

JUNE 15, 2021

DIVERSITY, EQUITY AND INCLUSION SERIES



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The Michigan Chamber Diversity, Equity & Inclusion (DEI) Series seeks to encourage, support and educate employers on the importance of building a diverse, equitable and inclusive workplace environment. Through meaningful conversations and clear opportunities for action, participants will gain a better understanding of the business case for DEI, hear different perspectives and experiences and identify ways we can work together to make DEI a strategic priority.

DIVERSITY AT WORK

The Female Recession: How to Support Working Women

More than two million women left the labor force in 2020. Women are now at the lowest workforce participation level since 1988 – an astounding statistic. This COVID-induced “She-cession” has unearthed social and economic inequities and is jeopardizing half a century of women’s hard-fought gains in the workplace.

In this session, we will explore the trend lines, how the pandemic has disproportionately impacted women in senior roles, working mothers and women of color, and how companies can work to support and retain women by integrating flexible support models and family-forward policies.

Tapping Into Hidden Talent Pools to Fill Your Talent Needs

Attracting and retaining talent is likely to be one of the toughest challenges business leaders face. This session will explore how you can tap into alternative and diverse talent pools. While it may seem scary to hire someone who doesn’t look perfect on paper, there are many advantages to hiring individuals from underutilized talent pools, including veterans, individuals with some type of disability, returning citizens, the elderly and more. Participants will join the discussion about how broadening your definition of “diversity” in the hiring process and taking a chance on someone different than your typical candidate may be a risk worth taking.

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SPONSORSHIP OPPORTUNITIES



PRESENTING SPONSOR - AMOUNT: \$10,000 (Exclusive)

- Opportunity to provide opening remarks and promote your organization
- Recognition as "Presenting Sponsor" on all online and social media for the event, including all digital advertising
- Verbal recognition during the event
- Opportunity to distribute downloadable promotional materials to each attendees pre- or post-event
- Thank you recognition on the Michigan Chamber website, event page and social media platforms with your company logo and/or link
- First right of refusal for the 2022 event

PLATINUM SPONSOR - AMOUNT: \$7,500

- Logo on online and social event marketing materials, including digital advertising
- Opportunity to introduce panel session
- Verbal recognition during the event
- Opportunity to distribute downloadable promotional materials to each attendees pre- or post-event
- Thank you recognition on the Michigan Chamber website, event page and social media platforms with your company logo and/or link

GOLD SPONSOR - AMOUNT: \$5,000

- Logo recognition on online and social marketing materials, including digital advertising
- Verbal recognition during the event
- Recognition on Michigan Chamber social media platforms and event website
- Thank you on Chamber website with your company logo or link

SILVER SPONSOR - AMOUNT: \$2,500

- Logo recognition on online and social marketing materials
- Recognition on Michigan Chamber social media platforms and event website

SUPPORTING SPONSOR - AMOUNT \$1,000

- Recognition on Michigan Chamber social media promotions of the event and on event website

