



# The New Reality

ColorComm Conference  
Ritz Carlton Key Biscayne  
July 29 – 31, 2015

## Sponsorship Opportunities



Presenting Sponsor



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MEDIA PARTNER  
**PRWeek**

## Letter from the President



Dear Future Sponsor and Strategic Partner,

It is my pleasure to introduce you to ColorComm and present the opportunity for your company to become a sponsor and partner of the 2015 ColorComm Conference. ColorComm is the only membership organization exclusively for women of color in the vast field of communications including Public Relations, Media Relations, Corporate Communications, Advertising, Print and Broadcast Journalism.

The conference brings women of color together to learn, grow and increase their value via the ColorComm experience. However, C2 (short for ColorComm Conference) is more than a conference.

It's an intimate business retreat and safe space for attendees to candidly discuss real issues on diversity and inclusion, productivity, promotions, negotiations, finances and other topics to keep ahead of industry trends and new developments. Another key difference: speakers participate in the conference as attendees. They do not just speak and leave, which is often the case at most conferences. **Our high level speakers and industry leaders are actively engaged throughout the conference, which provides more value added at every level.**

**As a C2 partner,**

- You will have **direct access to 300+ successful and influential** conference attendees in all areas of communications who manage million dollar budgets, promote products and services and make key media decisions every day.
- You will **increase your corporate and/or product brand visibility** among this important audience of high level communicators.
- Your company and brands will receive **major publicity and media coverage** reaching thousands of influencers throughout the country.

Equally important, your sponsorship will help strengthen the voices of those who are often underrepresented in the overall business and political discourse. Your support will help women and people of color to have their point of view heard and considered as we move into a more diverse and inclusive society.

We invite you to take a closer look at this growing organization and become one of the leading companies to influence and connect with this group of highly successful and influential women.

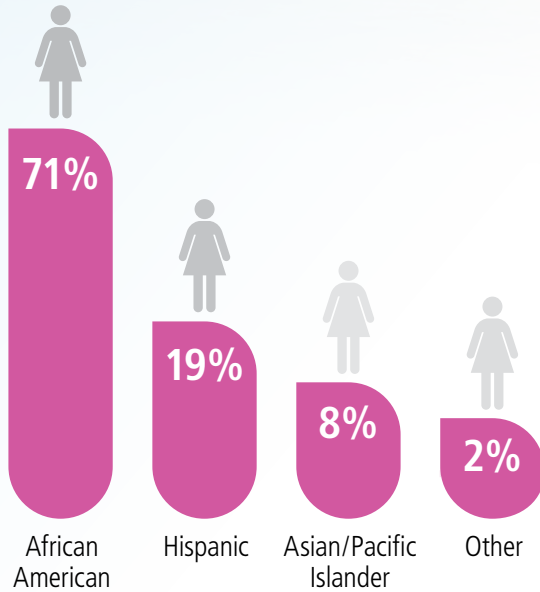
Sincerely,

A handwritten signature in red ink that reads "Lauren Wesley Wilson".

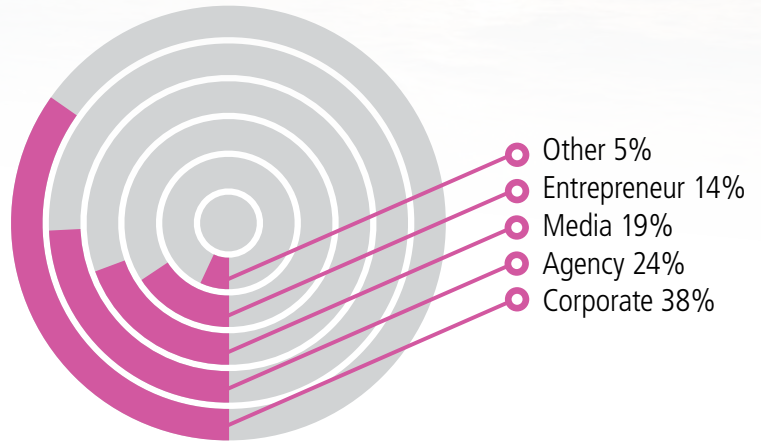
Lauren Wesley Wilson  
ColorComm Founder & President

