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Oakland County Employment Diversity Council

P.O. Box 430686 * Pontiac, MI 48343

DEAR SPONSOR/ADVERTISER:

On behalf of the Oakland County Employment Diversity Council, we are pleased to announce and invite you to participate as an advertiser or sponsor of our **7th Annual Workplace Diversity Conference “Effectively Communicating Diversity and Inclusion Throughout Your Organization”**. Advertisers and sponsors are needed to help pay for the cost of the Program Handbook and to promote this event in the various newspapers and other media. The advertisement opportunities that are available to purchase ad space in program booklet include the following: back cover \$500, inside front cover \$450, inside back cover \$400, full page ad \$300, half page ad \$150 and quarter page ad \$100. **For a sponsorship fee of \$1,500 or more you will receive the following:**

- Company name included in the Advertisement that will run in the Oakland Press, Michigan Chronicle and other media the weeks preceding the Diversity Conference!
- Promotional ad in program booklet that will be handed out to participants on day of event!
- Company name and/or logo included on program Banner and other sponsor recognition signage!
- Priority seating for Keynote Address and complimentary tickets to attend Conference!
- Various other benefits based on level of sponsorship!

The Conference segment of this exciting event will provide information that is designed to help area businesses to more effectively communicate their diversity management and workplace inclusion efforts throughout all levels of the organization. This Conference will feature innovative, practical and common-sense ideas, advice and solutions from a dynamic group of presenters who have been successful in providing resources or creating best-in-class tools for creating diverse and inclusive work environments.

The keynote speaker during the lunch hour will be **Dennis Archer**, former mayor of the City of Detroit. Archer will discuss strategies for communicating the Diversity & Inclusion message throughout all levels of Your organization”.

For information regarding sponsorships please contact me at 248-338-1705 apettressco302@hotmail.com or Frank Russell at 248-858-5204 russellf@oakgov.com . Attached is copy of sponsor request form. **Please visit our website at www.ocado.net**

Sincerely,

Andrew Pettress
President, Andrew Pettress & Company
Secretary, Oakland County Employment Diversity Council



The 7th Annual Workplace Diversity Conference
"Effectively Communicating Diversity and Inclusion
Throughout Your Organization"

Level 1 – Diamond Sponsor - \$10,000

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| <ul style="list-style-type: none"> ❖ Opportunity for an executive from your organization to open the conference ❖ Opportunity to participate and/or showcase your company at the conference ❖ Exclusive reserved seating for morning session and Keynote Luncheon Address ❖ 12 complimentary registrations to conference ❖ Full page color ad in conference program book ❖ Company logo on front of conference program book and registration brochure | <ul style="list-style-type: none"> ❖ Scrolling company logo on screen during general sessions ❖ Diamond level “recognition” signage ❖ Company listed in conference program book as diamond level sponsor. ❖ Company logo displayed in advertisements ❖ Company logo displayed on OCEDC website recognizing sponsors prior to the conference ❖ Opportunity to insert company information in conference packets ❖ Complimentary exhibit in conference area |
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Level 2- Platinum Sponsor - \$6,500

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| <ul style="list-style-type: none"> ❖ Opportunity to participate and/or showcase your company at the conference ❖ Priority seating at morning session and Keynote Luncheon Address ❖ 8 complimentary registrations to workplace diversity conference ❖ Full page color ad in conference program book ❖ Company logo on conference registration brochure ❖ Complimentary exhibit in conference area | <ul style="list-style-type: none"> ❖ Scrolling company logo on screen during general sessions ❖ Special recognition on sponsor “recognition” signage ❖ Company listed in conference program book as conference sponsor. ❖ Company logo displayed in advertisements ❖ Company logo displayed on OCEDC website recognizing sponsors prior to the conference ❖ Opportunity to insert company information in conference packets |
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Level 3- Gold Sponsor - \$4,000

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| <ul style="list-style-type: none"> ❖ Priority seating at morning session and Keynote Luncheon Address ❖ 6 complimentary registrations to workplace diversity conference ❖ Full page black & white ad in program book ❖ Company logo on conference registration brochure ❖ Complimentary exhibit in conference area ❖ Scrolling logo displayed on screens during general sessions | <ul style="list-style-type: none"> ❖ Special recognition on sponsor “recognition” signage ❖ Company listed in conference program book as a conference sponsor ❖ Company logo displayed in advertisements ❖ Company logo displayed on OCEDC website recognizing sponsors prior to the conference ❖ Opportunity to insert company information in conference packets ❖ Right to retain gold sponsorship level for subsequent diversity conferences |
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Level 4- Silver - \$2,500

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| <ul style="list-style-type: none"> ❖ 4 complimentary registration for conference ❖ Half page black & white ad in program book ❖ Complimentary exhibit in conference area ❖ Scrolling logo displayed on screens during general sessions ❖ Recognition on sponsor “recognition” signage ❖ Company listed in conference program book as a sponsor | <ul style="list-style-type: none"> ❖ Company logo displayed on OCEDC website recognizing sponsors prior to the conference ❖ Opportunity to insert company information in conference packets ❖ Right to retain silver sponsorship level for subsequent diversity conference. |
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Level 5- Bronze - \$1,500

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| <ul style="list-style-type: none"> ❖ 2 complimentary registration for conference ❖ Quarter page black & white ad in program book ❖ Complimentary exhibit in conference area ❖ Recognition on sponsor “recognition” signage ❖ Company listed in conference program book as a sponsor ❖ Scrolling logo displayed on screens during general sessions | <ul style="list-style-type: none"> ❖ Right to retain bronze sponsorship level for subsequent diversity conference. ❖ Opportunity to insert company information in conference packets. |
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In-Kind Sponsorship

In-kind donations (Pencils, pads, goodies)

The 7th Annual Workplace Diversity Conference
**"Effectively Communicating Diversity and Inclusion
Throughout Your Organization"**

BUSINESS OR INDIVIDUAL SPONSOR/ADVERTISEMENT REQUEST FORM

Become A Business Or Individual Sponsor/Advertiser Of The Conference on Workplace Diversity

Friday April 18, 2008

7:30AM UNTIL 3:30PM

The Hilton Detroit/Troy 5500 Crooks Road – Troy, MI 48098

The Workplace Diversity Conference Planning Committee would like to extend to you an opportunity to serve as a sponsor or to advertise in our Souvenir Program Handbook.

DEADLINE FOR ALL ADS IS THURSDAY APRIL 10, 2008

Please check the box which indicates the type of Ad/Sponsorship that you would like to purchase:

SPONSORSHIP OPPORTUNITIES

Diamond \$ 10,000
 Platinum \$ 6,500
 Gold \$ 4,000
 Silver \$ 2,500
 Bronze \$ 1,500
 Vendor Table \$ 500

ADVERTISEMENT OPPORTUNITIES

Back Cover \$500
 Inside Front Cover \$450
 Inside Back Cover \$400
 Full Page \$300
 Half Page \$150
 Quarter Page \$100

Business or Individual Sponsor/Advertisement Request Form

Name _____ Phone _____ Fax _____

Business Name _____ Phone _____

Address _____ City _____ State _____ Zip _____

Email Address _____ Website _____

Please make checks payable to: Oakland County Employment Diversity Council and mail to: P.O. Box 430686 Pontiac, Michigan 48343 - For information regarding Ads call Andy Pettress at 248-338-1705 or Frank Russell at 248-858-5204. *Please visit our website at www.ocado.net*

-----PLEASE

PRINT ADVERTISING REQUEST BELOW OR ATTACH ON SEPARATE SHEET
