

# SPONSORSHIP OPPORTUNITIES

*Hosted By*



CHARLOTTE - MECKLENBURG  
DIVERSITY, EQUITY  
AND INCLUSION  
CONFERENCE

MCSO | MEDIC | CFD | CMPD

[char-meckdiversityconference.com](http://char-meckdiversityconference.com)

NOV  
7-10  
2021

## CONTACT INFORMATION

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The City of Charlotte is excited to host its annual Diversity Equity and Inclusion Conference in November 2021. When most people envision a "Diversity Equity and Inclusion Conference" they tend to think about issues surrounding race and gender. While race and gender demographics are certainly part of the dialogue, this conference will promote a multi-faceted discussion including recruitment, legal issues, cultural diversity, and human relations.

The climate is continuously changing; an overall goal and theme of the conference is "See Something, Say Something". We all like comfort zones and tend to guide our organizations by doing "business as usual". However, that which is comfortable can often stagnate and hinder departmental growth. Success mandates that we cannot keep doing things the same way and expect a different result; we all know this is defined as "insanity". As part of this conference, we will explore ways to breakdown both organizational and personal barriers that relate to diversity and inclusion so we can fully identify obstacles to organizational success.

All stakeholders are committed to the following:

- Developing programs that increase the awareness of cultural diversity, improve human relations, and foster equal opportunity and affirmative action;
- Create an environment free of discrimination, harassment and intimidation;
- Assure each individual the opportunity to achieve his/her highest potential;
- Establish an atmosphere that instills ethical practices and produces quality leadership

This conference is part of our commitment to enhance equal opportunities for those in public safety, by providing education, teamwork, innovation, and dialogue. Both this committee, and the City of Charlotte as a whole, recognizes that the ultimate commitment is to the citizens of Charlotte and Mecklenburg County. As the hosting locality we hope this conference will demonstrate that public safety, and the associated mission critical services, can be enhanced when we embrace proper dialogue, promote inclusiveness, and work together to achieve greater success.

# SPONSORSHIP INFORMATION

## PLATINUM SPONSORS

\$20,000

- Opportunity for a Senior Director to give a brief address at opening ceremony
- 4 complimentary conference-only registrations (Note: these need to incorporate the company's speaker registration)
- 1 Complimentary executive hotel suite or 2 Complimentary regular guest rooms
- 4 complimentary meal tickets including other conference networking receptions
- Logo included in all event material including Conference website (with site link), on-site Conference publications and event signage
- Logo included in pre-conference print and digital campaigns
- Official recognition of sponsor at Conference opening and closing sessions from Conference Chair
- Full page advertisement in conference program
- 1 Exhibition booth in a premier location.
- Opportunity for small brochure inserts in attendee's bags
- Opportunity to place company material in breakout room and/or attendee's bags
- Promotion via social media outlets, including Facebook and Twitter
- **Opportunity to Host your own evening social event, contact us for more details!**

## GOLD SPONSORS

\$15,000

- 3 complimentary conference-only registrations (Note: these need to incorporate the company's speaker registration)
- 1 complimentary hotel room
- 3 complimentary meal tickets including other conference networking receptions
- Logo included in all event material including Conference website (with site link), on-site Conference publications and event signage
- Official recognition of sponsor at Conference opening and closing sessions from Conference Chair
- Full page advertisement in conference program
- 1 Exhibition booth in a premier location.
- Opportunity for small brochure inserts in attendee's bags
- Opportunity to place company material in breakout room and/or attendee's bags
- Promotion via social media outlets, including Facebook and Twitter
- **Opportunity to Host your own evening social event, contact us for more details!**

# SPONSORSHIP INFORMATION

## SILVER SPONSORS

\$5,000

- 2 complimentary conference-only registrations (Note: these need to incorporate the company's speaker registration)
- 2 complimentary meal tickets including other conference networking receptions
- Logo included in all event material including Conference website (with site link).
- Official recognition of sponsor at Conference opening and closing sessions from Conference Chair
- Quarter page advertisement in conference program
- 1 Exhibition booth
- Opportunity for small brochure inserts in attendee's bags
- Opportunity to place company material in attendee's bags
- Promotion via social media outlets, including Facebook and Twitter
- Opportunity to Host your own evening social event, contact us for more details!

