



Defining the Future.

ColorComm Conference
Ritz Carlton Key Biscayne • Miami, Florida
August 6 – 8, 2014

Sponsorship Opportunities



Letter from the Founder

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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 of the 2014 ColorComm Conference (C2). ColorComm is the only membership organization exclusively for women of color in communications.

Based in Washington, D.C., ColorComm serves communications professionals in major U.S. cities including Chicago and New York and is planning to launch membership in Atlanta. However, many women throughout the country have asked us to bring ColorComm to their city and we plan to expand. In the meantime, we want as many women as possible to learn, grow and increase their value via the ColorComm experience. Thus, the need for a national conference.

As a C2 sponsor,

- 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 sponsorship 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,

Lauren Wesley Wilson
ColorComm Founder and
Chief Networking Officer



About ColorComm

ColorComm started as an invite-only luncheon series for women of color in communications. Luncheons are a first-class experience that break the rules of how networking is typically done. The key word is “experience,” and each intimate luncheon experience creates an environment for women to participate in discussions on career, industry and professional enhancement.

“Lauren Wesley Wilson...soon realized ColorComm’s potential when she was packing the back rooms of upscale Washington restaurants.”

~ National Journal

ColorComm is an essential organization for women of color in communications. In a field where there is often less than a handful of this audience at a typical professional meeting or networking event, ColorComm provides this niche group the opportunity to learn from and become inspired by highly successful women of color.

Based on feedback from participants who wanted more opportunities to connect, ColorComm transitioned from an invite-only luncheon series into a professional membership organization in July 2012. The membership launch party featured keynote speaker, Marcia L. Dyson, an executive level communicator and founder of the Women’s Global Initiative.



More than 100 guests were in attendance, including Sachkia Barnes, who currently resides in the British Virgin Islands. She flew to Washington, D.C. just for the ColorComm Membership launch party and joined the DC chapter as a charter member.

This is an example of the need, influence and expanded reach of ColorComm.

Marcia Dyson speaking at the ColorComm Membership Launch Party

Mission

To personally connect women of color in communications with like-minded individuals to build a strong network of leaders.

Women who...

- Want to share and learn from other successful women.
- Have achieved a measure of success and are looking for new opportunities that will stimulate, educate and broaden their horizons.
- Want to be a responsible and powerful voice in their communities – locally, nationally and globally.



About The Founder

Lauren Wesley Wilson is a professional communicator and acclaimed entrepreneur. As the Founder of ColorComm, she has been recognized by:

- PR Week 40 Under 40
- 93.9 WKYS 30 under 30
- Washington Women in PR Emerging Leader Award

Lauren began her career at PR giants Ketchum and Edelman. Then she went from top PR agency Hill & Knowlton to a top position on Capitol Hill as the Communications Director for a Ranking Member of Congress. Her connections led to the media booking and consulting position for Obama for America at the Florida Campaign Headquarters.

Lauren is a graduate of Spelman College and holds a Bachelor of Arts degree in Political Science, with a concentration in International Relations. While at Spelman, she studied at the University of KwaZulu-Natal in Durban, South Africa. Lauren continued her studies in Washington, D.C., where she earned a Master’s degree in Communications from Georgetown University.

ColorComm By The Numbers

ColorComm is the only membership networking organization exclusively for women of color in the vast field of communications including:

**Public Relations • Public Affairs • Media Relations • Corporate Communications • Journalism
Advertising • Broadcast • Commentary • Consulting • Social Media**

21

ADVISORY BOARD
MEMBERS


350+


MEMBERS IN DC, NYC & CHI
WITH ATL NEXT!


9,000+

FEMALE PROFESSIONALS
THROUGHOUT THE U.S.

Women of color are a key growing demographic in the U.S. representing 36.3 percent of the country's female population and about 18 percent of the entire U.S. population. ColorComm reaches many in these important demographic segments, providing you access to an audience that powers brands and engagement with women who can promote your interests.

 **85%** Women of color make household purchasing decisions

 **56%** All social media users are women

 **35%** Of small businesses are being started by women of color

 **1.9 million** Businesses are owned by women of color

 **1.2 million** People employed by women of color owned businesses

 **\$165 billion** Annual revenue generated by women of color owned businesses

Sources:

Center for American Progress

<http://www.americanprogress.org/issues/race/report/2012/07/17/11923/the-state-of-women-of-color-in-the-united-states/> • http://www.census.gov/newsroom/releases/archives/business_ownership/cb10-184.html • <http://mashable.com/2012/07/24/women-owned-businesses/>
<http://mashable.com/2012/07/04/men-women-social-media/> • <http://www.ezebis.com/venture/investing-women-infographic/> • <http://www.time.com/time/interactive/0,31813,2031700,00.html>

