

# HERE FOR IT

THE ADCOLOR 2020  
PARTNERSHIP GUIDE

September 10–13  
Hyatt Regency Atlanta





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**“WHAT CLOSES THE  
GAP IS SENDING A  
MESSAGE THAT IS  
STRONGER THAN THE  
WORLD’S MESSAGE.”**

M. NIGHT SHYAMALAN  
SCREENWRITER,  
DIRECTOR, PRODUCER  
BLINDING EDGE PICTURES



**WHY WE  
ADCOLOR**





Attendees gather for the  
Asians for ADCOLOR Reception





# ABOUT US

ADCOLOR is the largest, most recognized cross-discipline diversity and inclusion initiative for creative industries. The ADCOLOR Awards, an annual gala that for the last 14 years has helped companies in advertising/marketing/PR/media/entertainment/tech to discover, promote and innovate with diverse talent.

When you partner with ADCOLOR, you become an ally in building the legacy of the nation's premiere advocate for diversity and inclusion. Programs include:

**The ADCOLOR Awards:** This annual gathering attracts 1400+ attendees every year. Since 2007, we have honored 190 icons, catalysts and change agents for equality including Queen Latifah, Charles King, Eva Longoria, Wilson Cruz, Soledad O'Brien, Janet Mock, Bozoma Saint John, Ted Chung and Elaine Welteroth.

ADCOLOR's annual Conference hosts renowned thought leaders and diversity champions in a series of keynotes, workshops, panels, and head-on conversations about the "hard stuff".

Our FUTURES program offers mentorship and community to young professionals 1–3 years into their career and exposes companies to next-gen diverse talent in a world that thrives on innovation, imagination and community.

ADCOLOR Inside, brings a curated "best of" the conference experience directly into a company for workshops and cultural integration.

ADCOLOR was built on the foundation through the support of our outstanding partners and together we will continue to add color—through the promotion of diverse talent, impactful programs and a culture of inclusion.



## MESSAGE FROM OUR FOUNDER & PRESIDENT

ADCOLOR has created a community that knows you are never alone when you stand up and tell your truth. With the support of our incredible partners, ADCOLOR has put a spotlight on many of the obstacles that stand in the way of true progress within our industries. We are a movement that supports and holds up some of the greatest contributors to not only diversity and inclusion but the innovation exploding within the creative industries.

“ WE KNOW THE POWER  
WE HAVE AND WE  
SHOULD USE THAT  
POWER FOR THOSE  
WHO AREN'T AS SEEN,  
THOSE WHO ARE NOT  
GIVEN THE VOICE  
AND THOSE WHO ARE  
MARGINALIZED —  
ADCOLOR'S WHOLE  
EXISTENCE HAS BEEN  
TO TAKE A STAND AND  
CHAMPION DIVERSITY  
IN MEDIA, MARKETING  
AND ADVERTISING. THIS  
IS WHY WE'RE HERE.”

LUVVIE AJAYI  
NYTIMES BEST-SELLING AUTHOR,  
SPEAKER, PODCAST HOST  
2016 ADCOLOR ROCKSTAR





# OUR MISSION: RISE UP, REACH BACK

We champion diversity and inclusion in the creative industries. We create a community of professionals who support and celebrate each other, while bringing authentic, diverse perspectives to their organizations. And we help companies share innovative ideas that address the biggest challenges they face in creating a more diverse and inclusive culture.

The ADCOLOR process is twofold:

First, we help individuals + organizations to RISE UP:

Shining a light on their accomplishments and ideas.

Next, we teach new leaders and would-be mentors and allies to REACH BACK:

Bringing forward others who deserve to be noticed and promoted.

Our work highlights the importance of a diverse workforce; but it also calls out the grave business impact on companies who do not foster inclusivity. The world is changing. Audiences are changing. There has never been a better time to ADCOLOR.

