



## MultiCultural Development Center 2009 *Sharing Diversity™* Educational Program: Special Lectures, Workshops, Forums and Networking Events - Sponsorship Benefits -

The MultiCultural Development Center's Special Lectures, Workshops, Forums and Networking Events have become premier events in which individuals have the opportunity to increase their knowledge, awareness and understanding of cultural differences as well as to develop their competencies in all areas of diversity. The 2009 *Sharing Diversity™* Educational Program features well-known local and national speakers as well as celebrities. Please take a moment to look over our 2009 program and consider joining us as a sponsor of one or more events.

By sponsoring one or more 2009 *Sharing Diversity™* Educational event(s), your organization will receive:

### **Sharing Diversity™ Sponsor (\$35,000)**

#### **Training & Networking:**

- Twenty-five (25) complimentary seats for your employees at each of the ten (10) MCDC 2009 *Sharing Diversity™* Educational Events
- Five (5) complimentary special guest seats at both Signature Events, as well as copies of the presenter's latest book\*

#### **Recognition and Brand Promotion:**

- Your organization's logo on all ten (10) event flyers as a co-sponsor (distributed to an email list of 1,500 and forwarded to thousands locally and nationally)
- Your organization's logo displayed on [www.mcadc.org](http://www.mcadc.org) as a co-sponsor (the site receives an average of 4,500 hits per day) for a period of twelve months in 2009 with a link to your organization's website
- Recognition at all ten (10) events by the emcee as well as in the printed program
- Banner displayed with your organization's name and logo at all ten (10) events

### **Inclusion Sponsor (\$10,000)**

#### **Training & Networking:**

- Twenty-five (25) complimentary seats for your employees at each sponsored event
- Five (5) complimentary special guest seats at both Signature Events, as well as copies of the presenter's latest book\*

#### **Recognition and Brand Promotion:**

- Your organization's logo on the sponsored event flyer as a co-sponsor (distributed to an email list of 1,500 and forwarded to thousands locally and nationally)
- Your organization's logo displayed on [www.mcadc.org](http://www.mcadc.org) as a co-sponsor (the site receives an average of 4,500 hits per day)
- Recognition at the sponsored event by the emcee as well as in the printed program
- Banner displayed with your organization's name and logo at the sponsored event(s)

### **Premier Sponsor (\$5,000)**

#### **Training & Networking:**

- Fifteen (15) complimentary seats for your employees at the sponsored event(s)
- Five (5) complimentary special guest seats at both Signature Events, as well as copies of the presenter's latest book\*

#### **Recognition and Brand Promotion:**

- Your organization's logo on the sponsored event flyer as a co-sponsor (distributed to an email list of 1,500 and forwarded to thousands locally and nationally)
- Your organization's name displayed on [www.mcadc.org](http://www.mcadc.org) as a co-sponsor (the site receives an average of 4,500 hits per day)
- Recognition at each sponsored event by the emcee as well as in the printed program

\* Copies of the book will be presented to the attendees of each signature event with complimentary seats. MCDC will make its best effort to obtain the latest publication relevant to the topic presented. Autographs by the author are not guaranteed.

## Patron Sponsor (\$2,500)

### Training & Networking:

- Ten (10) complimentary seats for your employees at the sponsored event

### Recognition and Brand Promotion:

- Your organization's name on the sponsored event flyer as a co-sponsor (distributed to an email list of 1,500 and forwarded to thousands locally and nationally)
- Your organization's name displayed on [www.mcfdc.org](http://www.mcfdc.org) as a co-sponsor (the site receives an average of 4,500 hits per day)
- Recognition at each sponsored event by the emcee as well as in the printed program

## Executive Sponsor (\$1,000)

### Training & Networking:

- Three (3) complimentary seats for your employees at the sponsored event

### Recognition and Brand Promotion:

- Your organization's name on the sponsored event flyer as a co-sponsor (distributed to an email list of 1,500 and forwarded to thousands locally and nationally)
- Your organization's name displayed on [www.mcfdc.org](http://www.mcfdc.org) as a co-sponsor (the site receives an average of 4,500 hits per day)
- Recognition at each sponsored event in the printed program

**In-Kind Sponsorship** (your company will provide a room, set-up, audio-visual equipment, parking and meals/refreshments for the event)

