

# KAITZ 2020

# *belonging*



We are dedicated to accelerating a culture of **BELONGING** that embraces our many differences, promotes inclusiveness and creates opportunities for meaningful exchange that improves social and corporate outcomes.

The Walter Kaitz Foundation advances diversity, equity and inclusion in media and entertainment. Our mission is now more essential than ever as we continue strengthening the pipeline of diverse talent and supporting content that is representative of the mosaic that makes up America. We fulfill our mission in the following ways:

## ADVOCACY

The Foundation is a leading advocate for diversity and inclusion. We work to create awareness, identify areas of opportunity and growth in our workforce and support change that makes our industry more equitable and inclusive.

## TARGETED GRANTS

We provide significant funding for organizations that are wholly devoted to creating opportunities that build equity and inclusion for women, people of color and LGBTQ communities. Since 2004, we have distributed over \$20M in targeted grants to the following diversity organizations:

- **The T. Howard Foundation**
- **The Emma L. Bowen Foundation**
- **Women in Cable and Telecommunications (WICT)**
- **The National Association of Multi-Ethnicity in Communications (NAMIC)**



*Distributed over \$20 million in grants over the last 15 years*



*Invested \$1.2 million to fund research over the past 10 years*

## INDUSTRY-WIDE WORKFORCE DIVERSITY RESEARCH

The Walter Kaitz Foundation leads and funds biennial research on diversity and inclusion. The research provides essential benchmarks on the state of diversity across the industry. Research results are published in two separate reports that allow companies to identify internal strengths and weaknesses and to help set goals and policies to improve workforce practices:

- **NAMIC AIM Report** - provides statistics about the state of multi-ethnic diversity in the cable telecommunications industry.
- **WICT PAR Initiative** - measures the status of women employees in the cable industry based upon pay equity, advancement opportunities and resources for work/life integration.

## THE HOLLYWOOD CREATIVE FORUM

The Hollywood Creative Forum (HCF) is a top-line, invitation-only, professional development intensive workshop aimed at qualified, vetted content creators of color and is designed to enhance, expand and empower careers.



*Directly impacted over 1,100 content creatives and executives of color*

# NEW PROGRAMS

## COURAGEOUS CONVERSATIONS

A series of 6 moderated conversations on a variety of topics. These virtual webcasts feature an interview style discussion with leaders in media and entertainment. Attendance is offered on a complimentary basis and virtual Backstage Passes will be offered to select sponsors for an exclusive, post-event meet-and-greet with panelists.



## KEEP YOUR EYE ON D&I

These are a customized workforce training and leadership development sessions for your employees. Concepts include equity, diversity, inclusion and belonging best practices and sustainability strategies. These sessions are opportunities to integrate real-time content tailored to the specific needs of your workforce. Virtual sessions are led by Dr. L. Diane Bennett, senior faculty member at the Center for Creative Leadership and a 40-year expert in leadership development and organizational behavior. (60-min session & on-demand access)

## COMMONSENSE LEADERSHIP

A website to find premier leadership development tools to maximize the skills, knowledge and attributes of a lean, productive 21<sup>st</sup> century workforce. This content provides resources and strategies that support “high potentials” and “corporate athletes” to become the contributing performers your organization needs to maintain its competitive advantage in the marketplace. This new virtual partnership includes a website with multiple access points (blogs, podcasts, vlogs) to meet your needs, on-demand. Program launching soon.



All programs are subject to change



# LEVELS

We challenge you to support the Walter Kaitz Foundation with a **tax-deductible** donation on behalf of your organization.

## PRESENTING SPONSOR

**\$150,000** *EXCLUSIVE*

- **Courageous Conversations**
  - Company name on all materials
  - Brand logo in opening video segment for series
  - Recognition by moderator at all 6 webcasts
  - 1-2 minute opening remarks OR run your company's impact sizzle reel during each event in series
  - Opportunity to select OR provide panelist for one of the 6 webcasts
  - 15 backstage passes for private virtual meet-and-greet for each of the 6 webcasts
- **Keep Your Eye on D&I**
  - 1 hour-long session
- Brand logo has top billing on the Walter Kaitz website
- Brand logo on the **CommonSense Leadership** website
- Brand logo has top billing on all Kaitz E-News
- Guest Spotlight Article – feature article (600 words) to promote your company's D&I efforts
- 3 dedicated social media posts per month to promote your company's D&I efforts
- Presenting sponsor for **HCF**
  - Company name and logo on all materials
  - Recognition by moderator
  - 1-2 minute opening remarks OR run your company's impact sizzle reel
  - Opportunity to select OR provide panelist for 1 panel
  - 10 passes for VIP reception