## “ADCOLOR”

ad•col•or  
/ad'keler/

*noun*

1. The nation's pre-eminent organization promoting diversity and inclusion in creative industries.
2. An unforgettable three-day think tank/ networking/benchmarking/development event that impacts every level of business.
3. The celebrated awards ceremony for the best and brightest in diversity and inclusion.

*verb*

1. To publicly take a stand for diversity, acceptance, inclusivity
2. To publicly take a stand against racism, sexism, homophobia.
3. To help others Rise Up by opening doors, offering “seats at the table,” creating safe, inclusive spaces for multiple points of view.
4. To Reach Back from a position of privilege to buoy the efforts of new and emerging diverse talent.



**“ ADCOLOR IS MORE  
THAN A CONFERENCE—  
IT’S A FULL-BLOWN  
MOVEMENT. IT’S ONE OF  
THE LAST REMAINING  
SAFE SPACES FOR REAL  
DIALOGUE THAT LEADS  
TO IMPACTFUL CHANGE.”**

BOZOMA SAINT JOHN  
CHIEF MARKETING OFFICER  
ENDEAVOR  
2014 ADCOLOR ROCKSTAR







# OUR IMPACT

**VISIBILITY:** ADCOLOR and our partners enjoy industry wide exposure through extensive coverage in industry trades, at our highly publicized awards ceremony, and during our conference.

**NETWORK:** Since 2007, over 10,000 people have experienced ADCOLOR through the Awards, Conference and FUTURES program. We have honored 462 diverse professionals and companies as nominees and honorees, and chosen 290 young professionals to be FUTURES.

**CULTURAL CHANGE:** Programs like “ADCOLOR Inside” impact partner organizations who bring ADCOLOR into their companies through curated events speakers and content from our conference. “ADCOLOR in Cannes” spreads our message internationally and the growing online archive of ADCOLOR conference highlights is creating a lasting resource for companies and individuals.

**INNOVATION:** Standing-Room only panels like “Programs That Make Impact” are a chance for companies to publicize their own ideas and learn from colleagues in other industries.

**HONORS:** Now in its 14th year, the ADCOLOR Awards have grown into a sold-out, must-see event that has honored over 462 companies, pioneers, mavericks, innovators and icons of change.

**SOCIAL:** We have amassed an online community of 30,000+ through our various social media platforms as well as hundreds of thousands of YouTube views of conference videos.

**PAY IT FORWARD:** Through ADCOLOR’s Preferred Vendor Initiative, we support the growth of minority and women-owned companies. In 2019, ADCOLOR spent over \$2.4 million with MWBE vendors and suppliers.

**“ADCOLOR HAS THE POWER TO BRING ALL OF THE RICH AND DEEP COMPONENT PARTS TOGETHER TO FULLY EMPOWER, TO FULLY AWAKEN AND TO FULLY BRING TO BEAR THE TALENTS OF PEOPLE IN CREATIVE INDUSTRIES. IT’S A CRITICAL RESOURCE AND GUIDING LIGHT IN TRUE INCLUSION.”**

SUSIE NAM  
CHIEF OPERATING OFFICER  
DROGA5



# DIVERSITY MATTERS



38%

HOW MUCH MORE WORSE RACIAL DISPARITY IS IN THE AD INDUSTRY VERSUS THE OVERALL U.S. LABOR MARKET

Office of the New York City Comptroller, December 2015

1.0%

BLACK FEMALE EXECUTIVES IN ADVERTISING, PR AND RELATED AGENCIES, WITH MORE THAN 100 PEOPLE

U.S. Equal Employment Opportunity Commission via Advertising Age, March 2017

44%

MILLENNIALS WHO IDENTIFY AS MINORITIES MAKING THEM THE MOST DIVERSE GENERATION IN U.S. HISTORY

Brookings Institute Report, January 2018

33%

THE LIKELIHOOD A DIVERSE TEAM WILL OUTPERFORM THE NATIONAL INDUSTRY MEDIANS FOR PROFITABILITY

McKinsey Diversity Matters Report, January 2018

# OUR 2020 MANIFESTO

We are ADCOLOR.

