



COME TOGETHER

THE 11TH ANNUAL ADCOLOR CONFERENCE & AWARDS
PARTNERSHIP GUIDE





 **ADCOLOR**
RISE UP. REACH BACK

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ABOUT US

ADCOLOR's mission is to champion diversity and inclusion in the creative industries. Our process is twofold. First, we help individuals and organizations RISE UP, letting their accomplishments and ideas shine. Then we teach these new leaders and would-be mentors how to REACH BACK and find others who deserve to be noticed and promoted. Our goal is to create a community of diverse professionals who are here to support and celebrate one another. ADCOLOR strives to highlight not only the importance of a diverse advertising workforce, but also the grave business impact of not having an inclusive

industry. ADCOLOR seeks to fulfill its mission by offering several turnkey programs, among them the ADCOLOR Live! Summer event, the ADCOLOR Awards, the ADCOLOR Conference, ADCOLOR University, ADCOLOR Diversity Summit and the ADCOLOR FUTURES program. Through all of ADCOLOR's pillars, we reflect our motto that as we rise up we must reach back.

ADCOLOR is the largest and most recognized cross-industry diversity and inclusion initiative. Our awards show and conference seats 600 attendees every year and has honored 213 diverse professionals to date. From Boca

Raton, Florida, to New York City, ADCOLOR has been hosted in five different cities and will be returning to Los Angeles for 2017.

Since 2007, we've featured and honored such talent as Queen Latifah, George Lopez, Nick Cannon, Soledad O'Brien and MC Lyte. Our social media impression reaches 6,000+ Facebook, 5,000+ Twitter and 3,000+ LinkedIn followers and 180 YouTube subscribers (with 100K YouTube views). ADCOLOR also supports the growth of minority- and women-owned companies. In 2016, ADCOLOR spent over \$715,000 with MWBE vendors and suppliers.



OUR MANIFESTO

ADCOLOR has always known: we can't just focus on one type of person, one type of difference.

That's why we celebrate and advocate people of color, women, members of the LGBTQ community, people with disabilities and other often-overlooked champions of the creative industry.

And that's why it's our duty to ask you all, no matter who you are or how you identify, to Come Together.

Because together, we are part of something strong. Something special.

Together, our words are amplified.
Millions of voices in unison.

Together, we are not a march.
We are a movement.

Together, we are not enemies. We are allies.

And this call to Come Together—
it's more important now than ever.

Those who stand against us, those who would oppress us, who fear us for being different, fear us for no longer fearing them... they've organized around hate.

But we have love. We have respect.
We have each other.

Today, "I" becomes "we."

I can identify as one, but we must empathize with all.

I can stand out in a crowd, but we must stand up as a group.

Because none of us can rise up unless all of us rise up.

The time is now:
Come Together for ADCOLOR 2017.



WHAT IT MEANS TO BE OUR PARTNER



Each ADCOLOR partner is a champion of inclusion. Being an ADCOLOR partner means more than just providing sponsorship. It means believing in and promoting ADCOLOR's mission.

Our partners share our core value of rising up and reaching back. They truly understand that supporting ADCOLOR's groundbreaking programs not only gives young, diverse achievers an opportunity to change the face

of the industry, but shines a light on the achievements of those among us who have worked exceptionally hard to succeed.

Companies flourish when they have access to and support diverse pools of talent. They also further their awareness when discussions move from challenges faced locally to solutions that can be implemented globally.

Like diversity, support comes in various forms. ADCOLOR has several annual programs and events, such as ADCOLOR FUTURES, the ADCOLOR Conference and the ADCOLOR Awards. Partners provide the strategic and financial support needed to ensure these programs continue to advance diversity and inclusion within our industries.



ADCOLOR PARTNERS THROUGH THE YEARS

4A's
Advertising Age
The ADVERTISING Club
of New York
Advertising Women of NY
ADWEEK
American Advertising Federation
Améredia
American Family Insurance
Arnold Worldwide
Asian American
Advertising Federation
Apple
AT&T
Bank of America
BBDO
BET Networks/Centric
Bing
Bromley Communications
Casa Cristina
CNN

Creative Artist Agency (CAA)
DAS Global Group of Companies
DDB
Deutsch
DIAGEO
DigitasLBi
Draftfcb
Edelman
Euro RSCG Worldwide
Facebook
GLAAD
Google
Gotham
GSD&M
GTM, Inc.
HBO
The Home Depot
Huemanitas
ICON MANN
I'mPART a program of ACNY
Interpublic Group

JWT North America
Leo Burnett
McCann Worldgroup
McDonald's
Microsoft Advertising
MPG
NBA
NBC Universal
Nielsen
Ogilvy & Mather, NA
Omnicom Group
OmnicomMediaGroup
The One Club
One Solution
Open Channels Group
PepsiCo
Procter and Gamble
Publicis Groupe
Publicis Kaplan Thaler
RAPP
REVOLT TV

Saatchi & Saatchi
SBS Studios
St. John & Partners
Starcom Media Vest
Studio 8 at DDB
TBWA
TBWA\ Media Arts Lab
Team Detroit
Team Ignition
Telemundo Network
The Studio
Time Warner
Translation
Twitter
Univision
Volvo
Washington
Speakers Bureau
Weber Shandwick
Wieden + Kennedy
WPP
Yahoo!



