



SPONSORSHIP LEVELS & BENEFITS

Sponsoring the inaugural REDI to Lead Conference will give your organization strong brand recognition among the most influential companies in diversity management in our State. There are opportunities for sponsorship of this annual event at Champion, Advocate, Partner, Supporter and Collaborator levels. For more information, please contact abrown@ulbcfl.org

Conference Tickets

One Day Registration: \$225

All Access Pass: \$599

	Champion \$25,000	Advocate \$15,000	Partner \$10,000	Supporter \$5,000	Collaborator \$2,500	Friend \$1,500
Sponsorship acknowledgment in press release; logo included on the conference website, electronic invitation, and in digital platform	Premiere	Priority	Priority	Standard	Standard	Standard
Advertisement (sponsor provides videos, ads, and logos)	Video and full-screen digital ad	Video and full-screen digital ad	Half-screen digital ad	Quarter-screen digital ad	Digital logo placement	Digital logo placement
Conference Tickets	15	10	8	6	4	2
Social Media	4 dedicated posts and 2 live posts	3 dedicated posts and 1 live posts	2 dedicated posts and 1 live posts	1 dedicated posts and 1 live posts	1 dedicated posts	1 dedicated posts
Branding (details below)	Event co-branding	Exclusive opportunity	Exclusive opportunity			

Sponsorship Upgrade Options

Conference sponsorship upgrades are a great way to increase visibility to our conference participants. Options include:

Digital advertisement upgrade	<ul style="list-style-type: none"> • Logo to ¼-screen ad (\$1,000) • Logo to ½-screen ad (\$2,400) 		
Social media add-on	<ul style="list-style-type: none"> • 2 dedicated pre-event posts (\$800) 	<ul style="list-style-type: none"> • Logo to full-screen ad (\$3,500) • ¼-screen ad to ½-screen ad (\$1,400) 	<ul style="list-style-type: none"> • ¼-screen ad to full-screen ad (\$2,500) • ½-screen ad to full-screen ad (\$1,500)
Branded opportunity add-on	<ul style="list-style-type: none"> • Break out room host (\$3,000) 	<ul style="list-style-type: none"> • 2 dedicated live posts (\$2,500) • Panel introduction (\$5,000) 	<ul style="list-style-type: none"> • Pre-event sponsor (\$7,500)

Branding Opportunities

Exclusive branding opportunities are available to our Champion, Advocate, and Partner sponsors. Your sponsorship of \$10,000 or higher will include uniquely tailored opportunities during the main event, panel discussions, and breaks.

- Opportunity to show a commercial via live streaming during the Conference
- Reach every conference registrant with logo, link, and direct communication. This may include a blast to all attendees prior, during, or after virtual sessions
- Two announcements (push notification) to attendees
- Recognition as a Racial Equity/Social Justice partner in Advocacy newsletter and social media
- Featured listing in ULBC Annual Report (for donors \$10,000) and up
- Premier placement on REDItoLEAD.org website
- Premier placement on REDI Conference website and virtual event platform

Tailoring specifics will be finalized in your sponsorship agreement. Tailoring could include co-branding in top-level material, co-branding prior to panel and opportunities to introduce the panel, and opportunities to host break-out rooms and pre-events.