We are here for the outsiders.

We are here for the advocates.

We are here for the fighters.

We are the ones who dismantled the status quo by standing together.

We are here for the celebration of that insurgency and the evolution of our purpose.

For calling out injustice of every form and railing against it every time...

For taking care of one another when taking a stand takes its toll...

For spreading love across our cultures and being better allies to each other.

We're not here for fragility. Spend some privilege.

We're not here for being The Only One at the table. Lift those who are up next.

We're not here for waiting on change. We're here to get it done.

It will be hard. It might be lonely.


But today we're standing together...again.

It's a fight. It's an honor. It's a privilege.

We are ADCOLOR.

**WE ARE HERE FOR IT.**





“THROUGHOUT OUR LIVES  
WE HAVE OPPORTUNITIES  
WHERE WE TEST OUT  
KNOWING WHAT OUR  
TRUTH IS. PLACES LIKE  
ADCOLOR CAN ACTUALLY  
SHARE THAT. AND  
WHEN OTHER PEOPLE  
RESOUNDINGLY AGREE  
WITH US, IT GIVES US THAT  
BIT OF COURAGE TO DO  
IT AGAIN AND AGAIN IN  
PLACES, FOR MOST OF US,  
WHERE WE MAY NOT LOOK  
LIKE THE REST”.

DAISY AUGER-DOMINGUEZ  
WORKPLACE CULTURE STRATEGIST  
AUGER-DOMINGUEZ VENTURES

**WHY YOU  
ADCOLOR**





Latinx for ADCOLOR  
Launch Party powered by Google



# RISE UP, REACH BACK... AND RECOGNIZE

This is our chance. This is your chance.

To recognize the competitive advantages for companies who embrace diversity and inclusion.

To recognize this as a pivotal time—when having more diverse people, ideas and companies will act as a catalyst for innovation and growth.

To recognize the champions of diversity within your own organization as supporters of visibility, progress and profitability.

To recognize the opportunity to learn from leaders whose initiatives have real impact on how media, tech and entertainment tackle the challenges of an increasingly diverse future.

Through all of ADCOLOR's programs, we recognize that as we RISE UP, we must REACH BACK. And we hope you will recognize the same opportunities for growth that thousands of partners, participants and nominees have experienced with us through our key initiatives:

ADCOLOR Conference

ADCOLOR Awards

ADCOLOR Live! Nomination Announcement

ADCOLOR FUTURES

ADCOLOR Inside

ADCOLOR in Cannes

**“THE PROBLEM OFTEN IS THAT ASPIRING BRANDS WISH TO BE UNIVERSALLY LOVED. UNFORTUNATELY, UNIVERSAL LOVE IS NEITHER ACHIEVABLE NOR DESIRABLE. INSTEAD, GREAT BRANDS ARE LOVED BY SOME AND HATED BY OTHERS BECAUSE THEY ACTUALLY STAND FOR SOMETHING.”**

NIRMALYA KUMAR  
PROFESSOR, AUTHOR



# OUR PAST PARTNERS



DIAGEO



YouTube

Google

facebook



NETFLIX

Spotify



viacom

Microsoft

((SiriusXM))  
+  
pandora

OWN



Coca-Cola

ESPN



HBO

Dove



tripadvisor

Shea Moisture  
Established 1912

OmnicomGroup

Above represents a partial list of partners.

# OUR AUDIENCE

## GENDER



Women  
69%



Men  
28%



Genderqueer  
>1%



Non-Binary  
>1%



Transgender  
>1%

## ETHNICITY



African-American/Black  
50%



White  
19%



Hispanic  
16%



Asian  
13%



Multiracial  
5%



Arab/  
MENA  
1%



Native Hawaiian/  
Pacific Islander  
1%



American Indian/  
Alaska Native  
>1%

## LEVEL



## INDUSTRY



Advertising  
53%



Marketing  
30%



Tech  
18%



Media  
14%



Entertainment  
14%



Public Relations  
5%

## DEPARTMENT



Creative  
21%



Human Resources  
19%



Client Services  
15%



Media  
9%



Sales  
8%



Digital  
7%

\*Data sourced from CVENT 2019 registrations.

