

# 2010 Sponsorship Opportunities

The 7th Annual Changing Color of Leadership Conference & Bridge Awards Dinner

## PRESENTING SPONSOR



### **\$50,000**

#### **CHAIRMAN'S CIRCLE SPONSOR**

- Brand prominence in print media promotions
- Brand inclusion in promotional and program materials
- Signage in prime locations and designated program segments
- (1) Table of 10 at the Bridge Awards Dinner – Executive Seating
- (10) Registrations for the Changing Color of Leadership Conference – workshops and luncheon
- (1) Full page color ad in the Changing Color of Leadership Conference Guide
- (1) CEO Diversity Statement Page in the Changing Color of Leadership Conference Guide

### **\$25,000**

#### **ADVOCATE FOR CHANGE SPONSOR**

- Brand inclusion in promotional and program materials
- Signage in prime locations and designated program segments
- (1) Table of 10 at the Bridge Awards Dinner – Executive Seating
- (6) Registrations for the Changing Color of Leadership Conference – workshops and luncheon
- (1) Full page color ad in the Changing Color of Leadership Conference Guide
- (1) CEO Diversity Statement Page in the Changing Color of Leadership Conference Guide

### **\$10,000**

#### **CORPORATE CITIZEN FOR CHANGE SPONSOR**

- Inclusion in promotional and program materials
- Signage in prime locations
- (1) Table of 10 at the Bridge Awards Dinner
- (4) Registrations for the Changing Color of Leadership Conference – workshops and luncheon
- (1) Full page color ad in the Changing Color of Leadership Conference Guide

### **\$5,000**

#### **LEADERSHIP SPONSOR**

- (1) Table of 10 at the Bridge Awards Dinner
- (2) Registrations for the Changing Color of Leadership Conference – workshops and luncheon
- Inclusion in dinner promotional materials
- (1) Full page black & white ad in the Changing Color of Leadership Conference Guide

# 2010 Changing Color of Leadership Conference

Proceeds from the Changing Color of Leadership Conference and Bridge Awards Dinner fund the continuation and expansion of Chicago United's programs and initiatives.

## Supporting Change

### CHANGING COLOR OF LEADERSHIP CONFERENCE

At this unique event, nationally recognized leaders and experts in the field of diversity explore the most current trends and best practices for creating systemic change within a corporation at dynamic workshops.

## Recognizing Champions

### CHICAGO UNITED BRIDGE AWARDS

The Bridge Award represents the first national award that honors a CEO who is an advocate for multiracial diversity in corporate governance and executive level management. This award brings visibility to those who have driven change and inspires others to follow in Chicago and throughout the nation.

## Invigorating the Local Economy

### FIVE FORWARD INITIATIVE

Five Forward is a strategic initiative that enlists the commitment of CEOs of mid- to large-sized corporations in the Chicago metropolitan area to establish or expand business relationships with five current and/or new local minority firms. The initiative is designed to build a stronger regional economy and minority businesses of scale. Five Forward will feature MBe-Source, a web-based resource to provide major corporations access to information on the top 100+ minority firms located in the counties of Cook, DuPage, Kane, Lake, McHenry and Will.

## Invigorating the Local Economy

### CHIEF PROCUREMENT OFFICER FORUM

This forum builds on Five Forward to provide critical insights on the objectives, value and strategies for supplier diversity. More than an informational session, the forum presents best practices and provides on-site networking opportunities for those in attendance.

## Benchmarking Progress

### CORPORATE DIVERSITY PROFILE

The Chicago United Corporate Diversity Profile is a bi-annual survey that measures racial diversity specifically in the leadership ranks of large corporations, on corporate boards and in executive level management. It serves as a benchmark for corporations to measure their progress in this area. Large corporations have grown increasingly successful at diversity and inclusion within their employment ranks. Yet, the study consistently highlights the need to expand the pool of minorities available for leadership positions which begins by growing diverse talent in the leadership pipeline.

## Inspiring Inclusion

### DIVERSITY OFFICER ROUNDTABLES

A collaborative effort with the Chicagoland Inclusion and Diversity Alliance (CIDA) designed to bring diversity officers from Chicago's corporations together to share best practices in diversity and inclusion strategy and implementation. Diversity Officer Roundtables were developed in response to the Corporate Diversity Profile, with the goal of growing diverse talent in the leadership pipeline, expanding the pool of minorities available for leadership positions and ultimately increasing diversity in boardrooms and executive level management.

## Identifying Talent

### BUSINESS LEADERS OF COLOR

The Business Leaders of Color publications feature viable candidates for Fortune 1000 companies' boards of directors. These demonstrated leaders have achieved professional success through a track record of balanced decision making; a range of experiences that reflect flexibility and an ability to transcend narrow experiences; and a respect for diverse points of view and varied ways to approach issues and topics. While achieving personal success, each has contributed to the cultural, civic and educational life of the Chicago region. These individuals serve as inspiration for those seeking to increase inclusion of diverse candidates in their boardrooms and represent a small sample of the extraordinary talent in the Chicago region.

## Connecting Corporate Networks

### EMPLOYEE NETWORK GROUP FORUMS

The Chicago United Employee Network Group Forum is an opportunity for leaders of employee network groups (ENGs), human resource professionals, and members of senior management to share information, strategies and best practices around issues like organizing employee network groups; leveraging ENGs for professional growth and development; and the role of ENGs in corporate America.

## Linking Corporate and Civic Leaders

### BOARDLINK

Boardlink provides the business community a unique leadership development tool that allows emerging leaders of color access to opportunities to develop skills that will expand their managerial experience and build business networks. BoardLink also enables leading non-profit organizations to more easily engage Chicago's leaders of color in places where they can impact the organization's mission. BoardLink is an electronic referral source where leaders of color looking for board opportunities can post their availability and non-profit organizations in search of racially/ethnically diverse board members can post their openings. Both groups have access to search listings, share information, and make a connection.

## Inspiring Inclusion

### CHICAGO UNITED SPEAKER SERIES

This exciting series provides a venue for Chicago's corporate leaders to discuss the socio-political transformation of race and business in Chicago.

## Contributing Research

### THE JAMES W. COMPTON RESEARCH COMPETITION

The Compton Research Competition supports the research and advocacy work of Chicago United. Graduate school students add to Chicago United's body of research and bring national attention to the impact of diversity in corporate governance, executive management and business partnerships in major corporations. The research competition awards \$5000 to the individual or team of scholars who submit the study judged to be most outstanding.