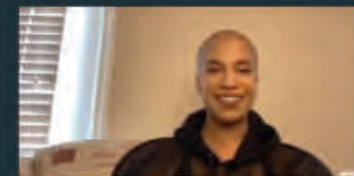
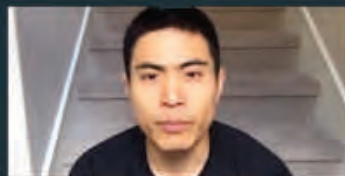
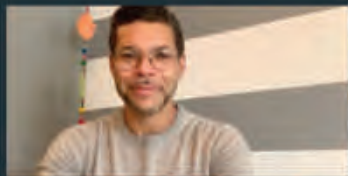
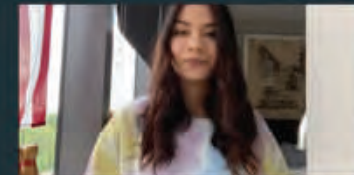


# HERE FOR IT

ADCOLOR EVERYWHERE | SEPTEMBER 8-10

2020 PARTNER GUIDE



# ADCOLOR EVERYWHERE

Business as usual has quickly turned into business unusual amid COVID-19, and our main priorities right now are to continue supporting our community and to prioritize everyone's health and well-being. With that in mind, ADCOLOR Everywhere will be going virtual. Renamed, ADCOLOR Everywhere, our virtual program will include the ADCOLOR Conference, the ADCOLOR FUTURES program and the 14th Annual ADCOLOR Awards.

Communities of color have been disproportionately affected by the two pandemics we're currently facing, COVID-19 and racism. This makes it especially important that we uphold our mission and champion these and all communities in the creative, marketing and tech industries, even when it can't be done in person. We are extremely grateful for the partners who have supported us through this adjustment despite their own set of challenges, and we're excited to execute something great together.

Our 2020 theme of "Here For It", is more relevant now than ever. The last several months have been exhausting. We've been scared. We've been sad. We feel overwhelmed. But we have to be here for it. For ALL of it. Now is NOT the time to stop and rest.

ADCOLOR Everywhere is our chance to go beyond a physical event. To invite more people, more industries, more countries. We'll have tough conversations and amplify the voices of our community to create a virtual event that will help us navigate the challenges and emotions of 2020 and keep us strong in our fight.



# TABLE OF CONTENTS

## WHY WE ADCOLOR

ABOUT US .....	1
OUR MISSION: RISE UP, REACH BACK .....	3
OUR IMPACT . ....	5
DIVERSITY MATTERS . ....	6
OUR 2020 MANIFESTO .....	7

## WHY YOU ADCOLOR

RISE UP, REACH BACK...AND RECOGNIZE.....	11
OUR PAST PARTNERS .....	12
OUR AUDIENCE .....	13
KEY PROGRAMS	
THE CONFERENCE .....	14
PROGRAMS THAT MAKE IMPACT.....	14
ADCOLOR COMMUNITY GROUPS .....	14
THE AWARDS .....	16
THE FUTURES.....	18
ADCOLOR INSIDE.....	20

## HOW WE ADCOLOR TOGETHER

WAYS TO GET INVOLVED.....	23
PARTNERSHIP LEVELS .....	24
THE VALUE OF YOUR PARTNERSHIP .....	27
CONTACT US .....	28

**“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  
NETFLIX  
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.

For the essential workers and unsung heroes.

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

And flattened the curve by standing apart.

We are here for the celebration of that strength 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. 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 despite the distance, we are here for you through it all.

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  
CHIEF PEOPLE OFFICER  
VICE MEDIA



**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 FUTURES

ADCOLOR Inside

ADCOLOR Community Groups

**“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 for three days 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 a few days, 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 communities and is launching MENA (Middle East, North Africa) for ADCOLOR and Pride for ADCOLOR in 2020. These groups organize meetings and special events during the conference and beyond.



A man with a beard and glasses, wearing a light blue blazer over a white shirt, is speaking at a podium. He has his right hand on his chest. The podium has a microphone and a sign with a stylized 'A' logo and the word 'ADCOLOR'. The background is a colorful, abstract projection.

**“ 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 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 and 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

**REGISTER** yourself and team members for ADCOLOR Everywhere

**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** a Virtual Event or community engagement opportunity!

**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  
CEO  
OMNICOM SPECIALTY MARKETING GROUP





# PARTNERSHIP LEVELS

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

- Naming rights and Presenting Partner for ADCOLOR Everywhere
- 300 All-Inclusive Registrations that include access to:
  - ☐ All Conference Content, including Mainstage Conversations and Breakouts
  - ☐ Networking
  - ☐ Virtual Sponsor Expo/Lounge
  - ☐ FUTURES Hackathon
  - ☐ ADCOLOR After Dark Concert
  - ☐ 14th Annual ADCOLOR Awards
  - ☐ Awards After Party
  - ☐ Presentation Leave Behinds & Take-Home Resources
- Limited access to the live in-person event for ADCOLOR After Dark in New York City. Number of tickets TBD based on social distancing guidelines at the time of the event
- Opportunity to co-curate a mainstage conversation
- Opportunity to host a breakout panel during the Conference
- Virtual Stage presenter and branding: the 14th Annual ADCOLOR Awards
- Virtual Stage branding: ADCOLOR Everywhere Conference
- Opportunity to create a Virtual Experience/Activation
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo on event registration portal and communication
- Logo recognition as Presenting Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Books or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for custom polling/audience engagement during Conference content
- Access to exclusive ADCOLOR Talent LinkedIn Group
- Access to 2 hours of 1:1 Customized DE&I consulting with resources from ADCOLOR's pool of experts