\*\*Data does not include registrant demographics marked as unknown.





# THE CONFERENCE

The annual ADCOLOR conference is an intense and motivating experience packed with well-curated panels, incredible speakers on diversity and inclusion, hands-on workshops and one-of-a-kind events. The conference runs from Friday-Sunday culminating in the highly anticipated ADCOLOR Awards. A theme for the conference is chosen annually to reflect the most up-to-the-minute thinking on issues relating to diversity. This theme is expressed in the ADCOLOR Manifesto which gets dimensionalized throughout the conference in talks, panels and experiences created by ADCOLOR and its partners.

The conference is also attended by an elite group of young professionals called the ADCOLOR FUTURES who benefit from special programming throughout the conference. The FUTURES put their talents on display in the popular FUTURES Hackathon which has them creating solutions to real world problems then presenting to a panel of judges.

We may not save the entire world in one long weekend, but each year we push further and further toward building a more dynamic, creative, and diverse industry: One that fosters bigger ideas, better productivity and greater impact on the world at large.

## PROGRAMS THAT MAKE IMPACT

The popular “Programs that Make Impact” panel showcases partners’ most innovative ideas around diversity and inclusion. It gives conference participants a chance to cross-pollinate solutions between industries and for presenters to show off their best ideas while sharing the steps they took to implementation.

## ADCOLOR COMMUNITY GROUPS

One of the benefits of ADCOLOR is providing to members of diverse groups a sense of belonging, purpose, and empowerment through connections. ADCOLOR now has community groups serving the Asian and Latinx community who organize meetings and special events during the conference and beyond.



**“ THIS IS THE  
IMPORTANCE OF  
US SHARING OUR  
STORIES WITH  
EACH OTHER, YOU  
NEVER KNOW HOW  
YOU CAN IMPACT  
SOMEONE ELSE.”**

TED CHUNG  
CHAIRMAN & CEO  
THE CASHMERE AGENCY  
2019 ADCOLOR LEGEND





# THE AWARDS

When someone rocks the world, you've gotta recognize. Because a little public recognition paves the way for the change agents, catalysts and industry rock stars of the future.

Each year, individuals and companies go above and beyond to make a difference. Sometimes they're already famous. Sometimes their brilliance is shining brightly behind campaigns, work and innovation. This is our night to put a spotlight on the accomplishments of our best and brightest and light the way for future leaders.

An ADCOLOR Award sets industry trailblazers apart with a serious nod to their achievements in diversity and inclusion. We create new role models, lift up soon-to-be-legends and celebrate the already iconic diversity superstars leading the way. Our unique award categories like the Rockstar Award and Change Agent Award sit proudly next to awards for Ad of the Year and Lifetime Achievement Awards.

The Awards ceremony is hosted by major celebrities from the entertainment and corporate worlds all who all further the vision of inclusivity that ADCOLOR promotes.

## THE TYFFY

The ADCOLOR Award or "The Tyffy" named after ADCOLOR's founder, Tiffany R. Warren was created in 2005 in partnership with The Awards Group to be a physical representation of ADCOLOR's motto "As you rise up, reach back". The larger star symbolizes achievements and goals reached that shine bright for others to follow. The smaller star represents reaching back and pulling up those individuals coming up behind the icons, legends and lifetime achievement honorees.





