



presents

# COMPASS

CONFERENCE/18

**DIVERSITY, INCLUSION  
& BEYOND**



September 23–27, 2018

Royal Sonesta Harbor Court Baltimore  
550 Light Street • Baltimore, MD 21202



SPONSORSHIP  
OPPORTUNITIES

# DIVERSITY, INCLUSION & BEYOND



Early Morning Software, Inc. and the PRISM User Group presents the 2018 COMPASS Conference, September 23–27, 2018 in Baltimore's scenic Inner Harbor. This year's conference is themed Diversity, Inclusion & Beyond and the event will provide attendees with the skills, knowledge and tools necessary to enhance your organization's supplier and workforce diversity framework. It also will look beyond diversity by hosting seminars that discuss economic development and community wealth building. Our mission is to empower participants to make a positive impact within their organization and on local economies by leveraging the contributions of local, small and minority-owned businesses.



# GAME CHANGERS

## ADVANCING MINDS EDUCATIONAL SERVICES (AMES)

AMES, INC. is the philanthropic and education arm of Early Morning Software. Its mission is to drive social and economic change, academic programming, with an emphasis on Science, Technology, Engineering and Mathematics. The company was developed to create programs and services that focus on (6) key areas: **academic enrichment, academic remediation, character education, system learning, and career planning and family support.** The digital divide is a social issue that plagues many underserved youth and their families. Many lack internet access or the quality connection needed to keep up with school work or social advances in the workforce. AMES wanted to bridge that gap and believe we are civically responsible and vital in creating quality civil life for these families. With proper readiness, exposure and support, AMES participants expand their vision of what careers, college programs, and entrepreneurial opportunities await them. With providing educational program activities and access, our company feels that we create an opportunity for at-risk, underserved youth and young adults to engage, which will improve their overall athletic, career, academic, and social capacity. Increasing their usage of a computer, building computers, creating software applications and accessing computer networks develops skills which can be applied to academic enrichment and career development.

**AMES' PROGRAMS ARE GAME CHANGERS.**

# MAKING A MARK

## C3ADR URBAN TECHNOLOGY CENTER

To mark the 25th Anniversary for Early Morning Software, CEO Donna Stevenson Robinson and her husband and CTO, Cecil Robinson felt it was important to continue their legacy with creating the C3ADR (pronounced ce-dar) Urban Technology Center, a high tech co-work space and education hub, to help other aspiring technology companies and entrepreneurs. Their business model has always promoted diversity and creating a diverse group of non-traditional technology owners and fostering a supportive environment for these individuals has been a lifetime goal.

- ▶ The Center will engage young people at middle school and high school levels to participate in education and internships that stimulate their interest in becoming creators of technology in lieu of being just users of technology.
- ▶ Being the creators of the next generation of techies cultivates social economic growth and mobility through job creation and innovation.
- ▶ By providing the resource, the Robinsons plan to implode the “digital divide” by creating a technology center of excellence, which engages the community, provides mentorship, and challenges members to establish new standards of innovation.
- ▶ Most companies have limited to no representation of minorities in the technology divisions of their companies, and the Center will disrupt that lack of inclusion by being a partner and pipeline of qualified job candidates.

### PARTICIPATION

The UTC is membership-based and members can lease offices or desks, as well as opt-in for use of open or shared space. C3ADR will also host Engineers-In-Residence and Entrepreneurs-in-Residence who will offer consulting, training, and mentoring to UTC members. The grand opening and first tour of the Urban Technology Center will be September 26<sup>th</sup>. They will introduce the first middle school participants for the UTC STEM Program at the 25<sup>th</sup> Anniversary Gala the evening of September 26<sup>th</sup>.

An estimated  
**24 million**  
Americans, still  
have no access to  
high speed  
internet service,  
according to the  
FCC.







# DO DIVERSITY RIGHT

## DIVERSITY AND INCLUSION

- ▶ Some companies have really made an effort to create a workforce and supply chain that celebrates and promotes inclusion of people from all walks of life. Whether it be hiring diversity officers, seeking out people who can add and bring another perspective to their work culture, or sourcing from locally and minority-owned businesses, some companies have made it a priority. It encourages good business practices, gives a voice to people who have felt unrepresented in their company's culture, and is a representation of their consumer base.
- ▶ Not only does being culturally aware boost company morale, but has proven to boost business results as well. According to a 2015 McKinsey report:
  - ▶ Ethnically diverse companies are 35% more likely to outperform the national industry median.
  - ▶ The same report found that gender-diverse companies are 15% more likely to have better financial returns.
- ▶ Having employees feel like they are a respected member of the company, makes a difference in business outcomes.