# Snapshot of C2 2014 Participants

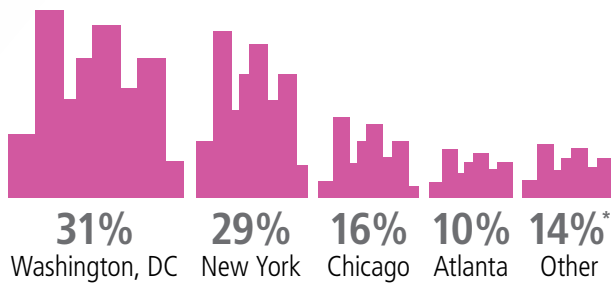
## Women of color...



## ...in Communications

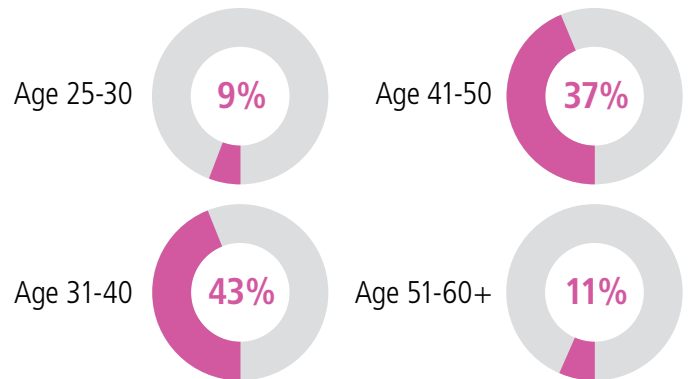


## who live in major U.S. cities...

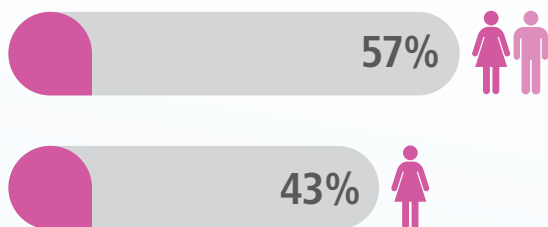


\* Including Los Angeles, Houston, Boston, San Francisco, Charlotte, Miami, St. Louis, Philadelphia, Indianapolis

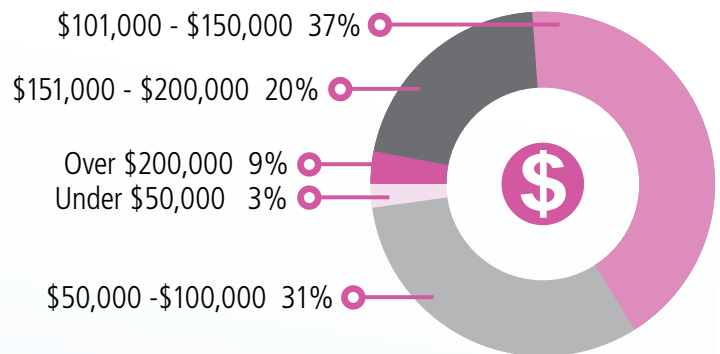
## with a median age of 38...



## both married and single...



## with 66% individual income over \$100K



Income is estimated based on industry averages for job titles. Total household income may be substantially higher among those who are married.

## What Others Are Saying About C2



You have powerful women here and women who are trying to grow their careers...we share our stories, some of the tough things we deal with, how to be resilient, how to lead, what does leadership look like. All of these things a great conference like ColorComm can answer.

~ Soledad O'Brien, CEO, Starfish Media Group



No matter what your job is or what level you are, every woman in communications should attend this conference.

