



## *2017 Sponsorship Invitation and Opportunity Guide*

**2017 ERG & Council Conference:  
*People, Purpose & Passion –  
Making a Difference!***

*Featuring the*



**October 4<sup>th</sup> - 6<sup>th</sup>, 2017**

Gaylord Palms Resort & Convention Center  
Orlando, Florida

*Presented by:*



## ***The Only Conference Designed Specifically for Employee Resource Groups & Diversity Councils.***

Employee Resource Groups (ERGs) and Diversity Councils are vital links for improving organizational results. However, to remain impactful and effective, members need opportunities to increase their skills and knowledge and to learn and share best practices and to network, celebrate, be inspired, recharge and grow. This is the purpose of the only annual conference designed specifically for ERGs and Diversity Councils.

### **View 2016 Conference & Honors Award Photos**

The 2017 ERG & Council Conference is set for October 4th-6th at the Gaylord Palms Resort in Orlando, Florida. This year's theme is *People, Purpose & Passion - Making a Difference!* Once again Employee Resource Groups and Diversity Council members will have expanded opportunities to learn and share best practices, network, grow and celebrate, to become inspired and be renewed...all for the purpose of increasing their impact on key organizational & business objectives.

#### ***Conference Highlights:***

- Conference Opening Event
- [Four Workshops](#)
- Second Day Opening Event
- [Eight Concurrent Sessions](#)
- [The 9th Annual 2017 ERG & Council Honors Award™ Ceremony](#)
- Two evening receptions with entertainment, food & open bar
- Food & Refreshments! - 2 breakfasts, 2 lunches & breaks
- Networking, Networking & Networking
- Inspirational, Motivational & Fun!



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#### ***Benefits of attending:***

- Gain creative strategies that move diversity & inclusion efforts forward
- Compare best practice strategies and tactics for enhancing ERG and Diversity Council and their members' performance
- Learn how ERGs and Diversity Councils can better align themselves to the purpose and business of the organization
- Save time and money by learning how ERG and Diversity Councils can perform better, quicker and more effectively
- Increase ERG and Diversity Council and their members' confidence and competence
- Learn to enroll, engage and inspire others for greater participation and involvement
- Renew and revitalize themselves through networking with Best Practice Councils, D&I leaders, practitioners and colleagues
- Network with ERG and Diversity Council groups from all over the U.S.
- Enjoy the drama, fun and excitement of the TOP 25 recipient countdown for the 2017 ERG & Council Honors Award™

This event would not be possible without our sponsor's generous support.

Sponsorship provides a great means of broadening competitive edge by improving organization's image, prestige and credibility. It helps the organization in recruiting and in retaining desirable talent. It creates goodwill for its customers and communities it serves. And it demonstrates leadership to its industry, to its competitors, to its markets, to its ERGs and Diversity Councils, and to all its employees.

Sponsorship of the 2017 ERG & Council Conference demonstrates your organizations' commitment and investment into the important work and contribution of all ERGs, BRGs and Diversity Councils. Corporate sponsorship has become the fastest growing type of marketing in the United States.

Why Sponsor?

- Enhance Your Brand by increasing organizational image, prestige and credibility
- Engage Top Talent by attracting and retaining the best
- Highlight Your Organization as a leader in its Industry, to its Markets and Communities it serves and to its Competitors
- Demonstrate Your Organization's commitment to its own ERGs and Diversity Councils

Through sponsorship, you actively demonstrate your commitment to diversity and inclusion while expressing your recognition of the importance, value and contribution of ERGs and Diversity Councils to the workforce, workplace and marketplace.

Furthermore, you support the only national forum that offers ERGs and Diversity Councils networking and learning opportunities and that recognizes, celebrates and awards them for their accomplishments. Our sponsors help make the registration affordable allowing financially challenged ERGs and Diversity Councils to participate.

We invite you to join us in demonstrating your organizations' commitment and investment into the important work and contribution of your ERGs and Diversity Councils by becoming an event sponsor.

**Here is what some of our past attendees are saying:**

*If you have ERGs or Councils, or are new just getting started in Diversity & Inclusion, definitely come! It's a terrific place to share ideas, share best practices and build your network!*

*You need to take the opportunity to come.... valuable connections, great experiences! Learned a lot! I have so much I can take back to the organization!*

*It's a must go to conference!*

*You must attend! It's a great place to meet people and network!*

*Wow! It's phenomenal!*



Several packaged opportunities are available or contact us to create a customized option for your organization.

Sponsorship Options include:

	Partner	Champion	Advocate	Change Agent	Supporter	Patron
	\$25,000	\$20,000	\$15,000	\$10,000	\$7,500	\$5,000
<b>Benefits</b>						
Conference Registrations*	10	8	6	4	3	2
VIP Reception*	10	8	6	4	3	2
Special Event Branding** - select one item only from available option(s)	Option 1-5	Option 2-5	Option 3-5	Option 4-5	Option 5	N/A
Logo on Conference Website	X	X	X	X	X	X
Logo on print and digital Marketing for 2017 event	X	X	X	X	X	X
Color Ad in Program	Full Page	Full Page	Half Page	Half Page	See Option 5	N/A
Banner Ad on App	X	X	See Option 4	See Option 4	N/A	N/A
Recognition from Podium	X	X	X	X	N/A	N/A
Submit item for Attendee Bag	X	X	X	X	X	X
Reserved Table for Group at Honors Award Celebration	X	X	X	X	X	X
Discounted Registrations	X	X	X	X	X	X
Sponsorship Certificate	X	X	X	X	X	X
<i>*VIP Access for those attending via the sponsorship</i>						

\*\*After selecting your option above, use the chart on the following page to customize your sponsorship package by selecting your Special Event Branding Option.

