

WDLS 2011 SPONSORSHIP: PREMIUM EVENTS



Premium Events Overview

Virtcom Consulting is pleased to invite you to participate in the Seventh Annual World Diversity Leadership Summit ("WDLS"), September 6th to 8th, 2011 in New York City. The conference will gather Chief Diversity Officers, corporate executives, government leaders and policy makers from around the world to discuss diversity and inclusion challenges and opportunities for improving organizational performance. This year, sponsors will have the opportunity to participate in three categories of premium events, for a total of **8 premium events**:

- **Evening Receptions (3)**
- **Keynote Luncheons (2)**
- **Special Summits (3)**

Evening Receptions (3)

The WDLS will offer three marquee evening reception experiences.

- **Sept 6th - United Nations opening reception**
- **September 7th US Open reception and tickets to evening tennis matches**
- **September 8th black tie gala reception on the floor of the New York Stock Exchange**

These unprecedented premium events offer a unique and unparalleled branding opportunity for a sponsoring organization.



Keynote Luncheons (2)

The WDLS will offer two keynote luncheon experiences.

- **September 7th Keynote-** including award to Tennis Legend Billy Jean King
- **September 8th Keynote-** including award to Business and Basketball Legend Irving “Magic” Johnson



Special Summits (3)

The WDLS will offer three special summit experiences.

- **September 7th Non Profit/Mission Summit**
- **September 7th/8th ERG Summit**
- **September 8th C-Suite Summit**

Previous Sponsors



A Unique Group of Thought Leaders

Some of the world's leading CEO's, Policy Makers and Academics have presented at the WDLS:

- **Hillary Clinton, Secretary of State, United States of America**
- **Jack Mollen, Executive Vice President, Global Head of HR, EMC**
- **Lord Wahid Ali, Member of the House of Lords, Former Chief Advisor to Prime Minister Tony Blair, United Kingdom**
- **Marc Morial, CEO, Urban League**
- **Barry Salzberg, CEO, Deloitte**

- Tig Gilliam, CEO, Adecco Group NA
- Bill Crouch, President, Georgetown College
- Jay Rasulo, Global Chief Financial Officer, Walt Disney Corporation
- William B. Mitchell, CEO, Arrow Electronics
- Joe Campanelli, CEO, Sovereign Bank- Grupo Banco Santander
- J. Terence Lanni, CEO, MGM Mirage Enterprises
- Martin Lawrence, CEO, HSBC USA
- H. Bud Selig, Commissioner, Major League Baseball
- Richard Harvey, CEO, Aviva
- Martin Riant, President, P&G
- John Sefferin, CEO, American Cancer Society
- Frank Burch, CEO, DLA Piper
- Carlos Dominguez, SVP, Office of the Chairman, Cisco

WDL S Highlights





SPONSORSHIP LEVELS & BENEFITS

All sponsorships will be reserved upon receipt of a signed Sponsor Commitment form. The following sponsorship levels & benefits are provided for your selection. There are eight premium sponsor events. **There are two types of sponsorships:**

1. Conference wide (Naming and Presenting)
2. Premium Event (Presenting)

Naming is for example: the Coca Cola (naming sponsor) WDLS 2011

Presenting is for example the WDLS ERG SUMMIT presented by Coca Cola (presenting sponsor)

Benefits

	Sponsorship Levels					
	Conference Naming \$300,000	Hosting (Facilities, Food and Beverage in-kind: app. \$150,000 value)	Conference Presenting \$100,000	ERG Summit/ NYSE/C- Suite Presenting \$45,000	UN,US Open Reception;; Non-Profit Summit Presenting \$30,000	Keynote Luncheon Presenting \$20,000
Recognition in conference program	✓	✓	✓	✓	✓	✓
Logo on website	✓	✓	✓	✓	✓	✓
Logo on brochure	✓	✓	✓	✓	✓	✓
Logo on select email send-outs	✓	✓	✓	✓	✓	✓
Full page color ad in conference program	✓	✓	✓	✓	✓	✓
Reserved sponsor lunch table	✓	✓	✓	✓	✓	✓
Conference passes	40	30	20	10	7	5
Student fellowship passes	6	3	3	3	2	1
Executive panelist opportunity	✓	✓	✓	✓	✓	
NYSE Gala Tickets	40	30	20	10	7	5
Premium Event Sponsorship and Branding	✓	✓	✓	✓	✓	✓
Conference item sponsorship	✓	✓	✓	✓		
Uptown Professional Full Page Ad	✓	✓	✓	✓		
Conference event sponsorship	✓	✓	✓			
Recognition in press release	✓	✓	✓	✓	✓	✓
Featured teleseminar speaker	✓	✓	✓			
1 time access to email list	✓	✓	✓	✓	✓	✓
Session sponsor	✓	✓	✓			
Other Benefits	✓					



SPONSORSHIP COMMITMENT FORM

World Diversity Leadership Summit
New York, NY
September 6-8, 2011

Please complete this application to indicate sponsorship level selected and fax to: Virtcom Consulting, Attn: World Diversity Leadership Summit Sponsorship Manager at 917-591-6241. Upon receipt of your completed form an invoice will be forwarded based on the contribution level selected.

Contact Information

Company Name:

Write company name as it should appear in publicity materials

Contact:

Person to whom all correspondence should be directed

Mailing Address:

City:

State:

Zip Code:

Telephone Number:

Fax Number:

E-mail Address:

Sponsorship Level

Please check one of the following

- Prelude \$20,000 Bravo \$30,000 Encore \$45,000 Presenting \$100,000
 Hosting \$150,000 Naming \$250,000 Other _____

Payment Information

Check one: Check MasterCard VISA American Express

Credit Card Information:

Name as it appears on card:

Credit Card Number:

Expiration Date:

Billing Address if different from mailing:

Total Charge:

Signature:

Date:

WDL S 2011 Sponsorship: Premium Events
917-858-9090 // dfreeman@virtcomconsulting.com

Check Information:

Checks should be sent within 15 days of receiving an invoice.

Make checks payable to: Virtcom

Mail checks to: Virtcom Consulting
World Diversity Leadership Summit
Attn: Douglas Freeman
152 Madison, 20th floor
New York, NY 10016