



NOW Conference for Staff Career Development

Sponsorship Package
University of California, Berkeley
June 3, 2021 via Zoom

CONFERENCE OVERVIEW

June 3rd, 2021, marks UC Berkeley's 9th annual Next Opportunity at Work (NOW) conference. This all-day, virtual conference is designed to support staff career development through inspiring keynote speakers, engaging concurrent workshops, custom coaching opportunities, networking, and much more!

In recognition of the critical role that staff play on our campus, UC Berkeley's People and Culture team is sponsoring this year's conference, with the central theme, "Innovate, Collaborate, Grow". This will be a full day of professional development activities curated for staff to deepen engagement and connection during these unprecedented times. Please [click here](#) to view our summary report of last year's event.

The NOW Conference has profoundly impacted the career and professional development of about 3,700 UC Berkeley staff since its inception in 2013. Based on overwhelming demand in recent years, we began hosting in increasingly larger venues starting in 2019 and have doubled our capacity to provide the opportunity to even more Berkeley staff.

OUR AUDIENCE

With the onset of the global COVID-19 pandemic, we seamlessly transitioned the conference to a virtual format in 2020. This shift was not without its challenges, but for 2021, we have the opportunity to invite an additional 300 staff from all 9 UC campuses for wider perspectives, opportunities, and networking!

By sponsoring, you will make a noticeable contribution to the continuing professional development of over 2,000 attendees, from a variety of professional fields at the world's #1 public University. Don't miss this opportunity to partner with us as we inspire and embolden our valued UC colleagues.

For conference updates, please visit our website [here](#)! For questions, email us at nowconference@berkeley.edu.

SPONSORSHIP TIERS

	Diamond*	Platinum	Gold	Silver
FULL-COLOR LOGO ON OUR PEOPLE & CULTURE WEBSITE (CLICKABLE LOGO AVAILABLE FOR PLATINUM AND DIAMOND SPONSORS)	X	X	X	X
MENTIONS ON OUR UCB STAFF SOCIAL MEDIA ACCOUNTS PRECEDING THE EVENT	X	X	X	X
ARCHIVED MATERIALS IN OUR VIRTUAL CONFERENCE RESOURCE CENTER	X	X	X	X
SPONSORED SESSION (INCLUDES AN ANNOUNCEMENT BY A CONFERENCE FACILITATOR)	X	X	X	
PROMOTIONAL FEATURES IN OUR NEWSLETTERS, REACHING OVER 2000 UCB EMPLOYEES WEEKLY PRECEDING THE EVENT	X	X		
TICKETS FOR 2, INCLUDING FULL ACCESS TO THE CONFERENCE PROGRAM	X			
PUBLIC RECOGNITION DURING THE CONFERENCE OPENING & CLOSING RECEPTIONS	X			
	\$5,000	\$2,500	\$1,000	\$500

*Due to conference capacity, we are accepting 2 Diamond sponsorship reservations at this time.

RESERVATION FORM

- We want to be a **Diamond** Sponsor at the 2021 NOW Conference
-Enclosed is a check for \$5,000 to reserve exclusivity in this category.
- We want to be a **Platinum** Sponsor at the 2021 NOW Conference
-Enclosed is a check for \$2,500 to reserve our place in this category.
- We want to be a **Gold** Sponsor at the 2021 NOW Conference
-Enclosed is a check for \$1,000 to reserve our place in this category.
- We want to be a **Silver** Sponsor at the 2021 NOW Conference
-Enclosed is a check for \$500 to reserve our place in this category.

Checks should be made payable to: UC Regents (Tax ID 94-6002123)

Sponsor contact information

Name:

Title:

Address and Zip Code:

City:

Tel:

Email:

Company:

State:

NOTE: This is a virtual, zero waste event. Please provide promotional or access codes in lieu of physical giveaway items (if applicable).

Please email completed reservation form to:

nowconference@berkeley.edu