POWERING INCLUSION
VIRTUAL SUMMIT & ACTIVATOR SERIES

Marching for Racial Equity & Economic Justice

DECEMBER 2-4, 2020

PRESENTED BY:
**THE ISSUE**

We’re not closing the gap, we’re sustaining it.

We’ve talked about “closing the gap” for years, yet the Minneapolis-St. Paul region consistently leads the nation in racial inequities that are uncivil and unsustainable.

Despite good intentions, our region continues to exclude residents of color from prosperity in jobs, health, housing, income, and safety. These gaps did not occur by chance and they will not close by chance.

Our actions and inactions fuel these unequal outcomes — through discriminatory practices and policies, closed networks, embracing complacency, and accepting a zero-sum game.

**THE OPPORTUNITY**

Inclusive growth is proven to drive prosperity for all—individuals, businesses, and the region. The time is now to create an economy where we all:

- Participate in markets as entrepreneurs, workers, and consumers
- Advance in careers, build wealth, and invest in the future
- Drive economic growth through innovation and business creation

By closing the racial wealth gap, the US GDP could be 4-6% higher by 2028. This equals $11,000-$12,000 per capita that could be flowing through Minnesota’s economy to create thriving cities, innovation, and shared prosperity.

**The Center for Economic Inclusion equips private and public sector employers with the tools to:**

- **Expand the talent pool**
  Reduce hiring bias and fill talent gaps now.
  Eliminating racial disparities erases 70% of all opportunities we have to address the talent gap.

- **Grow new businesses**
  Participate in markets as entrepreneurs, workers, and consumers.
  Increasing businesses owned by people of color could create 87,000 new jobs.

- **Improve performance**
  Increase leadership inclusivity skills and diversify leadership with people of color.
  Racially inclusive executive teams are 33% more likely to perform better than racially exclusive ones.
More than an event series, Powering Inclusion is the Center’s convening platform to drive Awareness, Action, and Accountability.

The package includes the Annual Summit and Activator Series of 3+ events each year. Featured speakers at all events are complemented by local leaders in breakout sessions or as part of cross-sector reaction panels.

Our speakers define what measurable inclusive growth looks like: We bring influential national disruptors to the region to shift our lens, spotlight proven local practices, and commit to shared efforts to drive inclusive growth.

Attendees are more than guests, they are partners: Attendees commit to action and shape our future as decisionmakers and active participants in our regional economy.

Powering Inclusion does not end when the event is over: Participants and partners are the key to activating inclusive innovations in our region. Their continued commitment will advance an inclusive economy.
Marching for Racial Equity & Economic Justice

BECOME AN ACTIVATOR FOR CHANGE.

The drumbeat across America is growing louder with each passing day and beckons for an end to the racist systems that maintain a grasp on wealth inequality and strangle economic opportunity out of the grasp of working Black, Indigenous, and People of Color with policies and practices of exclusion.

Each of us have the power and agency to take meaningful actions that will impact future generations.

The 2020 Powering Inclusion Annual Summit will create opportunities for you to move from aware to “activator” at work and in your community to create the results America needs and demands.

KEYNOTE SPEAKERS:

DEC. 2
Patrice H. Kunesh

DEC. 3
Nikole Hannah-Jones
Creator of the landmark 1619 Project and award-winning investigative reporter covering racial injustice for The New York Times Magazine.

DEC. 4
Samuel N. Ndely II
Director of Employer Inclusivity at the Center for Economic Inclusion and Co-founder of Graveti.

2020-2021 Activator Series | Spotlighting Solutions

In addition to the Summit, the Center hosts 3-4 Activator Series events each year to elevate new voices and strategies, foster cross-sector connections, and promote immediate ways to drive growth and inclusion in Minneapolis-St. Paul.

Past speakers have included the Brookings Institution’s Dr. Andre Perry, who made national headlines with his research on the devaluation of homes in majority Black neighborhoods. And in January 2020, we featured McKinsey & Company’s Duwain Pinder, who highlighted data from his groundbreaking report, The Economic Impact of Closing the Racial Wealth Gap.

The impact of the series resulted in attendees committing to adopt inclusive practices, and business and government leaders changing their strategies because of what they learned at the events. The Center is supporting those efforts to ensure meaningful, sustainable change.
**SPONSORSHIP LEVELS**

Be a part of the solution. Join us in Powering Inclusion.

Powering Inclusion sponsors demonstrate a commitment to moving from ideas to action. By partnering with the Center, sponsors join other cross-sector leaders in a historic, regional, and data-driven effort to finally close our region’s economic and racial inequities through shared awareness, action, and accountability.

### LEAD SPONSOR
**$50,000**

- Number of tickets to the Summit + to future Activator Series events: 16, Summit 16, Activator
- Logo on event landing page and in digital program: Marquee placement
- Recognition from digital main stage: Remarks + logo on presentation slides
- Lunch gift card code and delivery for ticket holders
- Listed as sponsor of keynote speaker: Dec. 3 Nikole Hannah-Jones
- Invitation to VIP Meet & Greet + Q/A for ticket holders
- Access to private sponsor suite
- Branded virtual exhibitor booth
- Fireside chat with Tawannna A. Black, founder & CEO

### PRESENTING SPONSOR
**$25,000**

- Number of tickets to the Summit + to future Activator Series events: 12, Summit 12, Activator
- Logo on event landing page and in digital program: Headline placement
- Recognition from digital main stage: Verbal
- Lunch gift card code and delivery for ticket holders
- Invited to VIP Meet & Greet + Q/A for ticket holders
- Access to private sponsor suite
- Branded virtual exhibitor booth
- Fireside chat with Tawannna A. Black, founder & CEO

### FEATURED SPONSOR
**$10,000**

- Number of tickets to the Summit + to future Activator Series events: 8, Summit 8, Activator
- Logo on event landing page and in digital program: Standard placement
- Recognition from digital main stage: Onscreen
- Lunch gift card code and delivery for ticket holders
- Invited to VIP Meet & Greet + Q/A for ticket holders
- Branded virtual exhibitor booth
-fireside chat with Tawannna A. Black, founder & CEO

### SUPPORTING SPONSOR
**$5,000**

- Number of tickets to the Summit + to future Activator Series events: 4, Summit 4, Activator
- Logo on event landing page and in digital program: Small placement
- Recognition from digital main stage: Onscreen
- Lunch gift card code and delivery for ticket holders
- Invited to VIP Meet & Greet + Q/A for ticket holders
- Branded virtual exhibitor booth
- Fireside chat with Tawannna A. Black, founder & CEO

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For more information and to select your sponsorship level, contact Mary Beth Hanson, mhanson@centerforeconomicinclusion.org.

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Data sources: