

ORGANIZATIONAL SPONSORSHIP OPPORTUNITY

# The People's **GATHERING**

A Revolution of Consciousness!



A professional/personal development learning experience that creates a supportive space in which participants can engage in frank and open dialogue about race and racial disparities that are systemically present in work, school and everyday life.

**PIU** CAMPUS MINISTRY  
AT PACIFIC LUTHERAN UNIVERSITY

**PIU** CENTER FOR GRADUATE AND CONTINUING EDUCATION  
AT PACIFIC LUTHERAN UNIVERSITY



December 1, 2018

The tone of our national dialogue around diversity, equity and respect for humanity has declined to a point that presents an urgent need for people of different races, ethnicities, religions, sexual orientations, gender identities, ages and socioeconomic class to talk. We need a time to grapple with difficult topics like race, racism, and the disparities that exist in our society that keep groups of people from reaching their full potential. Our national rhetoric around diversity and inclusion has made it critical for employers to take strategic action that ensures company values and policies relating to equity are clearly communicated, understood, and practiced at all levels of an organization. Engaging directly in equity and inclusion practices is also a key step in mitigating risk, improving communication, and increasing productivity.

I write today to invite you into partnership with Pacific Lutheran University to sponsor a unique professional development opportunity to TEACH people how to talk about race – a conference specifically designed to provide participants with tools and strategies to have difficult conversations aimed at improving interpersonal relationships and championing an inclusive organizational culture.

With your financial support, we will be able to present another dynamic line-up of speakers and facilitators who are nationally and locally recognized for their scholarship and work in the complex areas of diversity, equity, and inclusion. We hope to extend our reach across the community to deepen the level of cross-industry engagement and networking, as well as provide reduced pricing for those who may not otherwise be able to attend. Your sponsorship will help make this possible.

The pages that follow will give you more information into the various sponsorship levels and the conference goals, objectives, and audience:

[Sponsorship Levels](#)

[Conference Description & Objectives](#)

[Attendee Demographics](#)  
[Past Conference Photos](#)

Now more than ever, we need conversations that allow us to know one another more deeply and to focus more on what unites us rather than on what divides us. We ask for your support and collaboration to make this unique difference with The People's Gathering.

Sincerely,



Melannie Denise Cunningham  
Director of Multicultural Outreach & Engagement  
Pronouns: She/Her  
Email: [cunninmd@plu.edu](mailto:cunninmd@plu.edu)  
Phone: 253-535-7467

“This space was important and human. It was one of the few conferences on race and equity that I have been to where I DIDN'T leave disappointed.”

2017 Conference Participant (State Government Employee)

## SPONSORSHIP LEVELS

There are many ways to support **The People's Gathering: A Revolution of Consciousness Conference**. Below are our standard sponsorship levels, for those wishing to contribute financially. If you'd like to support the event in some other way (marketing/outreach support, event day volunteers, in-kind sponsorship, etc), please contact Melannie Cunningham ([cunninmd@plu.edu](mailto:cunninmd@plu.edu); 253-535-7467) or Continuing Education ([ce@plu.edu](mailto:ce@plu.edu); 253-535-7722).

### Tier 1: up to \$2,499

- Company/organization logo on website, conference program, and other potential conference materials

### Tier 2: \$2,500 - \$4,999

- All previous benefits
- Full page slide in the PowerPoint shown during the event
- 2 conference registrations<sup>1</sup>

### Tier 3: \$5,000+

- All previous benefits
- Verbal recognition from the podium during the event

### Tier 4: \$5,000+ (not tax-deductible)<sup>2</sup>

- All previous benefits
- Verbal recognition from the podium during the event
- Table to promote your company/organization to attendees during breaks and lunch

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<sup>1</sup> Sponsor registrations must be claimed no later than 2 weeks prior to the event date. Value of registrations claimed (\$225 each) is not tax-deductible.

<sup>2</sup> Ability to table/directly promote one's services negates tax-deductibility of donations made.

## CONFERENCE DESCRIPTION

How people talk (or don't talk) about race in their workplaces and educational environments is a strong indicator on whether an organization has an inclusive culture. It's high stakes!

Intentionally preparing executives, managers, supervisors, administrators, faculty students and/or employees at all levels to engage in frank and most times difficult conversation around diversity, equity and inclusion matters is a strategic action towards mitigating risk, improving communication, and increasing productivity.

### THE PEOPLE'S GATHERING: A REVOLUTION OF CONSCIOUSNESS

**CONFERENCE** (TPG) is a professional/personal development learning experience and networking opportunity designed to move the (often dreaded) "Race Conversation" forward. TPG creates a supportive space in which participants engage in frank and open dialogue about race and racial disparities that are systemically present in work, school and everyday life. They become more aware of how race shows up as structural barriers to realizing a diverse and inclusive environment and learn ways to navigate the sensitivity of it all by deepening personal understanding of the issues.