- The same as Level I (\$1,000) Sponsor

## 2009 Sharing Diversity™ Educational Program of Events - Benefits



"Sharing Diversity™"

	<i>Sharing Diversity™</i>	Inclusion	Premier	Patron	Executive	In-Kind
	\$35,000	\$10,000	\$5,000	\$2,500	\$1,000	In-Kind
Training & Networking	25 seats at all 10 events	25 seats at sponsored event	15 seats at sponsored event	10 seats at sponsored event	3 seats at sponsored event	3 seats at sponsored event
	5 special guest seats plus book at Signature Events	5 special guest seats plus book at Signature Events	5 special guest seats plus book at Signature Events	X	X	X
Recognition & Brand Promotion	Logo displayed on all 10 event flyers	Logo displayed on sponsored event flyer	Logo displayed on sponsored event flyer	Name displayed on sponsored event flyer	Name displayed on sponsored event flyer	Name displayed on sponsored event flyer
	Logo & link displayed on <a href="http://www.mcfdc.org">www.mcfdc.org</a> for 12 months	Logo on <a href="http://www.mcfdc.org">www.mcfdc.org</a> as cosponsor for event	Name on <a href="http://www.mcfdc.org">www.mcfdc.org</a> as cosponsor for event	Name on <a href="http://www.mcfdc.org">www.mcfdc.org</a> as cosponsor for event	Name on <a href="http://www.mcfdc.org">www.mcfdc.org</a> as cosponsor for event	Name on <a href="http://www.mcfdc.org">www.mcfdc.org</a> as cosponsor for event
	Recognition at all 10 events by emcee & in program	Recognition at sponsored event by emcee & in program	Recognition at sponsored event by emcee & in program	Recognition at sponsored event by emcee & in program	Recognition at sponsored event in program	Recognition at sponsored event in program
	Banner with name & logo displayed at all 10 events	Banner with name & logo displayed at sponsored event	X	X	X	X

# 2009 *Sharing Diversity*™ Educational Program Sponsorship Form

My organization would like to sponsor the following *Sharing Diversity*™ Educational Event(s):

**The entire *Sharing Diversity*™ Educational Program**

\$35,000

**January – “Networking the Networks”** (Connecting Affinity Groups and Employee Resource Groups)

Speaker: Professor Ray Friedman, Vanderbilt University

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**February – “Understanding East African Immigrant Culture: Sustaining a Productive Workforce and Enhancing Community Relationships”**

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**March – *Signature Event* – “Beyond the Color of Fear: Race and Ethnicity in the U.S. Today”**

Speakers: Victor Lewis and Hugh Vasquez, Anti-Racism speakers and cast members of The Color of Fear

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**April – “Critical Measures: A Model to Help Organizations Adapt to Change”**

Presenter: David Hunt, President and CEO of Critical Measures

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**May – *Signature Event* – Women’s Leadership Forum “Size Matters: Women and Beauty in America”**

Speaker: Nancy Giles, CBS Sunday Morning

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**June – “Understanding Inclusion Inhibitors: Biases, Assumptions and Stereotypes”**

Presenter: Dolores Fridge, Medtronic, Inc.

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**August – “Networking & Benchmarking: Connecting Diversity Practitioners, Recruiters and Human Resource Professionals”**

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**September – “Measuring Diversity Results: Providing Metrics & Score Cards as Measurement Tools”**

Presenter: Dr. Edward Hubbard, Hubbard & Hubbard, Inc.

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**October – “Micro-Inequities: The Power of Small: A Tool for Affecting Change in Organization Culture”**

Presenter: Stephan Young, Insight Education Systems

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

**November – “From Chaos to Coherence: A Tool to Manage Conflict”**

Presenter: Dr. Glenda Eoyang, Human Systems Dynamics

\$10,000       \$5,000       \$2,500       \$1,000       In-Kind

Name: \_\_\_\_\_ Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip Code: \_\_\_\_\_

Telephone: \_\_\_\_\_ E-mail: \_\_\_\_\_

Send an invoice to the address above.

I have enclosed a check, payable to MCDC.

Send forms to: Multicultural Development Center, 9633 Lyndale Avenue South, Bloomington, MN 55420  
Telephone: 952-881-6090 Fax: 952-887-6099 E-mail: info@mcadc.org