



## CVC of Atlanta – Fall 2020 IMPACT and Special Programming Sponsorship Opportunities

The CVC of Atlanta has several special program opportunities planned for Fall 2020. In addition to hosting the 23<sup>rd</sup> Annual IMPACT Awards, we will create space for safe and honest dialogue around inclusion in Corporate Social Responsibility (CSR), social injustice and equity through our fall Equitable Dinners series. We will close the year with our Holiday Luncheon. All CVC programs will be virtual until further notice. Following is a brief overview of each program:

Join us for **IMPACT 2020** to recognize the superlative work of corporations that have navigated these unprecedented times by engaging employees, sharing resources and finding innovative ways to support their community. Discover what some of Atlanta's most philanthropic companies are doing – from the C-suite to entry-level employees – to tie volunteerism back to bottom-line business results, and address the ever-changing social landscape of our city and beyond.

The CVC has hosted regular **Solutions Hour** programs since the disruption of COVID-19 began. Topics vary with each program and typically feature a speaker, Q&A and group problem solving dialogue. These programs are attended by an average of 50 CVC members and community leaders, so they provide an excellent opportunity for business-to-business relationship building and discussion. Additionally, a recap is shared with all members after each program, reaching more than 100 of Atlanta's most civically-minded companies. Our next Solutions Hour is scheduled for August 12 and will feature Partnership for Southern Equity Chief Equity Officer (CEqO), Nathaniel Smith.

The CVC will host three **Equitable Dinners** in Fall 2020 which will focus on inclusion in CSR and equity in the communities we serve. The mission of Equitable Dinners Atlanta is to build community, increase understanding and empathy for the experience of people of color, heighten equity awareness, and activate anti-racist action.

The CVC of Atlanta concludes its programming each year with the eagerly anticipated CVC **Holiday Luncheon**. This beloved gathering serves as both a celebration of the collective good works of the metro Atlanta business community as well as a time for the individuals who lead corporate social responsibility and community engagement programs to recharge and be inspired for their work ahead. Our 2020 luncheon will feature a keynote speaker and the presentation of the 2020 Carol D. Reiser Youth Service Awards.

***Don't miss this sponsorship opportunity! To receive all benefits, please let us know of your***



# IMPACT 2020

This has been a most unusual year, and companies are thinking about social impact in innovative, new ways. The IMPACT 2020 Awards will recognize different categories than prior years in recognition of current community needs calling out outstanding achievements in corporate volunteer service (for Atlanta-based work) through the following categories:

## **IMPACT of the Year**

Presented to an exemplary corporate-employee volunteer or corporate social responsibility program that went above and beyond in the period between January 1, 2019 and July 1, 2020

## **Skills-Based Volunteering IMPACT**

Presented to an organization in recognition of its efforts to leverage the skills of the company's employees to build operational capacity of nonprofit or community partners while fostering professional growth. Nominations may specifically reference an established skills-based volunteering program or may highlight a company's pivot from in-person to virtual volunteering and CSR efforts due to COVID-19. All projects and programs referenced in the nomination must take place between January 1, 2019 and July 1, 2020.

## **Social Justice IMPACT**

Presented to a company that addressed social justice in a bold and innovative way in the period between January 1, 2019 and July 1, 2020.

# CVC of Atlanta

## 2020 Sponsorship Levels

CVC of Atlanta IMPACT Award sponsorship levels offer tickets and recognition for each of the CVC's sponsored events in 2020 (IMPACT Awards, Equitable Dinners and the holiday luncheon), as well as ad space in the *Atlanta Business Chronicle's* special section on corporate volunteerism.

### DIAMOND \$16,500

The Diamond (Presenting) Sponsor receives category exclusivity. Benefits are negotiable, but we suggest:

#### Pre-event Visibility:

- Logo recognition on the electronic invitation
- Recognition in event press release
- Recognition on the CVC of Atlanta website
- Invitation to attend the *Atlanta Business Chronicle* Community Engagement Conversation
- Recognition on CVC website, Facebook, Twitter, Instagram and LinkedIn

#### Event:

- Opportunity for company representative to speak during virtual program
- Link to IMPACT 2020 virtual event to share with all employees
- Logo recognition in the event slide deck

#### Post-event visibility:

- Full page ad in a September *Atlanta Business Chronicle* special section on corporate volunteerism (valued at \$12,950)
- Company name highlighted as 2020 IMPACT Sponsor in *Atlanta Business Chronicle* special section
- Access to recording of the event
- Logo recognition on [www.cvcofatlanta.org](http://www.cvcofatlanta.org) for one year
- Choice to host one of three Equitable Dinners
- 10 reserved "seats" for each of three Equitable Dinners
- Sponsorship of an upcoming CVC Solutions Hour with opportunity for company representative to speak
- Logo included on the Solutions Hour recap email sent to more than 200 corporate and community leaders
- Recognition at the December Holiday Program – logo on invitation, opportunity to speak
- 16 reserved "seats" for the December Holiday Program