TPG also provides a unique and fun opportunity for participants to expand their professional and personal networks across cultures and organizations.

### CONFERENCE OBJECTIVES

TPG is designed to provide participants with the knowledge, skills and tools necessary to:

- Assess their current level of cultural competence (what knowledge, skills, and resources can you build on? Where are the gaps?)
- Increase their awareness and understanding of the depth and breadth of institutional racism and its effect on organizational diversity, equity and inclusion goals.

- Engage in effective community, school and workplace social justice dialogues.
- Improve interpersonal savvy.
- Build networks across culture, community and industry.

### **CONFERENCE TOPICS:**

To achieve those objectives, TPG address topics such as

- Institutional Racism
- Implicit Bias - Unconscious Bias
- Cultural Awareness, Literacy & Competency
- Micro-aggressions
- Diversity, Equity & Inclusion
- Power, Privilege & Oppression
- Institutional Racism
- Race Dialogues & Knowledge Communities

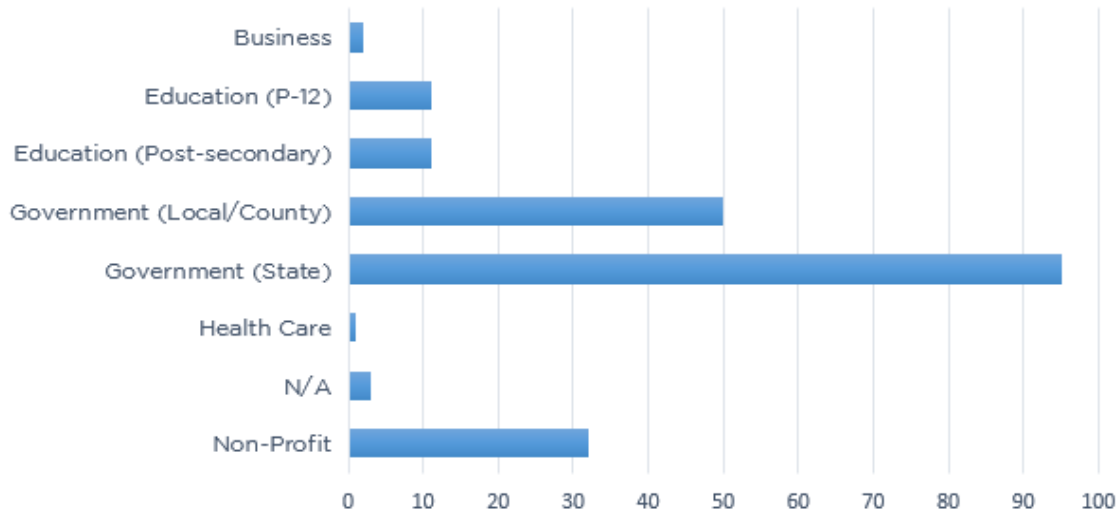
This is one of the best conferences I have attended, hands down. The energy and "real talk" of the organizer and morning keynote speaker set the tone for a courageous day where I was supported in exploring issues of racism at the personal and structural level, at the emotional and strategic level. I wish every member of my work team and every member of my family had been able to attend.

