



BRAND INTEGRITY & SOCIAL JUSTICE

Aug 4, 2021 | 8:45am ET



The Role, Responsibility & Reckoning of Corporate America

**SPONSORSHIP/PARTNERSHIP
OPPORTUNITIES**

Brand Integrity & Social Justice: The Role, Responsibility & Reckoning of Corporate America

**Wednesday August 4th, 2021
8:45am-11:45am EST**

Symposium Overview:

Incorporating Diversity, Equity and Inclusion, (DEI) into the workplace is a good step forward but is it enough? How will organizations incorporate a social justice agenda into their business model in meaningful and sustainable ways? How will your actions or inaction impact your brand? Businesses have a significant impact on the job market and the financial health of communities. The intersection of racial and social justice with employment opportunities for people of color is an undeniable factor in determining a community's economic health. Businesses are at a historic crossroad where remaining silent is no longer viable. Whether it is to change a marketing campaign, to issuing public reaction statements, businesses must be engaged in action related to racial and social justice. Community members/consumers have high expectations for businesses that will impact their bottom line.

Join us:

Join hundreds of regional business leaders and stakeholders who are committed to Brand Integrity that aligns with equitable community engagement and hiring practices.

Objectives:

- ✓ Sharing best practices on developing and implementing DEI initiatives beyond checking the box that include community engagement strategies
- ✓ Understanding the importance of developing Brand Integrity
- ✓ Understanding the Social Impact of the lack of investment in communities of color
- ✓ Examining the inequalities that exist in workforce and industries

Sponsoring Partners:

Partners In Community Development, Erie County Commission on the Status of Women, Greater Rochester Chamber of Commerce, The National Association of African Americans in Human Resources (NAAHR) WNY Chapter, Positive Steps Consulting, Beyond the Box Solutions and other business networks have partnered to convene businesses to engage in conversations to outline a path forward.

If you have any questions or need further information, please contact: Sara Taylor or Tracy Boff at (585) 654-9083 or events@taylorjonesenterprises.com

Sponsorship Opportunities and levels

All proceeds will help advance Partners In Community Development workforce development, educational services and BIPOC Mental Health Project within targeted low-income diverse communities.

If you have any questions or need further information, please contact: Sara Taylor or Tracy Boff at (585) 654-9083 or events@taylorjonesenterprises.com

Presenting Sponsors (two)

\$10,000

Agency/company three-minute video or slide show featured during virtual exhibitor showcase, 20 registrations; agency/company logo on symposium materials and company leader opening remarks and continued recognition as regional sponsor of all PICD community engagement initiatives for low-income communities through December 31st, 2021. .

Brand Integrity Sponsor (four)

\$7,500

Agency/company one- minute video or three ppx slides to be featured during exhibit breaks; 10 registrations; and agency/company logo on all materials/promotions and leadership recognition during opening and continued recognition as sponsor for all PICD community engagement initiatives for low-income communities through December 31st, 2021.

Community Impact Sponsor (six)

\$5,000

Agency/company two ppx slides; eight (8) registrations, agency/company logo on material and recognition as sponsor during all exhibitor breaks and acknowledgement during opening remarks.

Business Membership Sponsors (five)

\$2,500

Business membership promotional opportunity with two slides during exhibitor showcase, reduced registration rates for members, agency/company logo on all materials and six (6) registrations.

Marketing and Media Sponsor (three)

\$1,500

TV, radio, & print; company one minute video or two slides; four (4) registrations and company logo on material.

Nonprofit Employer (ten)

\$800

Agency/company logo on shared slide three and (3) event registrations

Sponsor & Partnership Payment Form

Please note the following before submitting this form:

All payments are non-refundable.

All payments must be received no later than Friday, July 16th, 2021

All Logos (if applicable) must be received no later than Friday, July 2nd 2021 – jpeg or png

Via email events@taylorjonesenterprises.com

All ppx slides 16.9 wide (if applicable) must be sent via email to events@taylorjonesenterprises.com by July 23rd, 2021

Payments Payable to: Taylor – Positive Steps Consulting

Sponsorships requiring non-profit 501 (c) (3) payee should be payable to: Partners In Community Development (w-9 and invoices sent upon request)

Mail all payments to: August Business Symposium c/o Positive Steps Consulting- 248 Willmont Street, Rochester, NY 14609

Please complete the details below. Please retain a copy of this form for your records

Company/Agency Name: _____

Sponsorship/Exhibitor Level: _____

Company/Agency Rep/Contact: _____

Address: _____

Phone Number: _____

Email Address: _____

Total Amount Enclosed

\$

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