*Additional Customization is available*



## Special Event Branding Options

### **Option 1 - Partner Sponsors may choose one item from below options 1, 2, 3, 4 or 5**

Attendee Conference Bag	Your organization Logo on conference bag distributed at Registration Opportunity to provide a welcome letter distributed to hotel guests of the event - provided by sponsor
Welcome Letter (gift drop)	Co-branded with PRISM and AEC Signature of Executive or CDO as provided by Sponsor Logo Displayed as Sponsor of Event in program book, print and digital signage during event
Day - 2 Honors Award Speaker	Executive or CDO Opportunity to speak - 5 Minutes Photo displayed as Speaker in program book and on print and digital signage during event

### **Option 2 - Champion Sponsors may choose one item from below options 2,3 4 or 5**

Pre-Event - VIP Reception	Logo Displayed as Sponsor in program book and on print and digital signage during event Executive or CDO Opportunity to speak - 3 Minutes
Day 1 - Destination Celebration	Logo Displayed as Sponsor in program book and on print and digital signage during event Executive or CDO Opportunity to speak - 3 Minutes Logo Displayed as Keynote Sponsor in program book and on print and digital signage during event
Day 1 - Opening Keynote	Executive or CDO Opportunity to introduce speaker - 3 minutes Logo Displayed as Keynote Sponsor in program book and on print and digital signage during event
Day 2 - Breakfast Keynote	Executive or CDO Opportunity to introduce speaker - 3 minutes

### **Option 3 - Advocate Sponsors may choose one item from below options 3,4 or 5**

Day 1 - Lunch	Logo Displayed as Sponsor in program book and on print and digital signage during event
Day 1 - Continental Breakfast	Logo Displayed as Sponsor in program book and on print and digital signage during event
Key Cards	Logo on Hotel Key Cards distributed to all guests of the event
Table Tents	Your organization ad placed on one side of a triangle table tent - visible during all general session events

### **Option 4- Change Agent Sponsors may choose one item from below options 4 or 5**

Sessions	8 Opportunities Available - <i>first option to session presenters</i> Logo Displayed as Sponsor in program book, website, and print signage at event
Refreshment Breaks	Logo displayed as sponsor in program book, and on signage at event
Banner Ad	Placement of Banner Ad on Conference App - <i>created by sponsor</i>

### **Option 5 - Supporter Sponsors may choose one item from below option 5**

Destination Celebration Band	Logo Displayed as Sponsor in program book, and on signage at event
Destination Celebration Photo Booth	Logo displayed as sponsor of Photo opportunity in program book and on event signage
Video Interviews	Logo displayed as sponsor of Video opportunity in program book and on event signage
Organization or Group Ad	Half Page ad in Program Book and digital program at event

Thank you for your consideration of sponsoring this one of a kind event. If you have any questions, or would like to create a customized package, please contact Debbie Mitchell by email ([debbie@prismdiversity.com](mailto:debbie@prismdiversity.com)) or directly at 888.997.7476.

[www.ergcouncilconference.com](http://www.ergcouncilconference.com)

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## About PRISM International, Inc. & The Association of ERGs & Councils

PRISM is headquartered on the 5th Floor of the NTM Building in Sanford-Orlando, Florida USA.

Since 1992, PRISM has assisted hundreds of organizations in 24 countries by providing a systemic diversity and inclusion process and best-in-practices performance solutions focusing on optimizing the opportunities and complexities of the workforce, workplace and marketplace.

PRISM is a [WOSB-certified](#) and [WBENC-certified](#) full-service provider of innovative and proven consulting services and training programs and products for:

- [Leveraging Diversity & Inclusion](#)
- [Addressing Unconscious Bias](#)
- [Managing Talent](#)
- [Increasing Cultural Competencies](#)
- [Preventing Harassing & Discriminatory Behaviors](#)
- [Creating More Effective ERGs & Diversity Councils](#)



PRISM recognizes the important contributions and impact that Employee Resource Groups, Diversity Councils and Employee Network Groups have on their organizations and has created several supporting practices:

The [Association of ERGs & Councils](#) is the premier resource for strengthening the capability of Employee Resource Groups, Diversity Councils & Employee Network Groups to impact key organizational & business objectives.

Our goal is to provide innovative and proven diversity and inclusion strategies and tactics that connect to the organizational business plan resulting in greater revenue, profitability, brand awareness and competitive advantage.

Our mission is to make significant differences in organizational performance by creating more inclusive workplaces that value the contributions of all team members.

Our vision is to be the recognized diversity and inclusion leader for significantly increasing workforce, workplace and marketplace results