WORDS FROM OUR PARTNERS

AOL:

“Simply put, if I were able to attend only one conference ever again it would be ADCOLOR—the place for honest dialogue, inspirational attendees, and direct challenges that improve us all.”

—**Stephen Kim**, Vice President, Global Accounts, AOL

DIAGEO:

“ADCOLOR is one of the most important portals to the future of advertising, media and marketing. Ergo, it is critical that, as an industry leader that prides itself on forward thinking, Diageo be a part of this fantastic movement. ADCOLOR is creative. It is forward-thinking. It is provocative. It is building a community of future leaders that will take us to places we have yet to imagine. ADCOLOR also provides a very critical link to our past — a past full of known and unsung trailblazers, whose shoulders we all stand high on today. Diageo celebrates life every day, everywhere. As such we are a natural fit!”

—**Marc Strachan**, Vice President, Corporate Relations, Constituent Affairs, DIAGEO NA

DigitasLBi:

“Over the years we’ve witnessed the impact and reach of the ADCOLOR experience, lifting, acknowledging, and shining a much needed light on our industry’s diverse talent and the inclusion conversation in general. From engaging content delivered via the ADCOLOR Conference to engaging our industry’s ‘generation now & next’ via ADCOLOR FUTURES, ADCOLOR has been a critical platform that we’ve relied on to help recognize, inform and energize our talent. For that, we are grateful and look forward to the evolution of ADCOLOR and it helping shape our industry for the next 10 years, and many more after that.”

—**Ronnie Dickerson**, Vice President, Talent Engagement and Inclusion–North America, DigitasLBi



WORDS FROM OUR PEOPLE

2011 ADCOLOR CATALYST HONOREE:

“The agency has won a bunch of awards lately. But, I’m deadly serious — this is the most important one I ever held.”

— **Dan Wieden**, Co-Founder and CEO, Wieden+Kennedy

2013 ADCOLOR FUTURE:

“Navigating the advertising industry as a woman of color who proudly stands in her identity means navigating through some unpleasant people, moments and situations. Through ADCOLOR’s community of genuine, passionate, like-minded people, I feel a sense of connectivity to people all around the country who are also working towards creating a more inclusive culture. That, to me, is invaluable.”

— **Jezzika Chung**, Beta Copywriter, TBWA\Media Arts Lab

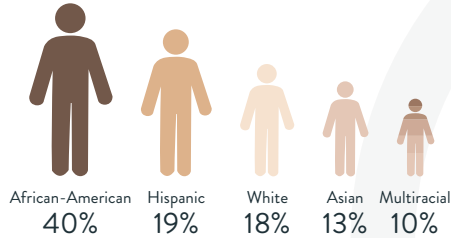
2015 ADCOLOR SPEAKER:

“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.”

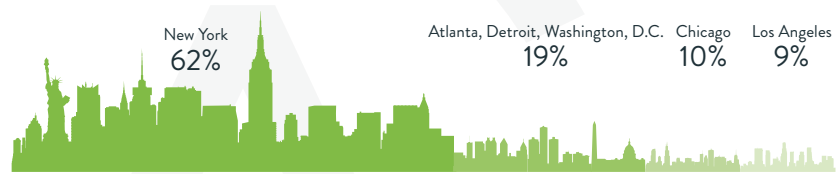
— **Bozoma Saint John**, Head of Global Consumer Marketing, Apple Music and iTunes

OUR AUDIENCE

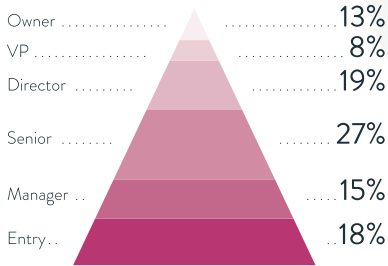
ETHNICITY



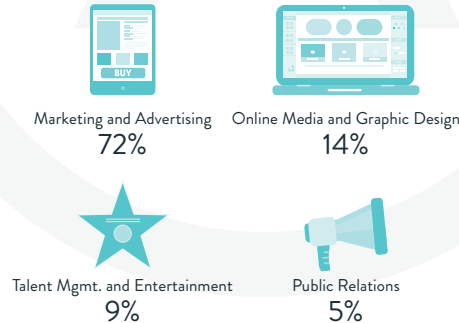
GEOGRAPHY



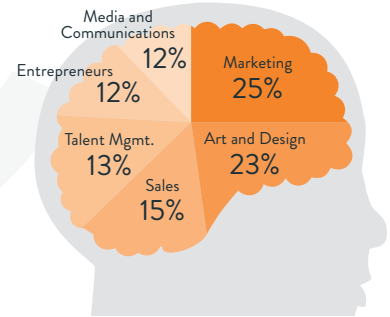
LEVEL



INDUSTRY



DISCIPLINE



DIVERSITY STATISTICS

“Racial disparity is 38 percent worse in the advertising industry than in the overall U.S. labor market.”

