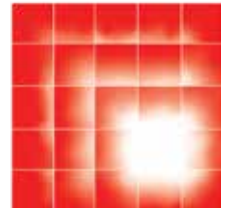


Diversity
Equity
Inclusion



WALTER KAITZ FOUNDATION

2022 ANNUAL
SPONSORSHIP
OPPORTUNITIES

Our Focus



ADVOCACY

We create awareness, identify areas of opportunity and growth in our workforce and support meaningful change that makes our industry more equitable and inclusive.

TARGETED GRANTS

We provide targeted grants for organizations wholly devoted to creating opportunities that build equity and inclusion for women, people of color and LGBTQ communities.

We also provide Kaitz funded scholarships for internships, leadership development and other industry approved programs.

Since 2004, we have distributed over \$23M in grants.

RESEARCH

The Foundation leads and funds biennial research on diversity and inclusion which provides essential benchmarks on the state of diversity across the industry. We have invested over \$1.2M towards research efforts for the last 10 years. The results are published in two separate reports that allow companies to identify strengths and weaknesses while establishing goals and policies that improve workforce practices:



NAMIC AIM Report – provides statistics and perceptions 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.

PROFESSIONAL DEVELOPMENT

We are dedicated to address the need to increase retention and promotion rates by supporting professional development initiatives.

2022 Annual Sponsorship Opportunities

Transform your brand within the media and entertainment industry's leading national DEIb organization. As a donor and supporter:

- You will be directly contributing to a more inclusive pipeline at all levels - from suppliers to content creators.
- Your company will receive recognition that provides exposure to the media and entertainment industry's top executives, thought leaders, influencers and innovators.
- Your donation is tax-deductible.

PRESENTING

\$140,000 (EXCLUSIVE)

- Recognition at all events throughout the year including logos on all promotional materials including website, emails, and at live and virtual events
- Kaitz Dinner:
 - Four (4) preferred tables
 - Two (2) full-page ads in digital program
 - Acknowledged as Presenting Sponsor during opening remarks
- Custom opportunities to provide input into seminars, workshops, and/or events throughout the year including panel curation, providing Executive opening remarks, and sizzle reels
- Spotlight feature article in Kaitz Newsletter (600 words or less to promote DEI efforts) distributed through email, website, and social media platforms
- Four (4) dedicated social media posts per month to promote company's DEI efforts and recognition on Kaitz social media channels as Presenting Sponsor
- Copy (500 words or less) or banner (660 x 200 px max) inclusion in up to four (4) email newsletters to dedicated foundation subscriber list of VIP's, insiders, and decision makers.



OFFICIAL

\$125,000 (EXCLUSIVE)

- Recognition at all events throughout the year including logos on all promotional materials including website sponsor page, in emails, and at live and virtual events
- Kaitz Dinner:
 - Three (3) preferred tables
 - One (1) general table
 - One (1) full-page ad in digital program
 - Acknowledged as Official Sponsor during opening remarks
- Opportunity to develop content and provide panelists for ONE (1) Kaitz Courageous Conversation
- Spotlight feature article in Kaitz Newsletter (600 words or less to promote DEI efforts) distributed through email, website, and social media platforms
- Three (3) dedicated social media posts per month to promote company's DEI efforts and recognition on Kaitz social media channels as Official Sponsor
- Copy (500 words or less) or banner (660 x 200 px max) inclusion in up to two (2) email newsletters to dedicated foundation subscriber list of VIP's, insiders, and decision makers.



BENEFACTOR

\$50,000 (8 OPPORTUNITIES)

- Recognition at all events throughout the year including logos on all promotional materials including website sponsor page, in emails, and at live and virtual events
- Kaitz Dinner:
 - Two (2) preferred tables
 - One (1) general table
 - One (1) full-page ad in digital program
- Industry Insider article in Kaitz Newsletter (400 words or less to promote DEI efforts) distributed through email, website, and social media platforms
- One (1) dedicated social media post per month to promote company's DEI efforts and recognition on Kaitz social media channels as Benefactor

ADVOCATE

\$30,000 (15 OPPORTUNITIES)

- Logo on all promotional materials including website sponsor page, in emails, and at all live and virtual events
- Kaitz Dinner:
 - One (1) preferred table
 - One (1) full page ad in digital program
- Industry Insider article in Kaitz Newsletter (400 words or less to promote DEI efforts) distributed through email, website, and social media platforms
- One (1) dedicated social media post per month to promote company's DEI efforts and recognition on Kaitz social media channels as Advocate

CONTRIBUTOR

\$15,000

- Logo on all promotional materials including website sponsor page, in emails, and at all live and virtual events
- Kaitz Dinner: Inclusion on digital program "Thank You" page
- One (1) dedicated social media post per month to promote company's DEI efforts and recognition on Kaitz social media channels as Contributor

FRIEND

\$10,000

- Logo on all promotional materials including website, emails, and at live and virtual events

2022 Kaitz Fundraising Dinner

KAITZ DINNER TABLES

- Preferred Table (includes logo placement) \$25,000
- General Table (includes logo placement) \$19,000
- Individual Ticket \$ 1,900

KAITZ DINNER SPECIAL OPPORTUNITIES

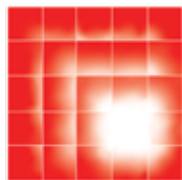
- Pre-Dinner Reception (plus 1 preferred table) \$60,000
- Digital Centerpiece (plus 1 preferred table) \$60,000
- Banner Wrap (plus 1 preferred table) – 2 available \$50,000
- Sponsor Opening Video (plus 1 preferred table) \$40,000
- Will Call (plus 1 preferred table) \$40,000
- Post Dinner Reception (plus 1 general table) \$35,000
- Logo on Table Signage (plus 1 general table) \$35,000
- Logo on Menu Cards (plus 1 general table) \$35,000
- Tickets \$35,000

DIGITAL PROGRAM AD ONLY OPPORTUNITIES

- Full Page Ad (static) \$ 8,000

All annual donations and sponsorships related to the annual fundraising dinner are considered tax deductible contributions in support of our grant giving mission and are nonrefundable.





walter
kaitz
foundation

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