**“IT’S SO IMPORTANT  
TO BUILD THAT  
NETWORK OF LIKE-  
MINDED PEOPLE AND  
BUILD A PROGRAM  
FOR THE FUTURE TO  
MAKE THE WORLD A  
BETTER PLACE.”**

SAYID ABDULLAEV  
PRODUCT MARKETING MANAGER  
YOUTUBE  
2019 ADCOLOR FUTURE





# THE FUTURES

The FUTURES are, literally, the future. One of ADCOLOR's most popular initiatives is training, mentorship, and empowerment for young professionals, aka the ADCOLOR FUTURES.

The FUTURES represent a diverse group of millennials with 1-3 years of experience in the industry and who are courageous, highly creative, agile, resourceful, with their fingers on the pulse of culture.

We work closely with partners to provide the FUTURES with education and programming leading up to and throughout the ADCOLOR Conference and Awards. This includes classes through ADCOLOR University, one-on-ones and networking opportunities at the conference.

**ADCOLOR FUTURES Hackathon:** This one-day event challenges the FUTURES to tackle a huge problem in a not-so-huge amount of time. Teams come up with creative solutions which they present to a panel of judges. As the FUTURES showcase their ingenuity, agencies and brands gain exposure to high-potential talent who are equipped to solve diversity and inclusion's most pressing challenges.

To keep it ultra-fresh, the ADCOLOR FUTURES Program is imagined, created and designed by the next generation of leaders for the next generation of leaders. In other words, it was developed by FUTURES for FUTURES—and continues to evolve with each new generation of participants.

## **ADCOLOR UNIVERSITY**

ADCOLOR University is an intensive pre-conference training facilitated by top-ranked talent consulting firms. The FUTURES learn how to meet business objectives, increase their performance in corporate settings excel in a professional environment, and take control of their career path. They leave inspired and empowered to enrich their companies and pursue a greater role in the industry.

## **ADCOLOR FUTURES SUMMIT**

A powerful one-day event brings together past and present classes of the ADCOLOR FUTURES. Alumni and current FUTURES engage in panels, fireside chats, and speaker presentations tailored to diverse professionals to expand their knowledge, network, and further their careers.



**“ WE ARE BECOMING  
BOLDER AND BRAVER  
IN HOW WE TALK  
ABOUT OURSELVES  
AND HOW WE BRING  
OURSELVES TO  
THESE ROOMS.”**

JOON PARK  
CULTURAL STRATEGIST  
SPARKS&HONEY  
2018 ADCOLOR FUTURE  
MX. ADCOLOR 2019





# ADCOLOR INSIDE

ADCOLOR Presenting Partners enjoy a bespoke ADCOLOR Inside experience. ADCOLOR puts together a mini-conference to bring onsite to presenting companies, featuring key discussions, learnings and takeaways into their own workplaces to address the challenges of diversity and inclusion tailored to their own internal culture.

## ADCOLOR IN CANNES

Since 2017, ADCOLOR has connected diversity and inclusion champions and creative industry professionals from around the world at the annual Cannes Lions Festival of Creativity through dynamic events and main stage discussions. In 2018, in partnership with Cannes, Microsoft and HP, ADCOLOR participated in rich, culturally relevant conversations with icons Thandie Newton (actor, HBO's *Westworld*), Edward Eninnful (Editor-in-Chief, *British Vogue*) and rapper and Oscar-winner, Common.

## ADCOLOR INSIDE MICROSOFT

Microsoft took advantage of its Presenting Partnership benefits to craft a half day long mini-summit for employees and team leaders at their annual sales conference. Together, ADCOLOR and Microsoft co-curated a series of panels and workshops with dynamic Q&A's focused on specific questions that employees brought forth centered on the 2018 manifesto theme "Moment of Truth". The C-Suite was able to interact with all levels of employees through the platform ADCOLOR Inside created- a safe space for both the company and individuals to talk about the "hard stuff".

## ADCOLOR INSIDE GOOGLE

Google worked with the ADCOLOR team to create their own "Moment of Truth" panel that explored the theme through the leadership timelines of Google's most prominent diversity champions and allies. ADCOLOR moderated the Google-only panel and created dialogue between stakeholders at different divisions within Google.

