8th Annual Insurance Diversity Summit

Hosted by the California Department of Insurance

2019 SPONSORSHIP PROSPECTUS

Sponsorship Deadline: Friday, July 26, 2019 – 5:00 PM PST

MOVING FORWARD TOGETHER

Date: TBD
Location Venue: TBD

Insurance Diversity Initiative

CALIFORNIA DEPARTMENT OF INSURANCE

Insurance Diversity Initiative
300 Capitol Mall, 16th Floor
Sacramento, CA 95814

CONTACT

Phone: 916.492.3623
Email: diversity@insurance.ca.gov
www.insurance.ca.gov/diversity

SUMMIT WEBSITE

www.insurance.ca.gov/diversity

Insurance Diversity Initiative – Our Story

The Insurance Diversity Initiative (IDI) was established in 2011 by California Insurance Commissioner Dave Jones to increase procurement from diverse suppliers, and increase diversity amongst insurer governing boards within California's $310 billion insurance industry.

To accomplish these goals, the Insurance Diversity Initiative leads numerous integral components, such as the Annual Insurance Diversity Summit, the Insurance Diversity Task Force, mission-critical projects, and, the Insurance Diversity Surveys. When Commissioner Jones first entered office in 2011, he found there was little or no data available on supplier diversity and corporate board diversity in the insurance industry. He launched the IDI that year to address this lack of information and it has continued to expand and make great strides.

The Insurance Diversity Surveys collect and publicly disseminate critical information about the state of diversity in the insurance industry, particularly supplier diversity and corporate board diversity. Through the transparency of companies' disclosures in these areas, "what gets measured gets done." The mere act of asking insurance companies about their diversity efforts plants board diversity in the minds of decision-makers if they have not already considered this vital aspect of their businesses.

The data reveals how many procurement dollars insurance companies spend on goods and services provided by diverse businesses. For the first time ever, information from insurance companies about their diversity efforts is being collected and made public.

> "The California Insurance Diversity Initiative started a conversation among insurers, suppliers, governing board members, advocates, and stakeholders that has translated into action."
>
> - *Insurance Commissioner Dave Jones*

OUR MISSION

- Ensure economic opportunities and equal access through transparency efforts

OUR GOALS

- Increase insurer procurement from diverse suppliers
- Increase diversity on insurer governing boards

DID YOU KNOW?

Fact: California is the largest insurance market in the United States and the 4th largest insurance market in the world.

- *[Source: National Association of Insurance Commissioners]*

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ABOUT THE 8TH ANNUAL INSURANCE DIVERSITY SUMMIT

The theme for our 8th Annual Insurance Diversity Summit is "*MOVING FORWARD TOGETHER*." The Diversity Summit offers workshops on governing board & supplier diversity as well as educational resources and networking opportunities to create and illuminate moving forward together to foster relationships between insurers & diverse suppliers or business enterprises, such as women-, minority-, LGBT-, and (disabled-) veteran-owned businesses.

Each year, the Diversity Summit provides a unique opportunity for hundreds of diverse suppliers, insurance industry leaders, stakeholders, and subject-matter experts to share best practices in supplier diversity procurement programs and governing board diversity. The Diversity Summit achieves success as a result of various opportunities to further knowledge, resources, and relationships that explore diversity issues within California's $310 billion insurance industry through participation in our Business Matchmaking, Resource Expo Exhibitions, Workshops, and more.

BUSINESS MATCHMAKING

Start building a meaningful business relationship today by scheduling personalized one-on-one sessions that provide an opportunity for diverse suppliers to be matched with an insurer to fill a current or future procurement needs.

Business Matchmaking registration coincides with the general Summit registration with a closing date that precedes the general Summit registration. If you are interested in receiving an official notification of registration opening, please email: diversity@insurance.ca.gov to be added to our email listserv.

WORKSHOP SESSIONS

Learn how to transform challenges into opportunities, hear from subject-matter-experts on industry best practices, and take home the tools for success in securing contracts, expanding supplier diversity programs, and more!

