1st Annual Symposium for Coaching in DIVERSITY & INCLUSION

The Power of Belonging

September 27, 2018
Washington, DC

2018 SPONSORSHIP OPPORTUNITIES

Join Us. Make a Difference.
THE POWER OF BELONGING

A gap in the coaching industry

I became a certified professional coach in 2009. In my years in the industry, it became clear that while more and more professionals of diverse backgrounds were interested in becoming coaches, coaching programs weren’t keeping up.

The standards and curricula that were in place around the world weren’t established with diverse audiences in mind, and the instructor pools that I saw around the nation were not keeping up with the diversity in the marketplace. Students need teachers that look like them, and to whose diverse experiences they can relate.

A gap in diversity, equity, and inclusion (DEI) work

At the same time, as a coaching practitioner, I knew that the coaching toolkit was a powerful arsenal for transformation for individual lives, companies, industries, and entire communities. However, the coaching skill-set was not being leveraged by practitioners of diversity, equity, and inclusion work in a way that I knew could make significant impact for our underserved communities.

The answer is CoachDiversity

The answer was simple. I decided to found an institute that was committed to doing work at the intersection of coaching and diversity. In just three years, we have instructed the most diverse classrooms in the industry, teaching over 200+ coaches who are invested in DEI work.

We wanted to take it a step further. By establishing this inaugural event in the nation’s capital, we at CoachDiversity Institute seek to build the preeminent forum in which practitioners of diversity work and coaching share their best practices, stay energized, and transform their workplaces and communities.

Thank you for joining us for this groundbreaking event.

Dr. Towanna Burrous
Founder and President
CoachDiversity trains leaders in a variety of organizational roles including top level executives, human resources, training and development, marketing, etc. to become certified as a professional diversity coach. After training with CoachDiversity, your employees will be equipped to design and implement a strategy that creates a culture where all stakeholders are able to contribute and be recognized for their contributions towards a more productive and inclusive workforce.

What We Do

CoachDiversity Institute is the world’s only coaching organization, accredited by the International Coach Federation, focused on diversity as a mechanism to support true organizational change.

COACH TRAINING PROGRAM

Training & Development

Our team of certified diversity coaches places great value on teaching new tools and techniques that help leaders think differently about difference and translating these skills into everyday practice. We specialize in the development and training of forward-thinking leaders and their teams who want to be proactive about solving conflicts in the workplace related to diversity, equity, and inclusion. Our teams of certified diversity coaches work with organizations to help uncover sources of contention that may be keeping your teams from performing at optimal levels.
Why Sponsor the CoachDiversity Symposium?

Through CoachDiversity Institute’s inaugural symposium, The Power of Belonging, we are establishing the premier event in the industry that focuses on coaching and diversity. Never before has there been an event that holds a spotlight on the use of coaching as a toolkit for diversity and inclusion, and promotes and celebrates diversity in this ever-growing field. To meet that challenge, this symposium creates a forum to gather the best minds in coaching, diversity, and inclusion; and to share knowledge, resources, and tools.

The mission here is threefold: 1) to encourage the development and sharing of best practices in coaching and diversity, 2) to honor those that are blazing trails at the intersections of coaching and diversity, and 3) to create a space for community-building and networking for practitioners in coaching and diversity.

Being a sponsor means that your organization has the opportunity to invest in this unique mission and network with leaders who are innovators and thought leaders in their fields.

Your organization benefits by getting insight into what challenges these leaders and business owners face, and how they approach their work. Your investment will be regained many times over through your ability to directly speak to our attendees, showcase your products and represent your company through your logo on our website, in collateral, and at the event.

Most of all, by partnering with CoachDiversity Institute, our brand affiliation makes you an “endorsed” vendor to our database of over 3,200 and social media reach of over 1,200 strong and growing. Your organization will be seen as a trusted partner and relationship.
Consultants, Coaches, & Entrepreneurs

Symposium Audience
Influential leaders who are invested in diversity, equity, and inclusion (DEI), including executives, learning officers, human resource professionals, diversity and inclusion practitioners, entrepreneurs, and coaching professionals in the following sectors:

- Coaches
- Corporate & Business
- Foundation & Non-profits
- Education
- Entrepreneurs
- Government
- Consulting Firms
- And more.
Event Overview

The CoachDiversity Symposium will be held in Washington, D.C. on September 27, 2018. This one-day symposium will include the following:

8 am  Breakfast and Registration

9 am  Welcome  
By Dr. Towanna Burrous

9:30 am  Morning Panel  
Longing to Belong: Leveraging Coaching in Diversity, Equity, & Inclusion Work

10:45 am  Networking Break

11 am  CDI Speaks presented by CDI Alumni

Noon  Awards Luncheon + Keynote

1:30 pm  Afternoon Panel  
Innovations in Learning & Development: Cultivating Belonging through Sponsored Coaching Programs

2:45 pm  Networking Break

3 pm  CDI Speaks presented by CDI Alumni

4 pm  Closing

Visit cdisymposium.com for the most up-to-date information on the schedule, keynote speakers and other conference information.
JOIN THIS GROUNDBREAKING EVENT

Discover the sponsorship opportunities
Sponsorship Guidelines

Become a Sponsor

As a CoachDiversity Institute Symposium sponsor, you will have a strong presence throughout the one-day event.

We offer three (3) levels of sponsorship: gold, silver, and bronze.

For more information on our available packages, please contact Dr. Towanna Burrous, President of CoachDiversity Institute, at info@coachdiversity.com or call (202) 630-1834.

SPECIAL NOTE: All submitted pledges are considered non-refundable commitments to support CoachDiversity Institutes 2018 Symposium.

SPONSOR RECOGNITION

Media Relations & Promotional Materials

All sponsors may be listed in one or more of the following areas. Please carefully read the details of the benefits package associated with your chosen sponsorship on the following pages.

• Website – company logo displayed or company name listed.

• Print – The CDI Symposium program will be made available to all event attendees. On location, sponsors will be recognized on signage (based on level of sponsorship) and through select public awareness strategies.

• Social Media – company may be recognized through various posts on Facebook, Twitter, LinkedIn and Instagram.

Advertising Print Deadline: September 21, 2018 - To be guaranteed inclusion in the sponsor section of the program, you must pledge as a sponsor by this date. All ads are due at this time as well.
Gold Sponsor Benefits

VALUE: $7,000
YOUR INVESTMENT: $5,000

• Exclusive sponsorship opportunity for the symposium luncheon

• Opening 5-minute speaking spotlight at the luncheon before Dr. Towanna Burrous

• Exhibitor table space

• Branding on www.cdisymposium.com website

• Symposium bag peripherals, include one (1) logo item in gift bags.

• Full-page advertisement in program booklet

• Four (4) event passes

$5,000
Silver Sponsor Benefits

VALUE: $5,000
YOUR INVESTMENT: $2,500

- Exclusive sponsorship opportunity for the symposium—morning or afternoon panel
- Exhibitor table space
- Branding on www.cdisymposium.com website
- Symposium bag peripherals, include one (1) logo item in gift bags.
- Full-page advertisement in program booklet
- Three (3) event passes

SILVER SPONSOR PARTNER

$2,500
Bronze Sponsor Benefits

VALUE: $3,000  
YOUR INVESTMENT: $1,500

- Exhibitor table space
- Branding on www.cdisymposium.com website
- Half-page advertisement in program booklet
- Two (2) event passes
Thank you to all of our sponsors!

FOR MORE INFORMATION PLEASE CONTACT

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