SYMPOSIUM FOR COACHING IN DIVERSITY AND INCLUSION
CULTURE AT WORK
October 3, 2019 | Washington DC

2019 SPONSORSHIP OPPORTUNITIES
Join Us. Make a Difference.
CULTURE AT WORK

A gap in the coaching industry

Since the early 2000s, the concept of coaching has increased dramatically with no signs of slowing down as more professionals of diverse backgrounds become interested in becoming coaches. However, the coach training standards and curricula that are in place globally lack the information, skills, and tools that help individuals make decisions that lead to a more diverse, equitable, and inclusive world.

A gap in workplace inclusion strategies

At the same time, many leaders and organizations that seek to cultivate dynamic, adaptive, and inclusive work cultures are not aware of how a coaching culture can increase employee engagement and revenue growth. As a coach practitioner, I recognized that leaders and organizations could not shift the culture in the right direction without including the coaching skillset in their growth and development plans.

The answer is CoachDiversity Institute

At CoachDiversity, we are committed to innovation at the intersection of coaching and inclusion. Our dynamic programs bring the power of coaching to senior leaders, managers, and inclusion practitioners. We do this by providing customized coaching rosters to organizations, and we train key contributors and teams in the coaching skillset with additional learning outcomes in diversity and inclusion.

Through the CDI symposium, we host the preeminent forum in which practitioners of inclusion and coaching may share their best practices, stay energized, and transform their workplaces toward inclusion.

Thank you for joining us to elevate innovation at the intersection of coaching and inclusion.

Dr. Towanna Burrous
Founder and President
WHAT WE DO

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

Coach Training Programs
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.

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 2nd annual symposium, “Culture at Work,” we are hosting a premier industry event that will explore the power of company culture and its impact for better or worse on organizational mission, results, and talent management.

Never before has there been an event that holds a spotlight on the use of coaching as a resource to shift workplace culture to meet the demands of rapid demographic shifts, technological advances, and other workplace disruptions of the 21st century.

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

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 2,000 strong and growing. Your organization will be seen as a trusted partner.
Symposium Audience

Attendees of the CDI Symposium will be influential leaders who are invested in diversity, equity, and inclusion (DEI) and workplace culture, including executives, learning officers, human resource professionals, diversity and inclusion practitioners, and coaching professionals in the following sectors:

- Corporate & Business
- Government & Military
- Healthcare
- Foundation & Nonprofits
- Education
- Entrepreneurs
- Consulting Firms
- And more

CoachDiversity Institute’s audience come from the following industries:

- **35%** Business
- **45%** Government & Defense
- **10%** Education (K12 & Higher Education)
- **10%** Nonprofit & Foundation

**OUR MARKET**

Industry Statistics
EVENT OVERVIEW

The CoachDiversity Symposium will be held in Washington, D.C. on October 3, 2019. This one-day symposium will include the following:

8:30 am  Registration

9:00 am  Welcome By Dr. Towanna Burrous
Rome Madison, Master of Ceremonies

9:15 am  Morning Keynote by Sonia Aranza "Unleash a Global Mindset!" Networking

10:15 am  Break

10:30 am  Morning Panel
_Staying Ahead of the Curve: Cultivating Work Cultures for the 21st Century_

11:45 am  Plenary Remarks by Col. Kenneth Lozano
Director, Diversity and Inclusion at Air National Guard

12:15 pm  Lunch Program

1:15 pm  CDI Speaks presented by CDI Alumni

2:00 pm  Afternoon Panel
_Leveraging Roadblocks: How to Shift Culture Toward Inclusion_

3:15 pm  Networking Break

3:30 pm  Afternoon Keynote

4:00 pm  Closing Remarks

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 us at info@coachdiversity.com or call (202) 630-1832.

SPECIAL NOTE: All submitted pledges are considered non-refundable commitments to support CoachDiversity Institutes 2019 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: August 30, 2019 – 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 PARTNER

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

$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

$1,500
THANK YOU TO ALL OF OUR SPONSORS!

For More Information Please Contact

info@coachdiversity.com
(202) 630-1832