(Source: Office of the New York City Comptroller, December 10, 2015)

“According to the Bureau of Labor Statistics, of the 582,000 Americans employed in advertising and communications in 2014, less than half are women, 6.6% are black or African-American, 5.7% are Asian and 10.5% are Hispanic.”

(Source: *Advertising Age*, April 23, 2015)

“According to new statistics from the U.S. Equal Employment Opportunity Commission, only 93 black female executives are in advertising, PR and related agencies with more than 100 people, out of 8,734 total executives.”

(source: U.S. Equal Employment Opportunity Commission via *Advertising Age*, March 24, 2017)

PARTNERSHIP LEVELS & BENEFITS	PRESENTING \$250,000	DIAMOND \$100,000	PLATINUM \$50,000
NAMING RIGHTS	✓		
CATEGORY EXCLUSIVITY		✓	
TICKETS*			
• ADCOLOR FUTURES HACKATHON	30	20	10
• ADCOLOR MEET THE FUTURES MIXER	30	20	10
• ADCOLOR CONFERENCE	30	20	10
• ADCOLOR OPENING NIGHT PARTY	30	20	10
• ADCOLOR AWARDS: <i>Reception, Show, After-Party</i>	30	20	10
SEATING: ADCOLOR AWARDS	PREMIUM	10 PREMIUM/10 RESERVED	PREMIUM
HOST AN ADCOLOR FUTURE AT YOUR TABLE	✓	✓	✓
ONSTAGE PRESENTER: <i>ADCOLOR Awards</i>	✓	✓	
ONSTAGE BRANDING: <i>ADCOLOR Awards</i>	✓	✓	✓
CUSTOM ON-SITE BRANDING/ACTIVATION: ADCOLOR AWARDS	✓		
LOGO ON AWARDS SHOW STEP AND REPEAT	✓		
LISTING IN PARTNER REEL	✓	✓	✓
ON-STAGE BRANDING: <i>ADCOLOR Conference</i>	✓		
CUSTOM ONSITE BRANDING/ACTIVATION: <i>ADCOLOR Conference</i>	✓		
OPPORTUNITY FOR PRODUCT INCLUSION IN CONFERENCE GIFT BAG	✓	✓	✓
LISTING IN ALL EVENT COLLATERAL	✓	✓	✓
CORPORATE LOGO ON ACCESS BADGES	✓		
LOGO ON ADCOLOR WEBSITE	✓	✓	✓
RECOGNITION AS PREMIER PARTNER ON ADCOLOR WEBSITE	✓	✓	✓
LOGO RECOGNITION ON VOLUNTEER T-SHIRTS	✓		
AD IN ADCOLOR PROGRAM BOOK (VALUED AT \$3,000)	4/C, FULL-PAGE	4/C, FULL-PAGE	4/C, FULL-PAGE
INCLUSION IN AWARDS NOMINATIONS PRESS RELEASE	✓	✓	✓
ACCESS TO ADCOLOR FUTURES YEARBOOK	✓		
OPPORTUNITY FOR PRODUCT INCLUSION IN ADCOLOR FUTURES GIFT BAG	✓	✓	✓
ADCOLOR FUTURES FUND: <i>Portion of donation goes to funding the growth of the FUTURES program to develop the future leaders of tomorrow, today.</i>	✓	✓	✓

GOLD \$40,000	SILVER \$30,000	SUPPORTING \$15,000	TABLE \$10,000
10			
10			
10	10	10	
10	10	10	
10	10	10	10
PREFERRED	PREFERRED	RESERVED	RESERVED
✓			
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
✓	✓	✓	
4/C, FULL-PAGE	4/C, FULL-PAGE	B/W, HALF-PAGE	LISTING
✓	✓	✓	
✓			
✓			

Deadline to participate is August 14, 2017.

*Contact us for additional details.



HOW TO GET INVOLVED

Join us September 17–19 for the 11th Annual ADCOLOR Conference & Awards at the Loews Hollywood Hotel in Los Angeles, CA.

We're bringing back our groundbreaking programs like ADCOLOR University – a program that promotes continued professional growth at every level.

Registration will open in March. Make sure to catch our early bird special!

It's also the perfect time to nominate a colleague whom you feel deserves to be

recognized for his or her remarkable efforts and notable contributions to our industries. It's simple, quick and a great way to show your support for our diverse professionals and champions in our industry.

Likewise, help support our mission to Rise Up and Reach Back by becoming an ADCOLOR partner.

Visit adcolor.org today to partner, nominate, and/or register for the 11th Annual ADCOLOR Conference & Awards.

PARTNER.

Support our mission to Rise Up and Reach Back.

NOMINATE.

Honor an industry trailblazer with an ADCOLOR Award.

REGISTER.

Attend the full ADCOLOR experience. Become a part of our inclusive community.



CONTACT US

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

Deadline to participate is
August 14, 2017.

For more event details, schedule,
registration and information about
ADCOLOR, contact us
at info@adcolor.org.

ADCOLOR Hackathon



ADCOLOR Conference



ADCOLOR FUTURES



ADCOLOR Awards





ADCOLOR

ADCOLOR.ORG