- Learn how to access the insurance market
- Network with key insurance industry leaders
- Learn about the latest tools and innovations in supplier and governing board diversity programs

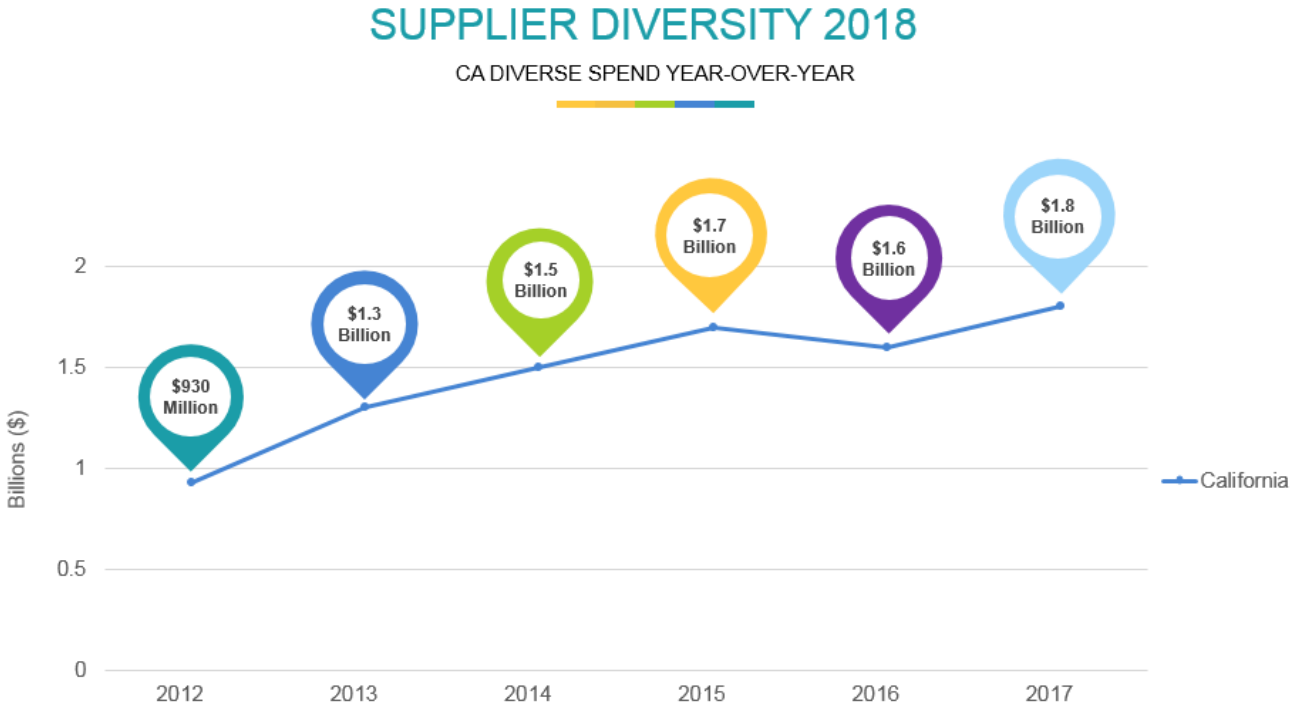
RESOURCE EXPO

Meet face-to-face with representatives from insurance companies, diverse executive search firms, government agencies, and supplier diversity data solutions firms.

- The Resource Expo is designed to provide attendees additional networking and resource gathering opportunities to further diversity efforts within the insurance industry.
- Organizations and businesses selected to showcase their services and/or programs are chosen by the initiative staff to ensure continuity of resources and space limitations. If you would like to share a resource, please contact us.

Our Results

We believe that what gets measured, gets done. Our program initiatives are driven, in part, by data that we have collected since the inception of the Insurance Diversity Initiative in 2011.



From 2012 – 2017, California diverse spend has increased 93%
Source: California Department of Insurance – Insurance Diversity Survey

DIVERSITY TRAILBLAZER

In March 2018, the first Governing Board Diversity (GBD) Summit was convened to bring together insurance company chief executives and key leaders in governing board diversity to discuss the challenges and share best practices for achieving diversity at the governing board level. The GBD Summit featured a powerful presentation by McKinsey & Company on their latest research, *Delivering through Diversity*.

A MODEL PRACTICE

In April 2018, the Insurance Diversity Initiative was honored as a model practice at the Gender Equity Challenge Forum for our work in advancing the principles of diversity and gender equity through our transparency initiative that collects and publicly disseminates critical data that serve as metrics for measuring the progress of gender equity. CDI is the first public agency in the State of California to receive this notable recognition.

