideas exhibit booth  
Trade opportunities and more

See page 21 for more details and options.

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# CONFERENCE SPONSORSHIP OPPORTUNITIES

## Other Opportunities

### EXHIBIT SPACE

Digital exhibitor booths in our Marketplace of Ideas are also available for purchase.

BOOTH PRICING		
Type	Features	Price
Standard	Basic features	\$1,000
Premier	All available features	\$1,800



2020 sponsors Minnesota Twins and Pohlad Compaines exhibit space at the 2020 annual conference: Facing Forward

### ADVERTISE WITH THE FORUM

Ad space is available in annual conference digital program book and virtual conference bag, distributed to all participants!

ADVERTISING OPPORTUNITIES		
TIER	Details	Price
Tier 1	Banner Ad or Video	Sponsors Only
Tier 2	Listing on attendee benefits page*	\$1,000

\*Possible listing options include: a link to website, consultation offer, gift card, digital coupon, white paper.

# #WorkplaceForum: Sponsor & Attendee Shout Outs

We love hearing from our sponsors and attendees. Here's just a sampling of conference stories shared online using #WorkplaceForum2020

Join the conversation at #WorkplaceForum2021 by becoming a sponsor today!

 **Shannon Hady**  
@shannonhady

The #WorkplaceForum2020 over the last 3 days has been nothing short of inspiring! Call to action to all of us to be an ally, supporter, and sponsor and to work to ensure everyone is included. So honored to be a recipient of the @BushFoundation scholarship and cohort!



 **Kindra Ramaker**  
@KindraRamaker

This was amazing. Mary Francis Winters models having courageous conversations with those you disagree with. #workplaceforum2020



 **Augurian**  
@AugurianTweets

"Yesterday's solutions won't solve tomorrow's issues" - Tony Hunter

A few members of our team recently attended the #WorkplaceForum2020 annual conference to learn ways to make Augurian more inclusive. @WorkplaceForum



 **Erin White**  
@erinwhitedc

Fun to see @STEMconnector member @Prudential at the #WorkplaceForum2020



 **Kindra Ramaker**  
@KindraRamaker

Mayo colleagues at #WorkplaceForum2020





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