


SPRING AND FALL 2024

TRANSFORMATIONAL DEI CERTIFICATE PROGRAM

2024 SPONSORSHIP OPPORTUNITY

The Transformational DEI Certificate, facilitated by Diversity@Workplace in partnership with the Greater Boston Chamber of Commerce, gives participants actionable skills related to diversity, equity, and inclusion, including interrupting unconscious bias and microaggressions, hiring inclusively, managing Employee Resource Groups, and having difficult conversations. Each Certificate series consists of six sessions for up to 75 participants.



[The DEI Certificate] was truly transformational. The facilitators are experts in DEI and delivered the informational in a digestible way that worked for everyone. I wish the class was longer.

-2023 PROGRAM PARTICIPANT



Small Business Industry- Exclusive Sponsorship

Sponsoring our Transformational DEI Certificate, our most highly reviewed flagship learning and development opportunity, positions your organization in front of our membership's broad talent while associating your brand with dedication to cultural fluency and positive workplace environments. Together, we can make Greater Boston the most welcoming and intentionally inclusive place to work and live.

Notable results from past participant survey:

As a result of taking the DEI certificate program, participants significantly improved their DEI competencies. As a cohort, the group showed measurable growth in mastery levels.

Respondents say they are highly skilled or expert level (4 or 5 out of 5):

- 64%** in understanding DEI concepts
- 64%** in recognizing unconscious bias
- 59%** in gathering input from diverse constituents
- 45%** in conducting difficult conversations
- 50%** in facilitating inclusive meetings
- 44%** in interrupting microaggressions

Small Business Industry-Exclusive Sponsorship

SPONSOR BENEFITS

INVESTMENT

\$5K (per cycle)

\$10K (full year)

Marketing and Promotion

- Company logo and link to be included in the Chamber's **monthly e-calendar** and on **website**, which averages 21,000 visitors per month.
- Company logo will be included in any marketing emails to our subscribed e-lists which collectively reach **14,000 subscribers**.
- Company logo and link will be included on all thank you and summary emails sent to registered guests – about 8 emails per certificate series sent to participants who are often deeply embedded in the DEI space.
- Company will be promoted as a sponsor via Chamber social media platforms with an aggregate 44,000 followers. This will include social media visuals across multiple platforms and handles.

Live Presence

- Sponsor will be acknowledged at the event via logo placement in opening and closing slide and verbally by opening Chamber representative.
- Sponsor is invited to speak about their commitment to DEI in any of the 6 sessions.
- Sponsor may send **two participants** through the program included with the sponsorship. **Value: \$1,390** (Additional participants cost the regular member rate.)

Interested?

Contact Erica Smith, esmith@bostonchamber.com

