



# SPONSORSHIP OPPORTUNITIES

Reach an engaged audience of human resources, recruiting, and hiring leadership!

## SUPPORT *HOW DO I SAY IT?* EFFECTIVE LANGUAGE TO USE FOR INCLUSIVE RECRUITMENT AND RETENTION STRATEGIES.

As a sponsor, you gain a unique opportunity to showcase your commitment to diversity and inclusion, positioning your brand as a thought leader and advocate for equitable hiring practices. By reaching a highly targeted audience of DEI, human resources, recruiting, and hiring decision-makers, you can expand your network, forge valuable partnerships, and gain access to potential clients or collaborators. Moreover, sponsoring this event allows you to contribute to advancing effective and inclusive language, helping shape a more diverse, open, and equitable workforce for the future.



### AMPLIFY YOUR BRAND

Showcase your organization as a trailblazer in diversity and inclusion, and position your brand at the forefront of innovative recruitment practices.



### TARGETED EXPOSURE

Gain targeted visibility and access to decision-makers and influencers in the DEI, human resources, and recruitment space, as well as Team JTC's 100,000+ community of DEI, human resource and recruitment leaders.



### SHAPE THE FUTURE

Make a tangible impact by contributing to the advancement of inclusive hiring practices, driving social change, and shaping the future of the workforce.

## ABOUT *HOW DO I SAY IT?* AN INCREASE DIVERSITY™ SUMMIT EXPERIENCE

The 2nd Annual Increase Diversity™ Summit, *How Do I Say It?*, is a two-day virtual conference for DEI, human resources, recruitment, hiring leadership, and team members to learn strategies to help increase diversity in their recruitment and retention practices without harm. This year's conference theme is all about exploring effective and inclusive language in the recruiting and retention of marginalized communities. Participants will uncover the tools they need to confidently partake in conversations about increasing diversity not only in their workplace, but the world beyond.

FOR MORE INFORMATION ON SPONSORSHIPS

Contact Dee Milfort at [hello@jennifertardy.com](mailto:hello@jennifertardy.com)

## HOW DO I *Say It?*

Effective Language to Use for Inclusive Recruitment and Retention Strategies

## INCREASE DIVERSITY™ Summit 2024 POWERED BY JENNIFER TARDY CONSULTING

**WHAT** An Increase Diversity™ Virtual Summit Experience

**WHEN** October 16-17, 2024  
11:00 AM - 2:15 PM EST



## SPONSORSHIP PACKAGES

Our sponsorship packages are designed to help you:

- ✓ Increase brand awareness
- ✓ Showcase your dedication to diversity recruiting and diverse workplaces
- ✓ Participate, learn, and network with attendees

### *Advocacy* SPONSOR PACKAGE

#### \$10,000

- 6 general admission tickets
- Featured in all conference-related emails (logo and link)
- Access to Presentation Workbook & Summit recording
- Press release recognition
- Event website recognition
- Increase Diversity newsletter spotlight (full article of your work in diversity recruiting and retention)
- Branding in presentation
- Dedicated social media post
- 6 - 1-Year ID Toolbox Subscriptions
- 3 - Qualified Diversity Recruiter (QDR) Certification program registrations

### *Active* SPONSOR PACKAGE

#### \$5,000

- 4 general admission tickets
- Featured in all conference-related emails (logo and link)
- Access to Presentation Workbook & Summit recording
- Press release recognition
- Event website recognition
- Increase Diversity newsletter spotlight (full article of your work in diversity recruiting and retention)
- Branding in presentation
- Social media recognition
- 4 - 1-Year ID Toolbox Subscriptions
- 1 - Qualified Diversity Recruiter (QDR) Certification program registration

### *Awareness* SPONSOR PACKAGE

#### \$2,500

- 2 general admission tickets
- Featured in all conference-related emails (logo and link)
- Access to Presentation Workbook & Summit recording
- Event website recognition
- Branding in presentation
- Social media recognition
- 2 - 1-Year ID Toolbox Subscriptions

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*Recognition in PR, social media, and other event marketing materials will depend on when your sponsorship is secured.*