VENUE & ATTENDEES

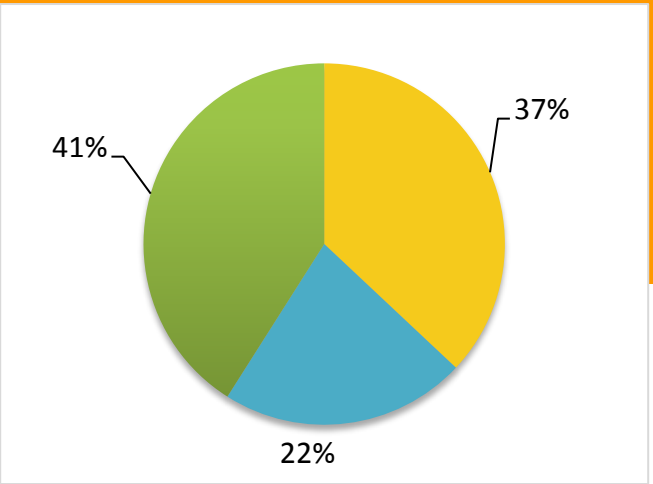
Join us for the Annual Insurance Diversity Summit which brings together key decision makers from all facets of the diversity equation the insurer supplier diversity and/or procurement teams, chief executives of diverse business enterprises, as well as supplier and governing board diversity advocates. Join us for a day of networking and sharing best practices.

NORTHERN CALIFORNIA

TBD
Northern California

This year, we are proud to host our 8th Annual Insurance Diversity Summit in Northern California. Please check back soon for updates by visiting www.insurance.ca.gov/diversity or email us: diversity@insurance.ca.gov.

OUR ATTENDEES



Our attendees comprise executive leaders of diverse businesses and key decision makers from the insurance industry.

- 37% – Diverse Business Enterprise CEO or Executives
- 22% –Insurer C-Suite and Supplier Diversity/ Procurement Management Representatives
- 41% – General Attendees: Certification Agencies, Supplier Diversity Advocates, Government Representatives, and Insurance Stakeholders

WHY SPONSOR US

Whether you are a diversity advocate or diverse business enterprise/supplier, the benefits of sponsorship are plentiful.

Brand Awareness & Exposure

It's no secret that greater exposure leads to greater brand awareness. Position your company for success by leveraging our Diversity Summit as a way to attract new and/or retain business opportunities.

Direct Promotion of your Product/Service

At the Diamond, Platinum, and Gold sponsorship levels, your company has the unique opportunity to directly promote your product and/or service to key decision makers in the insurance industry and other diverse suppliers.

Support Diverse Businesses

Your sponsorship enables you to help ensure that diverse business enterprises have an opportunity to compete in the insurance marketplace and industry.

Sponsorship Packages

The success of our 8th Annual Insurance Diversity Summit depends on you! Without the generosity of our sponsors, the Summit would not be as successful as it has been year after year. If you are interested in becoming a sponsor, please complete the Sponsorship Agreement Form included with this prospectus.

DIAMOND LEVEL

$5,000

At the Exclusive Diamond Level, your company will be the official Diversity Summit Presenting Sponsor. You will receive the following:

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- Exclusive individual sponsorship signage with logo prominently displayed throughout event
- Full page ad in on-site program (Inside cover or Backside cover)
- Premium Sponsor Exhibitor Space
- Invitation for senior executive to speak during award luncheon presentation
- 4 passes for morning VIP reception with Commissioner Ricardo Lara
- Signed, individual photos with Commissioner Lara

Available: 1 Exclusive Sponsor

PLATINUM LEVEL

$3,600

At the Platinum Level, your company will receive the following:

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- Sponsor group signage with logo prominently displayed throughout event
- Half (1/2) page ad in on-site program
- Premium Sponsor Exhibitor Space
- Invitation for senior executive to speak during afternoon reception
- 3 passes for morning VIP reception with Commissioner Ricardo Lara
- Signed, group photos with Commissioner Lara

Available: 2 Sponsors

Additional Sponsorship Packages

The Annual Insurance Diversity Summit is the premier event hosted by the California Department of Insurance's Insurance Diversity Initiative.