### PLATINUM \$11,000

#### Pre-event Visibility:

- Logo recognition on the electronic invitation
- Recognition in event press release
- Recognition on the CVC of Atlanta website
- Invitation to attend the *Atlanta Business Chronicle* Community Engagement Conversation
- Recognition on CVC website, Facebook, Twitter, Instagram and LinkedIn

#### Event:

- Link to IMPACT 2020 virtual event to share with all employees
- Logo recognition in the event slide deck

#### Post-event visibility:

- ½ page ad in a September *Atlanta Business Chronicle* special section on corporate volunteerism (valued at \$7,950)

- Company name highlighted as 2020 IMPACT Sponsor in *Atlanta Business Chronicle* special section
- Access to recording of the event
- Logo recognition on [www.cvcofatlanta.org](http://www.cvcofatlanta.org) for one year
- Choice to host one of three Equitable Dinners (limited to first 2 Platinum Sponsors)
- 8 reserved “seats” for each of three Equitable Dinners
- Verbal recognition during the December Holiday Program
- 8 reserved “seats” for December Holiday Program

## **GOLD \$5,500**

### **Pre-event Visibility:**

- Name recognition on the electronic invitation
- Recognition in event press release
- Recognition on the CVC of Atlanta website
- Invitation to attend *Atlanta Business Chronicle* Community Engagement Conversation

### **Event:**

- Link to IMPACT 2020 virtual event to share with all employees
- Name listed in the event slide deck

### **Post-event visibility:**

- ¼ page ad in a September *Atlanta Business Chronicle* special section on corporate volunteerism (valued at \$4,950)
- Company name highlighted as 2020 IMPACT Sponsor in the *Atlanta Business Chronicle* special section
- Access to recording of the event
- Logo recognition on [www.cvcofatlanta.org](http://www.cvcofatlanta.org) for one year
- 5 reserved “seats” for each of three Equitable Dinners
- 5 reserved “seats” for the December Holiday Program

## **SILVER \$2,750**

### **Pre-event Visibility:**

- Recognition on the CVC of Atlanta website
- Invitation to attend *Atlanta Business Chronicle* Community Engagement Conversation

### **Event:**

- Link to IMPACT 2020 virtual event to share with all employees
- Recognition in the event slide deck

### **Post-event visibility:**

- 1/8 page ad in a September *Atlanta Business Chronicle* special section on corporate volunteerism (valued at \$3,250)
- Company name highlighted as 2020 IMPACT Sponsor in the *Atlanta Business Chronicle* special section
- Access to recording of the event
- Logo recognition on [www.cvcofatlanta.org](http://www.cvcofatlanta.org) for one year
- 2 reserved “seats” for each of three Equitable Dinners

## **BRONZE \$1000**

**Pre-event Visibility:**

- Recognition on the CVC of Atlanta website

**Event:**

- Link to IMPACT 2020 virtual event to share with all employees
- Recognition in the event slide deck

**Post-event visibility:**

- Company name highlighted as 2020 IMPACT Sponsor in the *Atlanta Business Chronicle* special section
- Access to recording of the event
- Logo recognition on [www.cvcofatlanta.org](http://www.cvcofatlanta.org) for one year
- 1 reserved “seat” for one Equitable Dinner of your choice

**Please contact Cheryl Kortemeier for additional sponsorship opportunities at: [cheryl@cvcofatlanta.org](mailto:cheryl@cvcofatlanta.org) or 404-889-5112**

# CVC of Atlanta

## Fall 2020 Sponsorship Opportunities

	LEVEL (select one)	TOTAL
<b>DIAMOND SPONSOR</b> (Limited to 1 sponsor)		\$ 16,500
<b>PLATINUM SPONSOR</b>		\$ 11,000
<b>GOLD SPONSOR</b>		\$ 5,500
<b>SILVER SPONSOR</b>		\$ 2,750
<b>BRONZE SPONSOR</b>		\$ 1000

<b>Organization Name</b>	
<b>Contact Person(s)</b>	
<b>Address</b>	
<b>Email/Phone</b>	

Please return completed form via email by **August 14, 2020** to [cheryl@cvcofatlanta.org](mailto:cheryl@cvcofatlanta.org), and we will email you an invoice for online payment. You may also pay by check (payable to Corporate Volunteer Council of Atlanta) mailed to: Cheryl Kortemeier, CVC of Atlanta, 600 Means Street, NW, Suite 100, Atlanta GA 30318. Tax ID #: 58-2054790. For questions or special payment arrangements, please contact Cheryl Kortemeier at [cheryl@cvcofatlanta.org](mailto:cheryl@cvcofatlanta.org) or 404-889-5112.