ColorComm Headliners and Headlines

Events hosted by ColorComm have become one of the most sought after tickets in town. During the past year, ColorComm has attracted top professionals and icons who have made a lasting and positive impact on participants, including:

Amy DuBois Barnett, Editor-in-Chief, EBONY magazine, ColorComm Chicago Membership Launch Speaker

Michelle Bernard, President & CEO Bernard Center for Women, Politics & Public Policy and Analyst on MSNBC, ColorComm DC Speaker

Marvet Britto, President and CEO, The Britto Agency, ColorComm NYC Speaker

Jamie Foster Brown, Sister 2 Sister Publisher and ColorComm DC Speaker

Traci Otey Blunt, SVP, The RLJ Companies, ColorComm DC Event Sponsor

Marcia L. Dyson, Founder, the Women's Global Initiative, ColorComm Membership Launch Speaker and host of the Member Appreciation Tea

Harriet Fulbright, wife of the late Senator J. William Fulbright and former Executive Director of the President's Committee on the Arts and Humanities under President Bill Clinton, ColorComm DC Special Guest

Keli Goff, Author and Political Correspondent, ColorComm DC Speaker

Maria Teresa Kumar, President and CEO, Voto Latino, ColorComm DC Speaker

Jeanine Liburd, EVP, BET Networks, ColorComm NYC Speaker

Sophia Nelson, Author and Political Commentator, ColorComm DC Speaker

Cheryl Pearson-McNeil, SVP, Neilsen, ColorComm Chicago Speaker

Helen Shelton, Senior Partner, Finn Partners, ColorComm NYC Event Sponsor and Speaker

Trisch Smith, EVP, Edelman, ColorComm DC Event Sponsor

Farah Speer, EVP Golin Harris, ColorComm Chicago Speaker

Rashada Whitehead, CEO, Flowers Communications, ColorComm Chicago Speaker

Terrie M. Williams, President, The Terrie Williams Agency, ColorComm NYC Event Co-host

Renee Wilson, President MSLGROUP North America, ColorComm Sponsor and NYC Speaker

Zandra Zuno, EVP, Golin Harris ColorComm Sponsor and Chicago Speaker

COLORCOMM IN THE NEWS

The Washington Post

THE HUFFINGTON POST

National Journal

PRWeek

PRSA
Public Relations Society of America

BLACK ENTERPRISE

EBONY

LOOP 21

THE WASHINGTON Informer

mediabistro

PAMELA'S PUNCH
QUENCH YOUR THIRST WITH PAMELA SORENSEN

93.9 WKYS^{fm}

MADAME NOIRE

CHICAGO DEFENDER

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, bloggers, educators and community leaders. Innovative programs, presented by the industry's top practitioners, executives and thought leaders, will be built around the theme, **"Defining The Future."** The conference will address key issues and predict future trends. 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 **Awards Gala**. This dinner and awards presentation will recognize accomplished women who are long overdue for industry and professional recognition.

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 mid-day meal. Following afternoon sessions, the evening features a meet and greet at the **Founder's Reception** with industry experts and influencers, special guests and board members.

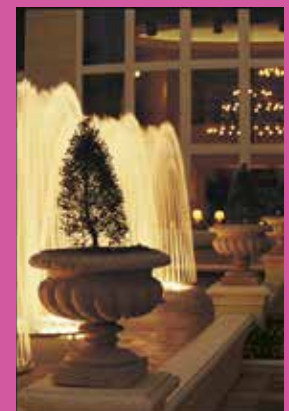
Friday

The **conference tempo quickens** as we begin with a Power Networking Breakfast. Then participants engage in three impactful morning sessions, each more informative and enlightening than the next. All this builds to the ultimate crescendo – our **Keynote Speaker** who has reached the pinnacle in the communications industry. The conference concludes on this high note, with participants feeling inspired, empowered and looking forward to C2 2015!



About the Venue

When we chose the multicultural city of Miami as our conference location, we selected the Ritz Carlton in Key Biscayne as our ideal venue to create a unique experience. Nestled amidst 12 acres of tropical gardens and bordered by a 1,200 foot golden sand beach, the Ritz Carlton Key Biscayne is easily accessible – only 14 miles from Miami International Airport and 15 miles from South Beach. It goes without saying that the Ritz Carlton service is impeccable, and they have anticipated our every need for a successful and memorable ColorComm Conference and Awards Gala.