GOLD LEVEL

$1,800

At the Gold Level, your company will receive the following:

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- Sponsor group signage with logo prominently displayed throughout event
- Third (1/3) page ad or logo in on-site program
- Sponsor Exhibitor Space
- Invitation for senior executive to speak during afternoon reception
- 2 passes for morning VIP reception with Commissioner Ricardo Lara
- Signed, group photos with Commissioner Lara

Available: 4 Sponsors

SILVER LEVEL

$900

At the Silver Level, your company will receive the following:

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- Sponsor group signage with logo prominently displayed throughout event
- Quarter (1/4) page ad or logo in on-site program
- 2 passes for morning VIP reception with Commissioner Ricardo Lara
- Signed, group photos with Commissioner Lara

Available: 6 Sponsors

Terms & Conditions

Please review the following terms and conditions carefully prior to completing the Sponsorship Agreement Form. These terms and conditions are a contract between the Sponsor and the Insurance Diversity Initiative.

Forms of Payment

Acceptable forms of payment include most major credit cards and check. All checks shall be made payable to the food and beverage vendor(s); unless otherwise indicated at time of payment. All payment is due upon acceptance of the Sponsorship Agreement by the California Department of Insurance (CDI).

Sponsorship Agreement

Sponsorship Deadline: Friday, July 26, 2019 – 5:00 PM PST. Please complete and return the Sponsorship Agreement form to Mary Beth Bykowsky via email at: marybeth.bykowsky@insurance.ca.gov.

Sponsor Responsibilities

It is the sole responsibility of the sponsoring entity to submit all requested information, payment, and/or graphic elements to the California Department of Insurance (CDI) based on the prescribed timeline that shall be provided to the sponsor upon finalization of the Sponsorship Agreement.

Disclaimer

The California Department of Insurance (CDI) is unable to accept sponsorships from any company/agency/individual that is regulated, licensed, and/or contracted by CDI, including, but not limited to the employer(s) of members of the Insurance Diversity Task Force.

Cancellation Policy

Once the Sponsorship Agreement has been accepted and finalized by the California Department of Insurance, all sponsorship commitments & payments are final. CDI reserves the right to cancel the Sponsorship Agreement at any time should it be found that the sponsoring entity has violated any terms and/or conditions of this agreement, or has engaged in any activities that would otherwise adversely impact the Department.

Questions

For any questions regarding sponsorships, please contact Chandara K. Phanachone, Director of the Insurance Diversity Initiative via e-mail at: chandara.phanachone@insurance.ca.gov or telephone: (916) 492-3524.

SPONSORSHIP AGREEMENT FORM

Thank you for your interest in becoming a sponsor at the 8th Annual Insurance Diversity Summit on TBD in Northern California.

Submission of this form acknowledges that the designated representative from the prospective sponsoring company has read and agrees to abide by the Terms and Conditions contained in the Sponsorship Prospectus. Sponsorship Deadline: Friday, July 26, 2019 – 5:00 PM PST. Please complete and return this Sponsorship Agreement Form by e-mailing a signed copy to Mary Beth Bykowsky at: marybeth.bykowsky@insurance.ca.gov. Upon submission, a member of our team will contact you to confirm receipt and proceed with the payment process. Thank you, again, for your commitment to advancing diversity within the insurance industry. We appreciate your support.

COMPLETE THIS FORM

(Please print legibly)

* CONTACT NAME (First, Last)	TITLE of CONTACT PERSON	PHONE (XXX-XXX-XXXX)
SPONSORING COMPANY NAME	EMAIL OF CONTACT PERSON	SPONSORSHIP PACKAGE
COMPANY STREET ADDRESS	CITY, STATE, ZIP CODE	
FIRST & LAST NAME of AUTHORIZED SIGNATORY	AUTHORIZED SIGNATURE	DATE

* CONTACT NAME – Refers to the individual who will serve as the primary point of contact with the California Department of Insurance.

Thank you for your sponsorship!

Thank You!

The success of our 8th Annual Insurance Diversity Summit would not be possible without the generosity of your contribution. Thank you for helping us move towards our mission of ensuring economic opportunities and equal access by advancing supplier and governing board diversity in the insurance industry.

INSURANCE DIVERSITY INITIATIVE

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