



# 2024 KAITZ DINNER

OCTOBER 23, 2024  
NEW YORK MARRIOTT MARQUIS

DO GOOD. BE BETTER. IMPACT TOMORROW.

**OPPORTUNITIES FOR SUPPORTERS**

Now in its 41st year, the annual **Kaitz Dinner** boasts a rich history of supporting the recruitment, retention, and professional development of underestimated communities intertwined with the evolution of diversity and inclusion in the media and telecommunications industry.

This year's theme, "**Do Good. Be Better. Impact Tomorrow.**", embodies the Foundation's forward-looking mission. It's an actionable call to each of us to contribute positively, strive for excellence, and lay the groundwork for a brighter future. As we gather for The Kaitz Dinner, we're not just reflecting on past achievements; we're committing to active roles in shaping an dynamic future of access and belonging for the industry. Our collective efforts today will define the landscape of tomorrow.

Help us reach our goal of raising \$1.5M as we...

**DO GOOD. BE BETTER. IMPACT TOMORROW.**

Diversity, equity and inclusion practices are a **business imperative** in the cable, media, entertainment and technology industries.

The Kaitz Dinner funds initiatives that:

- develop and advance historically underrepresented talent,
- drive innovation and strong financial performance within our industry,
- foster impactful change in the communities we serve.

AS THE FOUNDATION'S PRIMARY SOURCE OF FUNDING FOR THE YEAR, SUPPORT FOR THE KAITZ DINNER HAS DIRECT INDUSTRY IMPACT.

## 1 PIPELINE & WORKFORCE DEVELOPMENT.

Inclusivity through strategic grants, ChangeMaker awards, and scholarships – all leading to a more inclusive and more qualified talent pipeline.

In 2023, the Foundation awarded over \$1M to grant recipients, funding more than 15 pipeline and workforce development programs.



## 2 RESEARCH & BENCHMARKS.

Critical industry research, including the bi-annual AIM PAR studies, providing a benchmark for DEI industry efforts which help to illuminate a path forward.



*In 2023, a \$40K ChangeMaker grant was awarded to the Hidden Genius Project, contributing to mentoring Black, male, youth in technology, entrepreneurship, and leadership.*

## 3 FAVORABLE BUSINESS OUTCOMES.

Positive business impacts including better positioned recruiting, talent retention, adaptable employees and teams, and more diverse skillsets.



# AMPLIFY YOUR COMPANY BRAND

## **Sponsoring the Kaitz Dinner is a valuable opportunity to highlight your company's commitment to DEI.**

It's not just once a year that the DEI efforts of our industry are amplified and rewarded, companies with DEI plans, leadership, and special interest groups are shown to have enhanced creativity, innovation, decision making, and a broader market understanding. They also attract top talent, have more engaged employees, and higher employee retention.

Let your brand shine as a leader in inclusion.

## **Depending on level of sponsorship your brand will reach:**

- A highly-engaged and influential audience
- Over 8,000 email subscribers
- Over 2,500 social media followers
- Over 500 in-person Dinner attendees
- Additional recognition in industry trade publications and partner mentions

## **Participants represent the following industries:**

- Cable
- Financial Services
- Legal Services / Communications Law Firms
- Streaming Services
- Content Companies
- Higher Education
- Technology ... and more



## CUSTOMIZE YOUR SPONSORSHIP

New for 2024, in an effort to ensure sponsorships continue to provide value and are more impactful than ever before, all sponsorship packages will be customized based on your goals, price point and availability. This new and improved model will allow supporters and allies of the Foundation to better align their brands with meaningful experiences.

### Ready to create your custom Kaitz Dinner Sponsorship?

Contact [jszmaja@ncta.com](mailto:jszmaja@ncta.com) | 202.222.2495 to solidify your sponsorship before they sell out.

Join us in making DEI the heart of our collective success story!

### SPONSOR LEVELS:

**Announcer**  
starting at \$180,000

**Champion**  
starting at \$160,000

**Visionary**  
starting at \$110,000

**Pinnacle**  
starting at \$70,000

**Sustainer**  
starting at \$35,000

### SPONSORABLE EVENT ACTIVATIONS:

**Table Centerpiece**  
\$25,000

**Gift Bag**  
\$10,000

**DJ/Music**  
\$10,000

**Impact Tomorrow Sponsored Tickets**  
\$2,000

### TABLES & TICKETS:

**Premiere Table**  
(seats 10\*)  
\$30,000

**General Table**  
(seats 10\*)  
\$25,000

**Individual Ticket**  
\$2,500

*\* Additional seats will be charged at Individual Ticket price*

*\*\* Logos must be received by October 9, 2024*

### MARKETING OPPORTUNITIES:

**Dedicated Eblast**  
\$8,000

**Full-Page Ad in Digital Program Book**  
\$5,000

**Media Partner**  
In-Kind

### DONATIONS:

**Silent Auction Donation**  
items values starting at \$200

**Individual Charitable Donation**  
any amount

# SPONSORSHIPS



## AMBASSADOR SPONSOR – EXCLUSIVE

- Starting at \$180,000 - SOLD

As the TOP Kaitz supporter, the exclusive Ambassador Sponsor takes center stage with your commitment to inclusion echoed throughout the Dinner, from opening remarks to digital recognition, and more.

Beyond the branding, your organization will be at the center of a transformative movement as we look to the future and inspire change. We'll work hand-and-hand with your team to amplify our shared vision for an inclusive industry and demonstrate the tangible benefits of DEI initiatives and how those benefits can serve as an inspiration for others.