~ Yvette Miley, Senior Vice President, MSNBC



It's been an amazing experience. The women here are so smart, so open to learning new things, so energetic and ambitious. I love everything about it!

~ Ana Roca Castro, Founder, Latism



I haven't been to a conference this inspiring! Thanks to ColorComm for such an amazing lineup of speakers.

~ Priya Ramesh, Director Digital Strategy, Burson-Marsteller



One of the best conferences of the year!

~ Zoe Zeigler, Toyota

## C2 Overview

C2 (short for ColorComm Conference) is the ultimate business conference for women of color in communications. We are bringing together approximately 300 high-level corporate and agency executives, journalists, entrepreneurs, educators and community leaders. Innovative programs, presented by the industry's top practitioners and thought leaders, will be built around the theme, **"The New Reality,"** as women of color are changing the face of the communications industry. Below is a brief overview of this enlightening, three-day C2 experience.

### Wednesday

Registration begins at noon followed by afternoon sessions and the opening of the exhibits. However, the conference officially begins with recognition. The highlight of the first day is the dinner and presentation of the **ColorComm Circle Awards, the highest honor recognizing women of color in communications.**



Special guest The Honorable LaDoris "Dot" Harris, Director of the Office of Economic Impact and Diversity, U.S. Department of Energy



Soledad O'Brien and Lauren Wesley Wilson (center) with honorees l to r: Terrie Williams, Sandra Sims-Williams, Yvette Miley, Nita Song, Lakshmi Singh, Monica Lozano, Trisch Smith.  
Not pictured: Ana Castro.

### Thursday

We **get down to business** with three power-packed sessions in the morning featuring esteemed speakers and panelists who will educate and enlighten. The Lunch and Learn session will keep participants engaged during the midday meal. Following afternoon sessions, the evening features private, invite-only gatherings and then the much-anticipated Theme Dinner Buffet and program.



Roland Martin listens intently to a question while serving on the male panel, moderated by Essence Editor-in-Chief Vanessa Bush

### Friday

We begin with an informative and inspiring General Session Breakfast. Then participants engage in several impactful breakout sessions, leading to the ultimate crescendo – the **ColorComm Signature Luncheon** featuring an esteemed **Keynote Speaker**. The conference concludes on this high note, with participants feeling inspired, empowered and looking forward to C2 2016!



Desirée Rogers, CEO of Johnson Publishing Co., mingles with attendees following her keynote luncheon address.



## Conference Sponsorships

### PRESENTING SPONSOR • \$75,000 (CONFIRMED)

The Presenting Sponsor is our partner and “co-host” of C2. Your company will be featured in all conference materials, and you will have the unique opportunity to custom-tailor a strategic program to promote your corporate brand, specific products or unique initiatives to this important demographic. At this level, we will work with you to customize a speaking engagement around your senior executives. This level offers the maximum visibility to fulfill your diversity initiatives as it relates to growing business partnerships and exposure to top talent.

#### SPECIFIC BENEFITS INCLUDE:

- The Presenting Sponsor will headline the conference promotional tour in major cities, including New York, Washington, D.C., Chicago Atlanta, Miami and others. Invited to these special events will be hundreds of communications professionals from corporations, large PR and marketing agencies, digital professionals and members of the media.
- Customized event developed around your company as well as other speaking opportunities to promote specific products, services and/or corporate initiatives.
- The opportunity to exhibit at the conference and receive prime exhibit space.
- Twitter Chat for one hour with the ColorComm community before and after the conference to highlight/discuss your products and to continue the conversation.
- Major signage and recognition throughout the conference.
- The opportunity to include your logo/brand on the Conference bag.
- Full-page letter from a Senior Executive directly addressing the conference attendees in the program book as well as a full-page ad.
- Presenting Sponsor recognition in Awards program book.
- Logo, ad and message on both the Conference and ColorComm Network websites.
- Complimentary registration package for 10 people.
- The Presenting Sponsor will be assigned a dedicated conference assistant.
- Complimentary one-year ColorComm membership for 10 people.