**HOW WE  
ADCOLOR  
TOGETHER**



# ADCOLOR

2019



Liz Jackson, Founder, The Disabled List  
presents "Ending the Cycle of Disability"



# WAYS TO GET INVOLVED

**ATTEND/SEND** team members to ADCOLOR 2020

**NOMINATE** diverse professionals and allies for an ADCOLOR Award

**SPONSOR** and co-curate a panel with the ADCOLOR Team

**PRESENT** your innovative programs and initiatives at the conference

**SPONSOR** an Event, Reception or Table!

**JOIN** one of ADCOLOR's Community Groups: Asian, Latinx and more!

**SPONSOR** the FUTURES Program

**INVITE** ADCOLOR Inside to tailor a program on diversity and inclusion to address your company's specific challenges

**“ADCOLOR IS AN OASIS THAT ALLOWS YOU TO RECHARGE YOUR SPIRITUAL BATTERY, RECONNECT AND DISCOVER NEW CONNECTIONS WITH OTHERS WHO ARE TRANSFORMING BUSINESSES AND INDUSTRIES BOTH CULTURALLY AND ECONOMICALLY.”**

STACEY HIGHTOWER  
COO , DAS GLOBAL





# PARTNERSHIP LEVELS

## THE ADCOLOR 2020 PRESENTING PARTNERSHIP: \$300,000

- Naming rights and Presenting Partner for ADCOLOR 2020
- 30 tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- The 14th Annual ADCOLOR Awards seating: BEST
- Onstage presenter at the 14th Annual ADCOLOR Awards
- Onstage branding: the 14th Annual ADCOLOR Awards
- Custom on-site activation: logo on Awards Show Red Carpet step and repeat
- Logo in partner reel
- On-stage branding: ADCOLOR 2020 Conference
- Opportunity for product inclusion in conference gift bag
- Logo on all event collateral
- Logo on access badges
- Logo recognition as Presenting Partner on ADCOLOR.org
- Logo on volunteer t-shirts
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Access to ADCOLOR 2020 FUTURES yearbook
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag

## THE ADCOLOR 2020 EXCLUSIVE EVENT PARTNERSHIP: \$150,000

- Naming rights and Exclusive Partner of one of the following:
  - Conference Welcome Reception
  - Conference Breakfast
  - Conference Lunch
  - Post-Conference Reception
  - ADCOLOR After Dark
  - 14th Annual ADCOLOR Awards Red Carpet Reception
  - 14th Annual ADCOLOR Awards After Party
- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: BEST
- Logo in partner reel
- Opportunity for product inclusion in conference gift bag
- Logo on all event collateral
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag

## THE ADCOLOR 2020 DIAMOND PARTNERSHIP: \$100,000

- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: BEST
- Logo in partner reel
- Opportunity for product inclusion in conference gift bag
- Logo on all event collateral
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag



# PARTNERSHIP LEVELS

## THE ADCOLOR 2020 FUTURES HACKATHON, FLIGHTS & HOUSING PARTNERSHIP: \$100,000

- 1 spot available
- Naming Rights and Exclusive Partner of the ADCOLOR 2020 FUTURES Hackathon and Underwriter of ADCOLOR 2020 FUTURES Travel and Housing
- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The ADCOLOR 2020 FUTURES Brunch
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: Premium
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as FUTURES Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in conference gift bag
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag

## THE ADCOLOR 2020 FUTURES HUB PARTNERSHIP: \$100,000

- 1 spot available
- Naming Rights and Exclusive Partner of ADCOLOR 2020 FUTURES Hub (Orientation, Brunch and Professional Development Seminars)
- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The ADCOLOR 2020 FUTURES Brunch
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- The 14th Annual ADCOLOR Awards seating: Premium
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as FUTURES Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in conference gift bag
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag

