

SPONSORSHIP OPPORTUNITIES



- Employee Resource Groups (ERGs –aka BRGs, Affinity Groups, Employee Networks, etc.) are more critical than ever for attracting and retaining diverse talent.
- They are an expected perk and voice for employees yearning for a deeper sense of belonging by accessing professional development, mentorship, and valuable connections.
- ERGs offer a safe place to learn leadership and other professional development skills, make valuable career connections, and contribute innovative, market-driven ideas to their organizations.

However, employee group leaders typically lack the necessary knowledge and support.

About ELA:

We are the largest association of employee group leaders that include corporate, academic and non-profit organizations. To educate and support ERG leaders at all levels, we offer public and private bootcamps, workshops, eclasses, certification, coaching, online & in person events, as well as research and critical data collection needed to run successful employee groups.

Why sponsor ELA?

- Distinguish your brand/organization as a leader in diversity, equity, and inclusion (DEI).
- Demonstrate your company's DEI commitment to employees and candidates.
- Directly connect with top diverse talent for employee recruiting.
- Give your ERG leaders easier access to expert knowledge, on demand support & valuable credentialing.
- Help lead a like-minded community of potential customers, partners, and personal connections that enable your own and your organization's DEI commitment.

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All sponsorships include logo recognition on:

- ELA eblasts (2-3 per month) and ELA website (We have NEW one launching Sep 1!)
- Quarterly social posts within ELA Online, ELA LinkedIn group, ELA business page
- Noted in ELA partner social media and emails plus all ELA Council Advisor accounts
- Symposia agenda, ELA intro/break/closing slides + handouts
- Symposia Executive Summaries (public info) and Symposia Attendee Event Notes (available to attendees only)
- Taskforce Table & ERG Showcase bi-weekly virtual event intro slides

All sponsorships are for 1 year*:

Titanium (1 max)

\$37,000

- 30 total Symposia attendee tickets
- 30 ELA Online licenses
- Sponsor marketing materials on all tables at live events
- Opportunity to speak for 2 minutes about your organization at each Symposia

Platinum (3 max)

\$14,500

- 10 total Symposia attendee tickets
- 10 ELA Online licenses
- Sponsor marketing materials on all tables at live events
- Opportunity to speak for 2 minutes about your organization at each Symposia

Gold (5 max)

\$9,500

- 5 total Symposia attendee tickets
- 5 ELA Online licenses

Silver (3 max)

\$5,500

- 3 total Symposia attendee tickets
- 3 ELA Online licenses

Bronze (3 max)

\$2,500

- 1 total Symposium attendee ticket
- 1 ELA Online licenses

Symposium Host (1/event)

No fee to ELA

- 3 total Symposia attendee tickets + 3 ELA Online licenses
- Host provides venue, tables and chairs for up to 100 people, security & cleaning, all day beverages, morning and afternoon snacks, attendee paper/pens, audio/visual equipment & support. Attendees can pay for parking. Lunch will be provided by ELA but can work with host's required vendors.

* Sponsorship clocks start when payment is received. Except for renewed sponsorships, ELA will begin including sponsor logo 4 weeks after sponsorship starts. All seats/tickets/certifications must be used within the sponsorship period.

