



Diversity Leadership Alliance

VISION

Be a community where every individual is equally respected and empowered

MISSION

Guide leaders in the transformation of culture to build an inclusive community

STRATEGIES

1. Provide educational opportunities, tools, resources, and forums, to mutually benefit member organizations and the community at large.
2. Assist students to transition from school to work

Dear Friends of DLA,

The Diversity Leadership Alliance is proud to present the 9th Annual Diversity Leadership Alliance Conference, October 19th, 2010 at the Sheraton Hotel, downtown Phoenix. This will be a power packed conference including breakfast, keynote speaker, workshops, and many more. Our new half-day format is designed to accommodate the schedule of busy professionals and will deliver the same high caliber speakers and content you have come to expect from DLA. The theme “**Leadership Accountability**” will inspire attendees to take action, make a positive impact and motivate them to pursue the achievement of building an inclusive community.

We invite you to join “DLA’s Circle of Champions” as we continue to “Build an Inclusive Community” together. Sponsor packages are below:

DLA Champion	\$20k	DLA Partner	\$10k
DLA Advocate	\$ 5k	DLA Supporter	\$ 3k
DLA Friend	\$ 1k		

Go to our website www.diversityleadershipalliance.org for more details.

YOU are also encouraged to nominate your organization for the **2010 AZSHRM Workforce Diversity Awards**. Categories include small, medium, large and government/non-profit. There is also a diversity champion award to recognize one individual who has set an example as a leader and innovator in creating and/or encouraging workplace and community diversity and inclusion. Nomination forms must be received by September 12 at 5pm. Winners will be announced at the DLA Conference. Visit www.workforcediversityawards.com for more information.



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9th Annual Conference featuring

Key Note Speaker: Stephen Rizley, SVP General Manager, Cox Communications

Youth Key Note Speaker: Alejandra Valenzuela

DATE Tuesday, October 19, 2010

TIME 7:00am to 12:00 noon

LOCATION Sheraton Downtown Hotel

THEME Leadership Accountability

Anticipating 1000 professionals

Workshop Speakers:

Gordon Watanabe

Calvin Terrell

Germaine Davis

**Be Part of the October 19th Diversity Leadership Conference, and
“Get Informed and Inspired to Engage an Inclusive Community”**



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9TH Annual Conference

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WHAT: A half day conference with Keynote speaker, workshops for general public, workshops for high school students, awards and entertainment

LOCATION: Sheraton Downtown Hotel

THEME: Leadership Accountability

AUDIENCE: 1000 attendees from all segments of the Arizona community including: academic, businesses from public and private sector, city and state government, faith, health care, military, and youths from Community Colleges District, and High School Union Districts.



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9TH Annual Conference

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AGENDA

7:00am – 7:30am

Registration, Continental Breakfast

7:30am – 8:15am

Opening Ceremony

Student Speaker: Alejandra Valenzuela

8:15am – 8:25am

Break

8:25am – 10:15am

Workshops

Gordon Watanabe

Germaine Davis

Calvin Terrell

10:15am – 10:30am

Break

10:30am – 12:00noon

General Session

(10:30- 11:20pm)

Keynote Speaker: Stephen Rizley

(11:20- 11:50pm)

Awards: 20 minutes

(11:50- 12:00pm)

Closing Comments



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Sponsors: A Circle of Champions

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DLA 9th Annual Conference
Tuesday, October 19th, 2010

DLA Champion \$20k - DLA Partner \$10k - DLA Advocate \$5k - DLA Supporter \$3k - DLA Friend \$1k



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Sponsors Benefits

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DLA Friend Sponsor Benefits

\$1,000

1. Acknowledgement in event program as a Friend Sponsor
2. Recognition on the event Power Point presentation
3. 1 reserved table of 10 at breakfast, Opening ceremony, General Session, including table tent
4. 10 tickets for the full conference



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DLA Supporter Sponsor Benefits

\$3,000

1. Acknowledgement in event program as a Supporter Sponsor
2. Recognition on the event Power Point presentation
3. 1 reserved table of 10 at breakfast, Opening ceremony, General Session, including table tent
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Sponsors Benefits

DLA Advocate Sponsor Benefits

\$ 5,000

1. Podium recognition at event
2. Corporate name on selected printed or electronic promotional items
3. Acknowledgement in event program as an Advocate Sponsor
4. Recognition on the event Power Point presentation
5. 1 reserved table of 10 at breakfast, Opening ceremony, General Session, including table tent
6. 10 tickets for the full conference



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Sponsors Benefits

DLA Partner Sponsor Benefits

\$ 10,000

1. Podium recognition at event
2. Corporate name as a Partner Sponsor on selected printed or electronic promotional items
3. Acknowledgement in event program
4. Recognition on the event Power Point presentation
5. Recognition on the DLA website with link to company
6. Opportunity to display company banner in conference Networking area
7. 2 reserved tables of 10 at breakfast, Opening Ceremony, General Session, including table tent
8. 20 tickets for the full conference



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DLA Champion Sponsor Benefits

\$ 20,000

1. Your company is in the top sponsorship level for the 9th Annual Diversity Leadership Conference
2. Champion Sponsor Podium recognition
3. Opportunity to present from the podium
4. Corporate logo on all forms of event communication
5. Acknowledgement in event program
6. Recognition on the event Power Point presentation
7. Corporate logo on the DLA website with link to company
8. Opportunity to display company banner in conference Networking area
9. 3 reserved tables of 10 at breakfast, Opening Ceremony, General Session, including table tent
10. 30 tickets for the full conference



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Media Partnership

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DLA and AZSHRM have formed a media partnership with the [Arizona Business Magazine](#) (ABM) for this year's conference. ABM is now a bimonthly publication that has been in circulation in Arizona for the last 25 years. We are very excited about this opportunity because of the great value we'll be able to pass on to our supporters and it is a powerful way for us to increase our exposure to Arizona's leaders.

Your chance to participate:

ABM will be producing this year's conference program which will include editorial about DLA, AZSHRM and the award finalists as well as the conference information. DLA Members will have the opportunity to purchase ads in this publication at a substantially discounted rate. In addition, ABM will include that program as an insert in their November/December issue so participants will not only get exposure to the conference attendees but also the entire ABM circulation which targets high-level corporate executives and business owners.

Prices: 1/2 page ad: \$1,529
Full page ad: \$2,129

Thank you for your support and please let us know if you have any questions.
Thanks,
Greta Suda