## Conference Sponsorships

### DIAMOND SPONSOR • \$50,000

The Diamond Sponsor is our strategic partner of C2. This sponsorship provides the opportunity to promote your corporate brand or specific products to this important demographic. At this level, you will have the opportunity to have your senior executives participate in highly visible speaking engagements at the conference. This level provides high visibility to fulfill your diversity initiatives as it relates to growing business partnerships and exposure to top talent.

#### SPECIFIC BENEFITS INCLUDE:

- The Diamond Sponsor will receive recognition during the promotional tour in major cities, including New York, Washington, D.C., Chicago Atlanta, Miami and others. Invited to these special events will be hundreds of communications professionals from corporations, large PR and marketing agencies, digital professionals and members of the media.
- Customized event developed around your company as well as other speaking opportunities to promote specific products, services and/or corporate initiatives.
- The opportunity to exhibit at the conference and receive prime exhibit space.
- Full-page ad in conference program book.
- Sponsor recognition in Awards program book.
- Logo on Conference and ColorComm Network websites.
- Major signage and recognition at the conference.
- Complimentary registration package for 8 people.
- Complimentary one-year ColorComm membership for 8 people.



## Conference Sponsorships

### PLATINUM SPONSOR • \$35,000

- The Platinum Sponsor will receive recognition during the promotional tour in major cities, including New York, Washington, D.C., Chicago Atlanta, Miami and others. Invited to these special events will be hundreds of communications professionals from corporations, large PR and marketing agencies, digital professionals and members of the media.
- Customized event developed around your company as well as other speaking opportunities to promote specific products, services and/or corporate initiatives.
- The opportunity to exhibit at the conference and receive prominent exhibit space.
- Full-page ad in conference program book.
- Sponsor recognition in Awards program book.
- Logo and company info on Conference website.
- Logo highlighted on ColorComm Network website.
- Major signage and major recognition at the conference.
- Complimentary registration package for 6 people.
- Complimentary one-year ColorComm membership for 6 people.

### GOLD SPONSOR • \$25,000

- The Gold Sponsor will receive recognition during the promotional tour in major cities, including New York, Washington, D.C., Chicago Atlanta, Miami and others. Invited to these special events will be hundreds of communications professionals from corporations, large PR and marketing agencies, digital professionals and members of the media.
- Speaking opportunities to promote specific products, services and/or corporate initiatives.
- The opportunity to exhibit at the conference and receive prominent exhibit space.
- Full-page ad in conference program book.
- Sponsor recognition in awards program book.
- Logo included on both the conference website and ColorComm network website.
- Signage and recognition at the conference.
- Complimentary registration package for 4 people.
- Complimentary one-year ColorComm membership for 4 people.





## Event Sponsorships

### **COLORCOMM CIRCLE AWARDS DINNER • \$45,000** WEDNESDAY • JULY 29, 2015

The ColorComm Circle Awards is the only awards ceremony to recognize women of color in communications. The Circle Awards are the highest honor awarded to a select group of executive level women communicators. This year's ceremony will be keynoted by CNN's Lisa Ling in the Grand Ballroom of the Ritz Carlton Key Biscayne, Miami. This event will kick off the three-day conference and will set the tone for the rest of the week.

The Awards Dinner sponsor is our strategic partner to honor eight women of color who are changing the face of the communications industry. This is the only awards ceremony exclusively for women of color in communications, and the sponsor of this event will be seen as a company that values and promotes diversity and the empowerment of women. The audience will include corporate and agency executives, high-level influencers, advertising and marketing professionals, small business owners and digital strategists.