## BRONZE SPONSORS

\$2,000

- 1 complimentary conference-only registration
- 1 complimentary meal ticket
- 1 Exhibition Booth
- Logo included on Conference website sponsor section (With website link) and conference program
- Opportunity to place company material in attendee's bags
- Opportunity to Host your own evening social event, contact us for more details!

## VENDORS

\$500

- 6 Foot Foyer Table
- 2 Chairs
- Logo included in conference booklet

# VENDOR REGISTRATION

## Registration Information

Please complete the information below

Company Name: \_\_\_\_\_ Tax ID or SSN: \_\_\_\_\_

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

Company Representative: \_\_\_\_\_

Title: \_\_\_\_\_ Email: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## Sponsorship and Vendor Options

Please see page 3 of this packet for full details on each sponsorship packet

Sponsorship Level	Price	Amount Enclosed
<input type="checkbox"/> Platinum Sponsor	\$20,000	<input type="text"/>
<input type="checkbox"/> Gold Sponsor	\$15,000	<input type="text"/>
<input type="checkbox"/> Silver Sponsor	\$5,000	<input type="text"/>
<input type="checkbox"/> Bronze Sponsor	\$2,000	<input type="text"/>
<input type="checkbox"/> Vendor	\$500	<input type="text"/>
Total of Selection		<input type="text"/>

## Hotel Reservations

A special rate of \$149 per night is offered for conference vendors and attendees. Hotel reservations can be made separately by visiting the conference website at [char-meckdiversity-conference.com](http://char-meckdiversity-conference.com) then from the home page, scroll down until you reach [Conference Venue & Hotel](#).

## Agreements and Disclaimers

Please review the information below prior to submitting your vendor registration form

### Conference Dates and Times

The Conference is November 7-10, 2021; Vendor tables and displays will be November 8-10, 2021. Vendor setup begins Sunday, November 7, 2021. Vendor areas are open from 7:30 a.m. to 5:00 p.m.

### Vendor Fees

Vendor Fees are non-refundable

### Disclaimers

The Conference has the right to censor any table or display.

The Conference or their affiliates will not be responsible for any liability, lost stolen or damaged merchandise or any injury incurred during the 2021 Charlotte-Mecklenburg Diversity, Equity & Inclusion Conference.

# PAYMENT AND CONTACT INFO

## Payment Information

Payment must accompany registration form to be processed.

### Pay by check:

Please make checks payable to "Charlotte Fire Department" and indicate "Diversity, Equity & Inclusion Conference" in the memo line.

### Pay by credit card:

Visit our Website at [char-meckdiversityconference.com](http://char-meckdiversityconference.com) to complete your online registration form and pay with a credit card.

## Mailing and Contact Information

### Mail printed applications and payment by check to:

Charlotte Fire Department  
500 Dalton Avenue  
Charlotte, NC 28206  
Attention: Lisa Williams

### For assistance with the application or general questions:

Brian Cunningham  
CFD Captain  
[btccunningham@ci.charlotte.nc.us](mailto:btccunningham@ci.charlotte.nc.us)

### Conference Location:

Hilton Charlotte University Place  
8629 J M Keynes Dr, Charlotte, NC 28262

Jamie Messer  
CFD Logistics

704-336-2411  
[jlmesser@charlottenc.gov](mailto:jlmesser@charlottenc.gov)

### Conference Dates:

Pre-Conference Events & Early Registration  
November 7-10, 2021

### Conference & Vendor Displays

November 8-10, 2021

Follow us on the web and social media for conference updates and information:



@charmck diversity conference



@inclusionequity



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