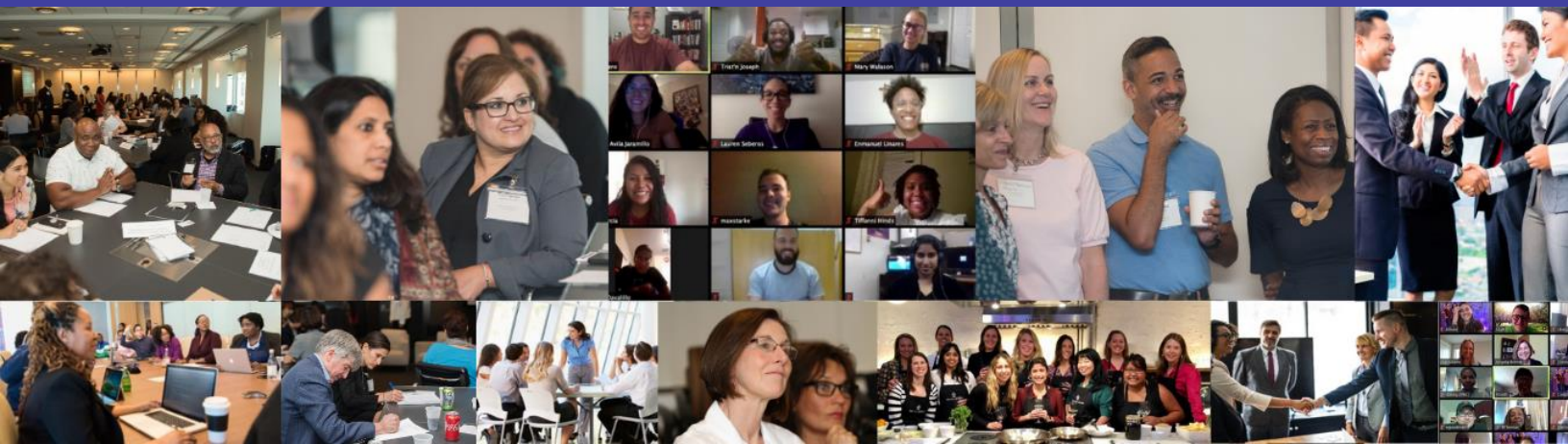




Helping employee groups to launch, grow & thrive!



## ELA is the ERG of ERGs

- 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. We function as the “ERG of ERGs” and provide bootcamps, certification, online & in person events, and critical data that empower leaders so their groups can effectively launch, grow and thrive.

## Why sponsor ELA?

- Distinguish your brand/organization as a leader in diversity & inclusion.
- Demonstrate your company’s diversity & inclusion 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 D&I commitment.



Events • Bootcamps • Certification • On-Demand Support • Consulting • Community

## All Sponsorships include logo recognition on:

- ELA bi-weekly mass emails
- ELA Symposia & Bootcamps website and registration pages
- Symposia agenda, ELA intro/break/closing slides + handouts
- Symposia Executive Summaries (public info)
- Symposia Attendee Event Notes (available to attendees only)
- Taskforce Table & ERG Showcase bi-weekly virtual event intro slides
- Research reports such as our annual software and programming/speaker studies.

## All sponsorships are for 1 year\*:

### Platinum (3 max)

**\$14,500**

- 5 total Symposia attendee tickets
- 5 total Bootcamp seats
- 5 total Leader Certifications
- Included on "Courtesy of" stickers on The ERG Handbooks given to Bootcamp attendees
- 4 Social Media sponsor shout outs on ELA's FB, TW, LI, LI group
- 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**

- 3 total Symposia attendee tickets
- 3 Bootcamp seats
- 3 Leader Certifications
- 2 Social Media sponsor shout outs (FB, TW, LI, LI group)

### Silver (3 max)

**\$5,500**

- 3 total Symposia attendee tickets
- 1 Bootcamp seat
- 1 Leader Certification

### Bronze (3 max)

**\$2,500**

- 3 total Symposium attendee ticket

### Symposium Host (1/event)

**No fee to ELA**

- 3 total Symposia attendee tickets
- Host provides venue, tables and chair 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.