**The Compass Conference helps highlight and improve implementing new practices of diversity and inclusion through its seminars and guest speakers.**

This year, we plan to not only have in classroom conversations, but also have off-site conversations about best diversity inclusion practices. Baltimore has some exemplary companies that have shown leadership on this initiative and we plan to visit their campuses and talk to their leadership about how these practices have changed the landscape of their workforce and supplier base, and positively impacted the local economy.



# PARTNERSHIPS ARE IMPORTANT

LEGACY

IMPACT

COMMUNITY

SUPPORTER

FRIEND

## SPONSORSHIP PACKAGES

We're looking for strategic partners. Our conference has a lasting impact on the economy, our community and our neighbors, and we know that meaningful partnerships make all the difference.

This is a unique opportunity to build stronger community ties, learn to diversify your workforce, and reconfirm your company's commitment to diversity and inclusion.



COMPASS CONFERENCE/18

# LEGACY SPONSOR LEVEL

\$15,000

- Onsite diversity inclusion tour at sponsor headquarters
- Recognition at the conference as a Platinum Sponsor
- Name and corporate logo recognition as Platinum Sponsor on the following conference communications:
  - Conference newsletters
  - COMPASS Diversity Conference website (includes hyperlink to sponsor's website)
  - Social Media posts
  - Conference program book
    - One (1) full page color ad in the conference program book
- Acknowledgement as Legacy Sponsor at conference general sessions
- (5) Minute Address/Welcome at Opening Session
- Premiere Host of Welcome Reception
- Official sponsor for Breakfast sessions
- Three (3) Complimentary Full Conference Admissions
- (4) Invites to Anniversary Celebration
- Logo on Step and Repeat banner
- Exclusive Sponsor for Conference Bag
- Official Sponsor of (5) students for the Urban Tech Center



# IMPACT SPONSOR LEVEL

**\$10,000**

- Recognition at the conference as a IMPACT Sponsor
- Official Sponsor for lunch sessions
- Name and corporate logo recognition as Gold Sponsor on the following conference communications:
  - Conference newsletters
  - COMPASS Diversity Conference website (includes hyperlink to sponsor's website)
  - Social media posts
  - Conference program book
    - (1) full page color ad in the conference program book
- (2) Complimentary Full Conference Admissions
- (2) Invites to the Anniversary Celebration
- Logo on Step and Repeat Banner
- Official Sponsor of (2) students for the Urban Tech Center



# COMMUNITY SPONSOR LEVEL

\$5,000

- Recognition at the conference as a Silver Sponsor
  - Name and corporate logo recognition as Silver Sponsor on the following conference communications: Conference newsletters
  - COMPASS Diversity Conference website (includes hyperlink to sponsor's website)
  - Conference program book
    - (1) Half page color ad in conference program
- (1) Complimentary full conference admission
- (2) Invites to the Anniversary Celebration
- Official Sponsor of (1) student Urban Tech Center

## **SUPPORTER** SPONSOR LEVEL

**\$2,500**

- ▶ Name and corporate logo recognition as sponsor in the following conference communications:
  - ▶ COMPASS Diversity Conference website
  - ▶ Conference program book
  - ▶ (1) Quarter page color ad
- ▶ (2) Invites to the Anniversary Celebration

## **FRIEND** SPONSOR LEVEL

**\$1,500**

- ▶ (1) full page ad in conference book
- ▶ (2) Invites to the Anniversary Celebration



# SPONSORSHIP PACKAGE COMMITMENT FORM

YES! I would like to become a strategic partner for the COMPASS CONFERENCE.

<input type="checkbox"/>	<b>LEGACY</b> SPONSOR LEVEL	\$15,000
<input type="checkbox"/>	<b>IMPACT</b> SPONSOR LEVEL	\$10,000
<input type="checkbox"/>	<b>COMMUNITY</b> SPONSOR LEVEL	\$5,000
<input type="checkbox"/>	<b>SUPPORTER</b> SPONSOR LEVEL	\$2,500
<input type="checkbox"/>	<b>FRIEND</b> SPONSOR LEVEL	\$1,500

Advertisement only in  
Conference Program Book:

<input type="checkbox"/>	Full Page - \$1000
<input type="checkbox"/>	Half Page - \$500
<input type="checkbox"/>	Quarter Page - \$250
<input type="checkbox"/>	Business Card - \$125

Name

Please charge the full amount to my credit card

Organization

Visa MasterCard Discover AMEX

Address

Cardholder  
Name

City

State

Zip

Card  
Number

Phone

Exp. Date  
(mm/yy)

Security  
Code

Email

Signature

Please return this form to [COMPASS@PRISMCOMPLIANCE.COM](mailto:COMPASS@PRISMCOMPLIANCE.COM)



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## CONTACT

[COMPASS@PRISMCOMPLIANCE.COM](mailto:COMPASS@PRISMCOMPLIANCE.COM)

For Sponsorship Opportunities