2018 Conference Participant (Government Employee)

## ATTENDEE DEMOGRAPHICS

### 2018 Conference

#### Industries Represented<sup>3</sup>

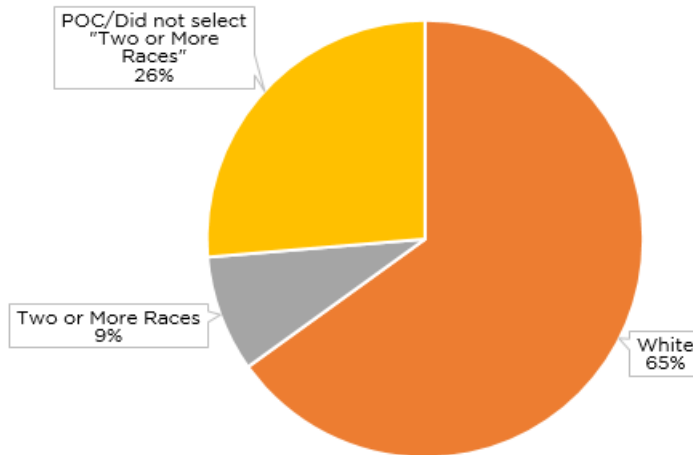


#### Employers/Agencies Represented

- Business & Non-Profit
  - Agnus Dei Lutheran Church
  - Degrees of Change
  - ELCA – Southwest WA Synod
  - Foundation for Tacoma Students
  - Graduate Tacoma
  - Greater Tacoma Community Foundation
  - Hilltop Artists
  - Korsmo Construction
  - Peace Lutheran Church
  - Town Hall Seattle
  - University Place School District
- Education
  - Clover Park School District
  - Pacific Lutheran University
  - Seattle University
  - Tacoma Public Schools
- Government
  - Board of Industrial Insurance Appeals
  - Metro Parks Tacoma
  - Pierce County
  - Pierce County Juvenile Court
  - Port of Tacoma
  - Seattle-King County
  - Seattle-King County Prosecuting Attorney's Office
  - State Department of Financial Institutions
  - State Department of Licensing
  - State Department of Natural Resources
  - State Department of Social and Health Services
  - State Health Care Authority
  - State Department of Civil Legal Aid
  - State Department of Financial Management
  - State Office of Juvenile Justice and Equity
  - West Pierce Fire & Rescue

<sup>3</sup> Those who responded to a pre-event questionnaire (N=205). Does not include PLU students who attended the event.

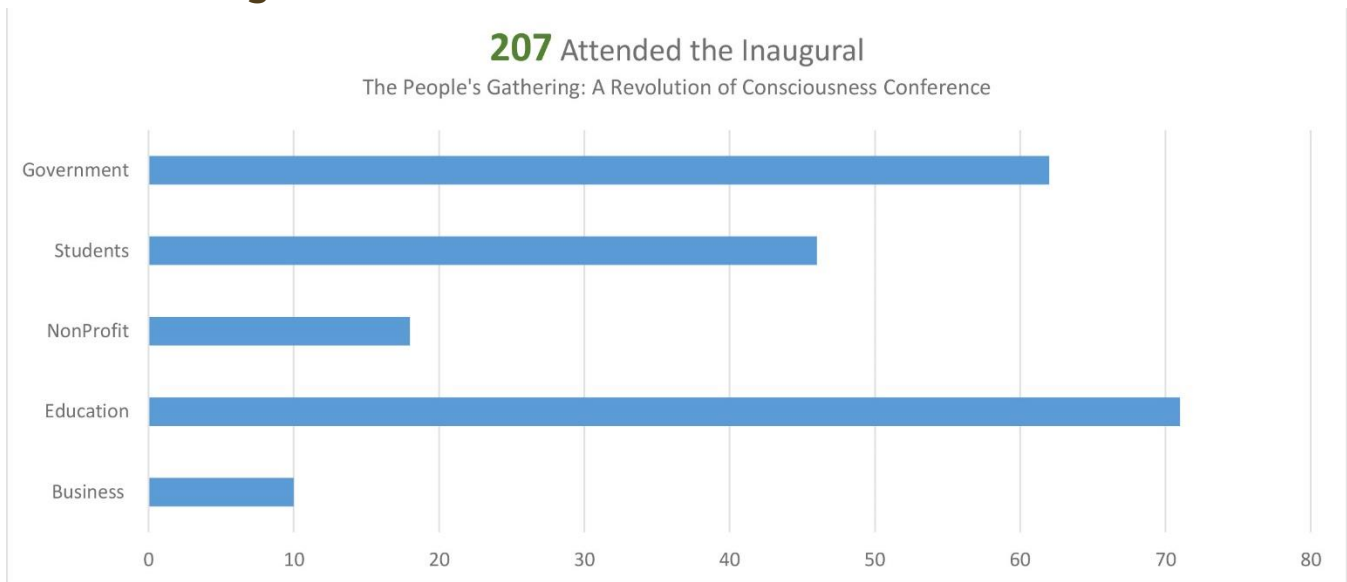
### Racial Identification<sup>4</sup>



### 2017 Inaugural Conference

**207** Attended the Inaugural

The People's Gathering: A Revolution of Consciousness Conference



#### Education & Students

- PLU
- Seattle University
- University of Washington Tacoma
- Tacoma Community College
- Bates Technical College
- Tacoma School District
- Puget Sound Educational Service District
- Clover Park School District

#### Government

- City of Tacoma
- State of Washington
- Pierce County
- King County
- Port of Tacoma
- Metro Parks

#### Business & NonProfit

- Windemere Real Estate
- SWW Synod - ELCA
- Greater Tacoma Community Foundation
- Korsmo Construction

<sup>4</sup> Data from those who responded to the question on a pre-event questionnaire (N=209). This data was used to estimate sizes for the Race Dialogue Groups.



## PAST CONFERENCE PHOTOS