#### YOU OWN THE NIGHT!

- As the Awards Dinner sponsor, you will have the opportunity to introduce the keynote speaker, CNN'S Lisa Ling.
- An executive from your company will have an opportunity to be a guest speaker during the Awards Dinner program.
- You will have a reserved table of 10 during the program along with 10 full registration packages for the entire conference.
- Customized branding on tables and the big screen.
- A private photo shoot for your team with Lisa Ling.
- Twitter Chat for one hour with the ColorComm Community to highlight your partnership.
- Full-page letter in the Awards Program Book from a senior executive in your company.
- Full-page ad the Conference Program Book.



## Event Sponsorships

### **THEME DINNER BUFFET • \$35,000 (CONFIRMED)** **THURSDAY • JULY 30, 2015**

Based on attendee feedback, this will be a much-anticipated event on Thursday evening. ColorComm will work with the Sponsor to create a unique and memorable experience.

- Sponsor will have signage and receive major recognition at the event.
- Sponsor will have the opportunity to engage attendees by presenting a custom program at the event.
- Sponsor will receive a full page ad in the conference program book.
- Opportunity to exhibit at the conference.
- Complimentary registration package for 6 people.

### **KEYNOTE SPEAKER LUNCHEON • \$35,000** **FRIDAY • JULY 31, 2015**

ColorComm network started with a luncheon and turned into a community. The luncheon on Friday is the culmination of the conference and highlights how the organization has truly come full circle. The Keynote speaker at this year's luncheon will be the iconic Gloria Steinem.

- Sponsor will receive recognition before, during, and after the event.
- Sponsor will be highly visible and will have a speaking opportunity at the event.
- Sponsor's logo will be projected on the giant screen during the program.
- The Sponsor will have the opportunity to connect with Gloria Steinem and other key influencers prior to the luncheon and will have the opportunity for photos.
- Full-page ad in conference program book.
- Opportunity to exhibit at the conference.
- Complimentary registration package for 5 people.



## Event Sponsorships

### **C2 SOCIAL MEDIA LOUNGE • \$30,000** **WEDNESDAY – FRIDAY • JULY 29 – 31, 2015**

The Social Media Lounge will feature various platforms, such as Twitter, Facebook, Instagram, to keep attendees informed and connected. Also, it allows Sponsor to show their videos of products and services, special projects and initiatives.

The Lounge will include:

- A custom-built surround with cutouts for flat screen TVs.
- Sponsor branding on media wall.
- Speaking opportunity to promote specific products, services and/or corporate initiatives.
- A/V technician to manage social media content, live streaming and screening of Sponsor's content/videos.
- Includes soft seating and tables.
- Full page ad in conference program book.
- Complimentary conference registration for 4 people.

### **LUNCH AND LEARN • \$30,000** **THURSDAY • JULY 30, 2015**

The Lunch and Learn session will take place on Thursday.

This will be a working lunch so that attendees don't miss a beat.

- The Sponsor will have the opportunity to craft a session around their company.
- The Sponsor will have the opportunity to promote company initiatives or products.
- Signage will be on display during the course of the luncheon.
- Sponsor may have signage or company materials placed at each place setting.
- Complimentary registration package for 5 people.

### **GENERAL SESSION BREAKFAST • \$25,000** **THURSDAY • JULY 30, 2015**

The general session breakfast will take place on Thursday morning.

- Sponsor will have the opportunity to host a breakfast where they can promote their initiatives to conference attendees.
- Speaking opportunities for executives and brand visibility for company.
- Signage will be on display during the breakfast.
- Complimentary registration for 4 people.



## Event Sponsorships

### **GENERAL SESSION BREAKFAST • \$25,000 (CONFIRMED)** **FRIDAY • JULY 31, 2015**

The general session breakfast will take place on Friday morning.

- Sponsor will have the opportunity to host a breakfast where they can promote their initiatives to conference attendees.
- Speaking opportunities for executives and brand visibility for company.
- Signage will be on display during the breakfast.
- Complimentary registration for 4 people.

### **VIP AWARDS RECEPTION • \$15,000 (CONFIRMED)** **WEDNESDAY • JULY 29, 2015**

This event takes place prior to the ColorComm Circle Awards on Wednesday evening.