## THE ADCOLOR 2020 PLATINUM PARTNERSHIP: \$75,000

- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- The 14th Annual ADCOLOR Awards seating: Premium
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in conference gift bag
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag





# PARTNERSHIP LEVELS

## THE ADCOLOR 2020 CONFERENCE PARTNERSHIP: \$60,000

- Co-curation and naming rights of one (1) ADCOLOR 2020 Conference Panel
- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- The 14th Annual ADCOLOR Awards seating: Premium
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Conference Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in conference gift bag
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag

## THE ADCOLOR 2020 ACTIVATION PARTNERSHIP: \$50,000

- One (1) reserved activation space at the ADCOLOR Conference
- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: Reserved
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Activation Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in the 14th Annual ADCOLOR Awards nominations press release

## THE ADCOLOR 2020 GOLD PARTNERSHIP: \$40,000

- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- The 14th Annual ADCOLOR Awards seating: Preferred
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Gold Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR 2020 program books
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for product inclusion in conference gift bag
- Opportunity for product inclusion in ADCOLOR 2020 FUTURES gift bag



# PARTNERSHIP LEVELS

## THE ADCOLOR 2020 SILVER PARTNERSHIP: \$30,000

- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: Preferred
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Silver Partner on ADCOLOR.org
- B/W, full-page ad in ADCOLOR 2020 program books
- Inclusion in the 14th Annual ADCOLOR Awards nominations press release

## THE ADCOLOR 2020 SUPPORTING PARTNERSHIP: \$20,000

- 10 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: Reserved
- Logo in partner reel
- Logo on all event collateral
- Logo recognition as Supporting Partner on ADCOLOR.org
- B/W, half-page ad in ADCOLOR 2020 program books
- Inclusion in the 14th Annual ADCOLOR Awards nominations press release

## THE ADCOLOR 2020 CORPORATE MEMBERSHIP: \$10,000

- 2 Tickets that include access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The ADCOLOR 2020 FUTURES Brunch
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)
- 14th Annual ADCOLOR Awards seating: General
- Text listing in partner reel
- Text listing in all event collateral
- Text listing as Corporate Member on ADCOLOR.org
- Inclusion in the 14th Annual ADCOLOR Awards nominations press release

Please note that Presenter, Diamond, Platinum, Gold, Silver and Supporting Partners are not only Conference & Awards Partners but help support the organization throughout the year.

## THE ADCOLOR 2020 ALL-INCLUSIVE PACKAGE: \$3,000 (\$2,750 Early Bird until 5/31/20)

- 1 Ticket that includes access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)

Tickets may not be split between guests. All sales are non-refundable.

## **NEW!** THE ADCOLOR 2020 YOUNG PROS ALL-INCLUSIVE PACKAGE: \$2,000

For professionals under the age of 30 as of 9/13/20.  
Email [adcolor@stampeventco.com](mailto:adcolor@stampeventco.com) for more information.

- 1 Ticket that includes access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)

## THE ADCOLOR 2020 CONFERENCE TICKET: \$2,000 (\$1,750 Early Bird until 5/31/20)

- 1 Ticket that includes access to:
  - The ADCOLOR 2020 Conference (includes This is ADCOLOR, FUTURES Hackathon, Welcome Reception, ADCOLOR After Dark, Post-Conference Reception)

## THE 14TH ANNUAL ADCOLOR AWARDS TICKET: \$1,000

- 1 Ticket that includes access to:
  - The 14th Annual ADCOLOR Awards (includes Reception, Show & After Party)





# CONTACT US

For partnership inquiries, please contact STAMP Event Management at [adcolor@stampeventco.com](mailto:adcolor@stampeventco.com) or (212) 219-0111 x7013.

Deadline to participate is **July 20, 2020** (or until sold out).

For more event information about ADCOLOR 2020, contact us at [adcolor@stampeventco.com](mailto:adcolor@stampeventco.com).

## CREDITS

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BBD perform at  
ADCOLOR After Dark



ADCOLOR.ORG