## OFFICIAL SPONSOR

**\$125,000**

- **Courageous Conversations**
  - Company name on all materials
  - Brand logo displayed full screen at all 6 webcasts
  - Recognition by moderator at all 6 webcasts
  - Opportunity to select OR provide panelist for one of the 6 webcasts
  - 10 backstage passes for private virtual meet-and-greet for each of the 6 webcasts
- **Keep Your Eye on D&I**
  - 1 hour-long session
- Brand logo on the Walter Kaitz website
- Brand logo on the **CommonSense Leadership** website
- Brand logo on all Kaitz E-News
- Guest Spotlight Article – feature article (600 words) to promote your company's D&I efforts
- 3 dedicated social media posts per month to promote your company's D&I efforts
- Official sponsor for **HCF**
  - Company name and logo on all materials
  - Recognition by moderator
  - Opportunity to select OR provide panelist for 1 panel
  - 5 passes for VIP reception

## PATRON

**\$75,000**

- **Courageous Conversations**
  - Company name on all materials
  - Brand logo displayed on screen at all 6 webcasts
  - Recognition by moderator at all 6 webcasts
  - 5 backstage passes for private virtual meet-and-greet for each of the 6 webcasts
- **Keep Your Eye on D&I**
  - 1 hour-long session
- Brand logo on the Walter Kaitz website
- Brand logo on the **CommonSense Leadership** website
- Brand logo on all Kaitz E-News
- Industry Insider Article – 400 words to promote your company's D&I efforts
- 3 dedicated social media posts per month to promote your company's D&I efforts
- Sponsor for **HCF**
  - Company name and logo on all materials
  - Recognition by moderator
  - Opportunity to select OR provide panelist for 1 panel
  - 5 passes for VIP reception



# LEVELS CONTINUED

We challenge you to support the Walter Kaitz Foundation with a **tax-deductible** donation on behalf of your organization.

## BENEFACTOR \$50,000

- **Courageous Conversations**
  - Brand logo on all materials
  - Brand logo displayed on screen at all 6 webcasts
  - Recognition by moderator at all 6 webcasts
  - 5 backstage passes for private virtual meet-and-greet for 2 of the 6 webcasts
- Brand logo on the Walter Kaitz website
- Brand logo on the **CommonSense Leadership** website
- Brand logo on all Kaitz E-News
- Industry Insider Article – 400 words to promote your D&I efforts
- 2 dedicated social media posts per month to promote your company's D&I efforts
- Contributing sponsor for **HCF**
  - Company name and logo on all materials
  - Recognition by moderator
  - Opportunity to select OR provide panelist for 1 panel
  - 5 passes for VIP reception

## CONTRIBUTOR \$25,000

- **Courageous Conversations**
  - Brand logo on all materials
  - Brand logo displayed on screen at all 6 webcasts
  - Recognition by moderator at all 6 webcasts
  - 5 backstage passes for private virtual meet-and-greet for 1 of the 6 webcasts
- Brand logo on the Walter Kaitz website
- Brand logo on all Kaitz E-News
- Industry Insider Article – 400 words to promote your D&I efforts
- 1 dedicated social media post to promote your company's D&I efforts

## ADVOCATE \$15,000

- **Courageous Conversations**
  - Brand logo on all materials
  - Brand logo displayed on screen at all 6 webcasts
  - 2 backstage passes for private virtual meet-and-greet for 1 of the 6 webcasts
- Brand logo on the Walter Kaitz website
- Brand logo on all Kaitz E-News

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***WKF is a wonderful partner and it is a decided benefit when two organizations work together to fight the good fight.***

*- Tiffany Smith-Anoa'i,  
Executive Vice President,  
Entertainment Diversity, Inclusion  
& Communications, CBS  
Entertainment*

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## INDIVIDUAL \$500

- Name recognition on the Walter Kaitz Website

## FRIEND \$5,000

- **Courageous Conversations**
  - Brand logo on all materials
  - 1 backstage pass for private virtual meet-and-greet for 1 of the 6 webcasts
- Brand logo on the Walter Kaitz website
- Brand logo on all Kaitz E-News

