

# 7<sup>th</sup> Annual Insurance Diversity Summit

Hosted by the California Department of Insurance

**2018 SPONSORSHIP PROSPECTUS**

Sponsorship Deadline: Friday, August 31, 2018 – 5:00 PM PST

## PATHWAYS to PROGRESS

**OCTOBER 1, 2018**

**LOS ANGELES, CA**

The California Endowment  
1000 N. Alameda Street  
Los Angeles, CA 90012

## Insurance Diversity Initiative

### CALIFORNIA DEPARTMENT OF INSURANCE

Insurance Diversity Initiative  
300 Capitol Mall, 16<sup>th</sup> Floor  
Sacramento, CA 95814

### CONTACT

Phone: 916.492.3623  
Email: [diversity@insurance.ca.gov](mailto:diversity@insurance.ca.gov)  
[www.insurance.ca.gov/diversity](http://www.insurance.ca.gov/diversity)

### SUMMIT WEBSITE

[www.2018insurancediversitysummit.com](http://www.2018insurancediversitysummit.com)



# 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 the Commissioner 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

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## DID YOU KNOW?

**Fact:** California is the largest insurance market in the United States and the 4<sup>th</sup> largest insurance market in the world.

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

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## ABOUT THE 7<sup>TH</sup> ANNUAL INSURANCE DIVERSITY SUMMIT

The theme for our 7<sup>th</sup> Annual Insurance Diversity Summit is “Pathways to Progress.” The Diversity Summit offers workshops on governing board & supplier diversity as well as educational resources and networking opportunities to create and illuminate the pathways to progress in fostering 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 multiple 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 insurance companies to be matched with a diverse business to fill a current or future procurement need.

Business Matchmaking registration closes August 20, 2018. If you are interested in receiving an official notification once registration opens, please email: [diversity@insurance.ca.gov](mailto: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

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- Network with key insurance industry leaders

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- Learn about the latest tools and innovations in supplier and governing board diversity programs

### RESOURCE EXPO

Meet face-to-face with representatives from government agencies, insurance companies, diverse executive search firms, and businesses that offer additional tools for success!

- The Resource Expo is designed to provide attendees additional networking and resource gathering opportunities to further diversity efforts in the insurance industry.

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- Organizations and businesses selected to showcase their services and/or programs include Insurers, Diverse Suppliers, government agencies, and other insurance diversity stakeholders.

# 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.



**2018 Gender Equity Challenge Forum**  
(Pictured) Dr. Emily Murase – Director, San Francisco Department on the Status of Women; Insurance Commissioner Dave Jones; and Carrie Schwab-Pomerantz – Board Chair & President of the Charles Schwab Foundation

## DIVERSITY TRAILBLAZER

In March 2018, Insurance Commissioner Dave Jones convened the first Governing Board Diversity (GBD) Summit to bring together insurance company chief executives 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

The Annual Insurance Diversity Summit brings together key decision makers from the insurer supplier diversity and/or procurement teams, chief executives of diverse businesses enterprises, as well as supplier and governing board diversity advocates, stakeholders, and government agency representatives for a day of networking, sharing best practices, and cultivating meaningful relationships.

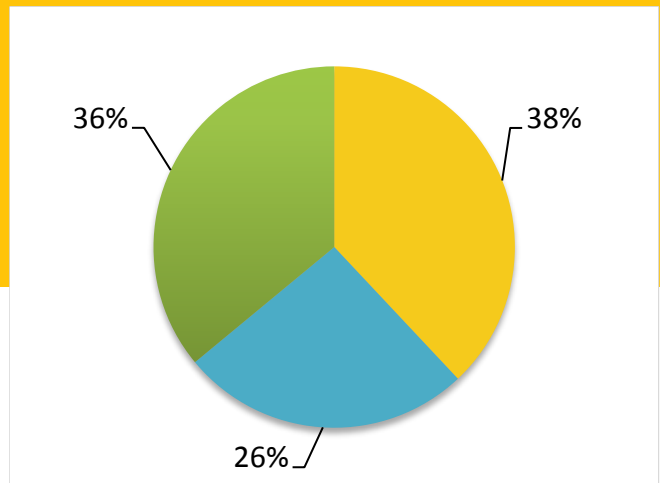
### THE CALIFORNIA ENDOWMENT



The California Endowment  
1000 N. Alameda Street Los Angeles, CA 90012

This year, we are proud to host our 7<sup>th</sup> Annual Insurance Diversity Summit in Los Angeles at the California Endowment whose mission is to expand access to affordable, quality healthcare to California’s underserved communities, and to promote fundamental improvements in the health status of all Californians.

### OUR ATTENDEES



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

- 38% – Diverse Business Enterprise CEO or Executives

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- 36% – Insurer C-Suite and Supplier Diversity/ Procurement Management Representatives

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- 26% – 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.



### Support Diverse Businesses

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



# Sponsorship Packages

The success of our 7<sup>th</sup> 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
- 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 Dave Jones
- Signed, individual photos with Commissioner Jones (sent to each contact individually)

***Available: 1 Exclusive Sponsor***



## PLATINUM LEVEL

**\$3,000**

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

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- 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 Dave Jones
- Signed, group photos with Commissioner Jones (sent to each contact individually)

***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**

**\$1,500**

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

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- 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 Dave Jones
- Signed, group photos with Commissioner Jones (sent to each contact individually)

**SOLD OUT**

**Available: 3 Sponsors**



**SILVER LEVEL**

**\$750**

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

- Logo recognition on event website(s), promotional materials, and plenary sponsorship logo loop
- 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 Dave Jones
- Signed, group photos with Commissioner Jones (sent to each contact individually)

**SOLD OUT**

**Available: 4 Sponsors**

# Terms & Conditions

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**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.**

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## Forms of Payment

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



## Sponsor Responsibilities

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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.



## Cancellation Policy

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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.



## Sponsorship Agreement

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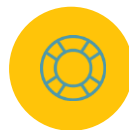
**Sponsorship Deadline: Friday, August 31, 2018 – 5:00 PM PST.** Please complete and return the Sponsorship Agreement form to Mary Beth Bykowsky via email at: [marybeth.bykowsky@insurance.ca.gov](mailto:marybeth.bykowsky@insurance.ca.gov).



## Disclaimer

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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.



## Questions

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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](mailto:chandara.phanachone@insurance.ca.gov) or telephone: (916) 492-3524.

# SPONSORSHIP AGREEMENT FORM

Thank you for your interest in becoming a sponsor at the 7<sup>th</sup> Annual Insurance Diversity Summit on October 1, 2018 in Los Angeles, CA.

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, August 31, 2018 – 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](mailto: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

**Thank you for your sponsorship!**

# Thank You!

The success of our 7<sup>th</sup> 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



### CALIFORNIA DEPARTMENT OF INSURANCE

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