CONFERENCE SPONSORSHIPS

PRESENTING SPONSOR • \$75,000

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 8 cities, including New York, Boston, Washington, D.C., Atlanta, Miami, Chicago, St. Louis and Los Angeles (cities subject to change). 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. We are expecting approximately 100 or more guests in each city.
- 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.
- Tweet 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 at the conference
- Full-page letter from a Senior Executive directly addressing the conference attendees in the program book as well as a full-page ad.
- Full-page ad in the Awards program book
- Ad or message on the Conference website
- Logo, ad and message on both the Conference and ColorComm websites.
- Complimentary registration package for 10 people
- The Presenting Sponsor will be assigned a conference assistant.

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 conference promotional tour in 8 cities, including New York, Boston, Washington, D.C., Atlanta, Miami, Chicago, St. Louis and Los Angeles (cities subject to change). 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. We are expecting approximately 100 or more guests in each city.
- 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 and company info on Conference website
- Logo on Conference and ColorComm network websites
- Major signage and major recognition at the conference.
- Complimentary registration package for 8 people

PLATINUM SPONSOR • \$35,000

- The Platinum Sponsor will receive recognition during the conference promotional tour in 8 cities, including New York, Boston, Washington, D.C., Atlanta, Miami, Chicago, St. Louis and Los Angeles (cities subject to change). 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. We are expecting approximately 100 or more guests in each city.
- 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 recognition at the conference.
- Complimentary registration package for 5 people

GOLD SPONSOR • \$20,000

- The Gold Sponsor will receive recognition during the conference promotional tour in 8 cities, including New York, Boston, Washington, D.C., Atlanta, Miami, Chicago, St. Louis and Los Angeles (cities subject to change). 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. We are expecting approximately 100 or more guests in each city.
- 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 3 people.

EVENT SPONSORSHIPS

AWARDS GALA • \$65,000

- The sponsor of the 1st Annual Awards Gala on Wednesday will receive major recognition and publicity before, during and after the event.
- The Sponsor will be highly visible and have a brief speaking opportunity at the gala.
- The Sponsor's logo will be projected on the giant screens throughout the program.
- Photo of award winners will be taken with Sponsor's logo on a custom step & repeat background
- Logo on ColorComm website, conference website and all awards promotions.
- Full-page color ad and letter from Senior Executive in Awards Program Book
- Full-page color ad in Conference program book
- Complimentary registration package for 8 people.

An Extraordinary Evening

Celebrating the most accomplished and influential women of color in communications in the following categories:

- Corporate Communications
- Media Relations
- Agency
- Education
- Entrepreneurship
- Diversity
- Digital Communications
- Lifetime Achievement
- And others

KEYNOTE SPEAKER LUNCHEON • \$50,000

- ColorComm network started with a luncheon and turned into a community. The Keynote Speaker Luncheon on Friday is the culmination of the conference and highlights how the organization has truly come full circle.
- The sponsor of the Luncheon will receive recognition before, during, and after the event.
- The sponsor will be highly visible and will have a brief speaking opportunity at the event.
- The Sponsor's logo will be projected on the giant screens throughout the program.
- The Sponsor will have the exclusive opportunity to connect with the keynote speaker prior to the luncheon and will have the opportunity for photos.
- Complimentary registration package for 5 people.

FOUNDER'S RECEPTION & DINNER BUFFET • \$25,000

- ColorComm will host a Founder's Reception and Buffet Dinner on Thursday evening.
- This unique event provides a firsthand opportunity for conference attendees to connect with the Founder of ColorComm, industry influencers, VIPs the organization's Board.
- The sponsor will have signage and receive major recognition at the event.
- The sponsor will have the opportunity to speak at the event.
- The sponsor will receive a full page Ad in the program book
- Complimentary registration for 2 people.

LUNCH AND LEARN • \$20,000

- The Lunch and Learn session will take place Thursday afternoon.
This will be a working lunch so that attendees don't miss a beat.
- The Sponsor will have the opportunity to craft a sessions around their company.
- The Sponosr will have the opportunity to promote company initiatives or products
- Signage will be on display during the course of the luncheon.
- Guests will have signage or company materials placed at each place setting
- Complimentary registration for 2 people.

AWARDS VIP RECEPTION • \$15,000

- Sponsor of exclusive awards VIP Reception with major recognition at premier networking event, including Award winners, ColorComm Board Members, ColorComm Leadership Team, Conference VIPs and headline speakers.
- Logo on Conference website
- Full-page ad in Conference program book and Awards program book.
- Complimentary registration package for 2 people

PRIVATE BREAKFASTS • \$15,000 EACH DAY

- Invitation-only breakfasts will take place Thursday and Friday morning
- Sponsors will have the opportunity to host a private breakfast where they can promote their initiatives to an intimate high level group of conference attendees.
- Speaking opportunities for executives and brand visibility for company.
- Signage will be on display during the breakfast.
- Complimentary registration for 2 people.