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

- Naming rights and Exclusive Partner of one of the following:
  - ☐ ADCOLOR After Dark
  - ☐ 14th Annual ADCOLOR Awards After Party
- 150 All-Inclusive Registrations that include access to:
  - ☐ All Conference Content, including Mainstage Conversations and Breakouts
  - ☐ Networking
  - ☐ Virtual Sponsor Expo/Lounge
  - ☐ FUTURES Hackathon
  - ☐ ADCOLOR After Dark Concert
- ☐ 14th Annual ADCOLOR Awards
- ☐ Awards After Party
- ☐ Presentation Leave Behinds & Take-Home Resources
- Limited access to the live in-person event for ADCOLOR After Dark in New York City. Number of tickets TBD based on social distancing guidelines at the time of the event
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Books or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for custom polling/audience engagement during Conference content
- Access to exclusive ADCOLOR Talent LinkedIn Group
- Access to 2 hours of 1:1 Customized DE&I consulting with resources from ADCOLOR's pool of experts

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

- 100 All-Inclusive Registrations that include access to:
  - ☐ All Conference Content, including Mainstage Conversations and Breakouts
  - ☐ Networking
  - ☐ Virtual Sponsor Expo/Lounge
  - ☐ FUTURES Hackathon
  - ☐ ADCOLOR After Dark Concert
  - ☐ 14th Annual ADCOLOR Awards
  - ☐ Awards After Party
  - ☐ Presentation Leave Behinds & Take-Home Resources
- Limited access to the live in-person event for ADCOLOR After Dark in New York City. Number of tickets TBD based on social distancing guidelines at the time of the event
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Books or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for custom polling/audience engagement during Conference content
- Access to exclusive ADCOLOR Talent LinkedIn Group
- Access to 2 hours of 1:1 Customized DE&I consulting with resources from ADCOLOR's pool of experts



# PARTNERSHIP LEVELS

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

- 75 All-Inclusive Registrations that include access to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources
- Limited access to the live in-person event for ADCOLOR After Dark in New York City. Number of tickets TBD based on social distancing guidelines at the time of the event
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Book or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for custom polling/audience engagement during Conference content
- Access to exclusive ADCOLOR Talent LinkedIn Group
- Access to 1 hour of 1:1 Customized DE&I consulting with resources from ADCOLOR's pool of experts

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

- Co-curation and naming rights of one (1) ADCOLOR Everywhere Conference Panel
- 60 All-Inclusive Registrations that include access to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Exclusive Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Book or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Opportunity for custom polling/audience engagement during Conference content
- Access to exclusive ADCOLOR Talent LinkedIn Group

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

- 40 All-Inclusive Registrations that include access to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Gold Partner on ADCOLOR.org
- 4/C, full-page ad in ADCOLOR Everywhere Virtual Program Books or :15 interstitial during Conference
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Access to exclusive ADCOLOR LinkedIn Group



# PARTNERSHIP LEVELS

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

- 30 All-Inclusive Registrations that include access to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Silver Partner on ADCOLOR.org
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Access to exclusive ADCOLOR Talent LinkedIn Group

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

- 20 All-Inclusive Registrations that include access to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources
- Logo in partner reel
- Opportunity for product inclusion in conference Virtual Gift Bag
- Logo on all event branding and promotion
- Logo recognition as Supporting Partner on ADCOLOR.org
- Inclusion in 14th Annual ADCOLOR Awards nominations press release
- Access to exclusive ADCOLOR Talent LinkedIn Group

## THE ADCOLOR EVERYWHERE ALL-INCLUSIVE REGISTRATION: \$200

- 1 Ticket that includes to:
  - All Conference Content, including Mainstage Conversations and Breakouts
  - Networking
  - Virtual Sponsor Expo/Lounge
  - FUTURES Hackathon
  - ADCOLOR After Dark Concert
  - 14th Annual ADCOLOR Awards
  - Awards After Party
  - Presentation Leave Behinds & Take-Home Resources

## THE ADCOLOR EVERYWHERE CONFERENCE REGISTRATION: FREE

- Access to Conference “Mainstage” only
- 14th Annual ADCOLOR Awards
- ADCOLOR After Dark Concert



# THE VALUE OF YOUR PARTNERSHIP

The annual Conference and Awards is only one of the many ways we bring the ADCOLOR community together. Throughout the year, we provide our audience and partners with tools, content and resources that drive important conversations and positive action around DE&I in advertising, creative and tech. Those that sponsor ADCOLOR are contributing to:

- Ongoing Content/Resources for the ADCOLOR Community
- FUTURES Program and Summit
- ADCOLOR Community Groups:
  - LatinX for ADCOLOR
  - Asians for ADCOLOR
  - MENA for ADCOLOR
  - Pride for ADCOLOR (2021 Launch)
- Day-to-Day Operations
- Production of the Virtual Event





# CONTACT US

For partnership inquiries, please contact Ana Leen, Director of Partnerships, at [ana@adcolor.org](mailto:ana@adcolor.org) or (210) 889-2079.

Deadline to participate is **August 1, 2020**.

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

## CREDITS

This Partnership Guide was designed by:

[Adrianne Lipscomb](#)

This Partnership Guide was written by:

[Kate Siahaan-Rigg](#)

All photos in this guide were captured during ADCOLOR Awards, Conferences and Events.

Photos by:

[Akintayo Adewole](#)

[Mark Clennon](#)

[Margarita Corporan](#)





BBD perform at  
ADCOLOR After Dark



ADCOLOR.ORG