- Sponsor will receive major recognition at premier networking event with ColorComm Circle Award honorees, industry influencers, conference VIPs and headline speakers.
- Sponsor will have a speaking opportunity at the event.
- Logo on Conference website.
- Full-page ad in Conference program book and Awards program book.
- Complimentary registration package for 3 people.

### **COFFEE BREAKS • \$15,000** **THURSDAY & FRIDAY • JULY 30 & 31, 2015**

The go-to place to keep attendees powered-up throughout the day.

- Opportunity to provide a coffee/beverage station on Thursday and Friday with your signage.
- Opportunity to showcase your new and/or existing products and services.
- Complimentary registration for 3 people.

### **COCKTAILS AND CONVERSATIONS • \$15,000** **THURSDAY • JULY 30, 2015 (HAPPY HOUR 4:00 – 5:30 PM)**

This Happy Hour will take place following the Godmother Part II session in which attendees will be looking to continue the conversation. You can take advantage of this captive audience and networking opportunity to connect with participants and share your message.

- Get up close and personal with attendees from mid to executive levels as well as key influencers.
- Opportunity to create “buzz” by naming/branding a #specialcocktail.
- Opportunity to exhibit in the C2 Social Media Lounge or Ballroom Exhibit Gallery
- Complimentary registration 2 people.



## Event Sponsorships

### **COCKTAILS AND CONVERSATIONS • \$15,000** **THURSDAY • JULY 30, 2015 (AFTER DINNER 8:30 – 10:00 PM)**

Networking in the C2 Social Media Lounge on Thursday from 8:30 – 10:00 pm. This follows the Theme Dinner Buffet on Thursday when attendees will be looking to continue the conversation, and this is the ideal time and location.

- Get up close and personal with attendees from mid to executive levels as well as key influencers.
- Opportunity to create “buzz” by naming/branding a #specialcocktail.
- Opportunity to exhibit in the C2 Social Media Lounge.
- Complimentary registration for 2 people.

### **HIGH TEA FOR INFLUENCERS • \$12,000 (CONFIRMED)** **THURSDAY, JULY 30, 2015**

The ideal event for Sponsors who want to personally meet key influencers. This will be a private, invitation only event on Thursday afternoon.

- The opportunity to promote products and services.
- The opportunity to assess talent and receive contact information.
- Complimentary registration for 2 people.

### **CORPORATE PARTNER GROUP • \$12,000**

This package provides special benefits and recognition for companies and agencies that want to foster professional development with their rising star employees. It’s also a great opportunity to use this conference as a place for team building, leadership training and executive coaching.

This package includes:

- 10 full conference registrations.
- Reserved table for 10 at the Awards Dinner and Keynote Speaker Luncheon.
- Recognition as a Corporate Partner in the Conference Program Book.
- Full-page ad in the Conference Program Book.



## Exhibit Opportunities

### **CORPORATE EXHIBITOR PACKAGE • \$3,500**

- Up to 10' x 10' space
- Includes 2 full conference registrations
- Recognition in the Conference Program Book.

### **SMALL BUSINESS EXHIBITOR PACKAGE • \$1,500**

- Up to 8' x 8' space
- Includes 1 full conference registration.
- Recognition in the Conference Program Book.

## Advertising

Reach a targeted audience of corporate and agency executives and influential communicators with your ad in the beautifully-designed, commemorative Conference Program Book.

Full Page Vertical Ad • \$1,000

Trim size: 8.5 x 11

Bleed size: 8.75 x 11.25

Live area: 8.25 x 10.75

## Contact

Let us design a customized partnership to meet your specific marketing goals, objectives and budget.

Sponsorship Representation:

### **Miles Ahead Entertainment**

- Sheila Eldridge

- Alex Hill

Email: [info@milesaheadentertainment.com](mailto:info@milesaheadentertainment.com)

Phone: (301) 249-1700