Together, let's impact tomorrow and build a future where inclusivity is at the heart of every endeavor.



## CHAMPION SPONSOR - EXCLUSIVE

- Starting at \$160,000 - SOLD

The Champion Sponsor is a leader in the industry, demonstrating a commitment to creating a culture of inclusion in your own organization and using your sponsor power to help motivate the industry to impact tomorrow.

This is your opportunity to showcase your brand and its commitment to inclusion in the workplace. We'll give you ample opportunities to share your success story in materials leading up to Diversity Week at multiple brand placements during the Kaitz Dinner.

**DO GOOD. BE BETTER. IMPACT TOMORROW.**

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# SPONSORSHIPS



## VISIONARY SPONSORS

- Starting at \$110,000

Visionaries look to the future and your support is helping to impact a bright tomorrow! As a Visionary sponsor your brand will be highlighted as an active and engaged industry leader and you'll be investing in our talent pipelines and setting future leaders up for success!

Kaitz Dinner Visionary Sponsors shape the next generation by providing opportunities for creating lasting networking connections by sponsoring rising stars to attend the Kaitz Dinner along with their more established mentors and leaders.

Visionary Sponsors receive branding opportunities throughout the Kaitz Dinner and in materials leading up to the event as well as recognition from our Diversity Week partners.



## PINNACLE SPONSORS – MULTIPLE AVAILABLE

- Starting at \$70,000

Pinnacle Sponsors are essential to the important work that we do. As a shining star in our sponsorship program you help us highlight the programs and proven success stories that make our industry great!



## SUSTAINER SPONSORS – MULTIPLE AVAILABLE

Starting at \$35,000

Sustainer Sponsors provide the significant support to keep our grantee programs running. Your brands support ensures that our programs are substantially funded ensuring the development and continuation of programs that strengthen the talent pipeline in our industry at all levels from intern to C-Suite, on-screen and behind the scenes.

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# SPONSORABLE EVENT ACTIVATIONS



## **Table Centerpiece - \$25,000 - SOLD**

Logo on all table centerpieces



## **Gift Bag - \$10K**

Option to provide your branded gift bag and approved company gifts to all attendees



## **DJ/Music - \$10K**

Logo on DJ booth at closing reception

Option to provide a musician or DJ (with approval)

DJ will call out a special thank you to your company



## **Impact Tomorrow Ticket - \$2,000**

Directly sponsor individual tickets for interns, students or grant program participants to attend the Kaitz Dinner

Thank you mention during remarks

Logo and mention on promotional email

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## TABLES & TICKETS

### Premiere Table (seats 10\*) - \$30,000

- Preferred placement in ballroom
- Logo on table signs\*\*
- Table décor differentiation
- Bottle of champagne included

### General table (seats 10\*) - \$25,000

### Individual Ticket - \$2,500

\* Additional seats will be charged at Individual Ticket price

\*\* Logos must be received by October 9, 2024

All table purchasers will be mentioned in our digital program book.

## MARKETING OPPORTUNITIES

### Dedicated Eblast - \$8,000

One dedicated eblast to our full audience to promote your DEI initiative, event, or brand highlight.

### Full-Page ad in Digital Program Book - \$5,000

Digital program books will be distributed during event and available for access following the event. Ads must be received by October 10, 2024.

### Media Partner - In-Kind

Impact Change but helping spread the word about the Kaitz Dinner and Diversity Week. Logo on all marketing materials.

## SILENT AUCTION

### Back by popular demand and this year we're making it even better!

Proceeds aid the Foundation's recognition of ChangeMaker Honorees. These individuals and organizations work closely with core industry companies to create positive social impact by promoting digital literacy, closing the digital divide, and leveraging the power of broadband connectivity to elevate disadvantaged communities. ChangeMakers may also contribute to diversity in content by creating professional development and mentoring opportunities for creatives from historically underrepresented communities.

### Donations start at \$200 and can include:

- Experiences
- Getaways
- Physical items

## INDIVIDUAL DONATIONS

### Individual Donations

Individual donations are critical to helping us meet our year fundraising goals and helping us to continue to fund the programs and initiatives that keep our industry on the forefront of inclusion. All individual donations will be recognized by name in our digital program and in a thank you email.

Donations of any amount and can be made at [www.kaitzdinner.com](http://www.kaitzdinner.com) or by contacting [JSzmaja@ncta.com](mailto:JSzmaja@ncta.com).

# THE KAITZ DINNER

SPONSORSHIP	PRICE	PREMIERE TABLES
Ambassador w/ Reception	\$235,000	5
Champion w/ Reception	\$225,000	5
Ambassador - SOLD	\$180,000	4
Champion - SOLD	\$160,000	4
Visionary	\$110,000	2* *1 general + 1 premiere table
Pinnacle	\$70,000	2
Reception	\$65,000	1
Sustainer	\$35,000	1
EVENT ACTIVATIONS	PRICE	
Table Centerpiece - SOLD	\$25,000	
Gift Bag Sponsor	\$10,000	
DJ/Music Sponsor	\$10,000	
Impact Tomorrow Tickets	\$2,000	
TABLES & TICKETS	PRICE	SEATS
Premiere Table	\$30,000	10
General Table	\$25,000	10
Individual Ticket	\$2,500	1
MARKETING ADD ONS	PRICE	
Dedicated Eblast	\$8,000	
Full-Page Digital Program Ad	\$5,000	
Media Partnership	In-Kind	

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