



**CVC of Atlanta Collective Impact Forum**  
**Monday, February 29, 2016**  
**Loudermilk Center, Atlanta, GA**

**CVC Overview:**

The Corporate Volunteer Council of Atlanta (CVC) supports its member companies in their strategic commitment to workplace volunteerism and civic engagement. Since 1992, the CVC of Atlanta has embraced the concept that Atlanta's businesses will prosper, grow and lead the nation through engaging, impactful community involvement.

**Forum Overview:**

The CVC of Atlanta polls its membership annually to learn what issues are currently top-of-mind, so that we may look for answers and solutions together. In 2015, we learned that many companies struggle with measuring how or if their civic engagement efforts are affecting the "root cause" of societal issues. Additionally, many companies may be working on similar initiatives without leveraging the opportunity for strategic collaboration and collective impact. The Collective Impact Forum will:

- Candidly discuss the opportunity gap in Georgia;
- Arm participants with the tools needed to leverage collective impact;
- Allow space for cross-sector dialogue and relationship building;
- Offer symposium attendees best practices for immediate implementation in the workplace.

We will begin the program with a keynote presentation by Harvard University Professor Robert Putnam, author of *Our Kids: An American Dream in Crisis*. Following the keynote and Q&A, we will move into smaller groups and for a facilitated session with Foundation Strategy Group (FSG).

**Robert D. Putnam** is the Peter and Isabel Malkin Professor of Public Policy at Harvard, where he teaches both undergraduate and graduate courses. Raised in a small town in the Midwest and educated at Swarthmore, Oxford, and Yale, he has served as Dean of the Kennedy School of Government. Putnam's most recent book, *Our Kids: The American Dream in Crisis*, focuses on inequality and opportunity: the growing class gap among American young people and the implications for social mobility. Atlanta is one of the cities profiled in this book. <https://www.hks.harvard.edu/about/faculty-staff-directory/robert-putnam>

**FSG ("Foundation Strategy Group")** is a recognized leader in collective impact, defined as the commitment of a group of cross-sectoral actors to a common agenda for solving a complex social problem. Founded in 2000, FSG is a mission-driven consulting firm seeking to re-imagine social change by identifying ways to maximize the impact of existing resources, amplifying the work of others to help advance knowledge and practice, and inspiring change agents around the world to achieve greater impact. <http://www.fsg.org/> .

connect. inspire. impact.

## Sponsorship Opportunities:

Sponsoring this program is a great way to highlight your company or foundation's civic engagement strategy. To receive full benefits of sponsorship and be included in our printed marketing materials, please confirm support by no later than 5 p.m. on **Friday, January 29**.

### Sponsorship Levels

**Presenting Sponsor – Sold out** - The Presenting Sponsor receives category exclusivity. The CVC is grateful to Kaiser Permanente for their lead sponsorship of the forum.



### **Impact Sponsor – \$10,000**

- Your company/organization mentioned from the podium during the symposium
- Opportunity for symposium speaking opportunity
- On screen recognition during symposium
- Company listing (logo) on symposium program sponsorship page
- Company logo on event signage
- Full page ad (*inside front cover or back cover while still available*) in the conference program
- Space to display company banner in a prominent location at Symposium Entrance (up to 10')
- Your company logo on the event page at [www.cvcofatlanta.org](http://www.cvcofatlanta.org)
- Your company name and/or logo included in all public marketing materials and outreach (including press releases and weekly social media announcements)
- Ten event tickets
- One year Corporate Volunteer Council of Atlanta Membership

### **Inspire Sponsor – \$5,000**

- On screen recognition during symposium
- Company listing (logo) in symposium program sponsorship page
- Company logo on event signage
- ½ page ad in the conference program
- Your company logo on the event page at [www.cvcofatlanta.org](http://www.cvcofatlanta.org)
- Your company name and/or logo included in all public marketing materials and outreach (including press releases and weekly social media announcements)
- Six event tickets
- One year Corporate Volunteer Council of Atlanta Membership

### **Connect Sponsor - \$2,500**

- Your company name on the event page at [www.cvcofatlanta.org](http://www.cvcofatlanta.org)
- Company listing on symposium program sponsorship page
- Your company logo listed on signage at the event.

connect. inspire. impact.

**(Connect Sponsor continued)**

- Company name mentioned on social media
- Four event tickets

**Event Sponsor - \$1,000 or more**

- Your company name on the event page of [www.cvcofatlanta.org](http://www.cvcofatlanta.org)
- Company listing on the symposium program sponsorship page
- Two event tickets

**Instructions for Sponsoring:**

1. If you would like to sponsor, please complete and return form below to: [info@cvcofatlanta.org](mailto:info@cvcofatlanta.org).
2. Make your payment to confirm your sponsorship. See payment details below or visit [www.cvcofatlanta.org](http://www.cvcofatlanta.org).

**Sponsorship Level and/or Description:** \_\_\_\_\_

Organization/Company Name: \_\_\_\_\_

Company Website: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Contact Email: \_\_\_\_\_

Contact Telephone: \_\_\_\_\_

Contact Address: \_\_\_\_\_

Additional Needs:

Additional Tickets @ \$40/nonprofits - \$50/CVC members - \$60/general admission each \_\_\_\_\_ (# of passes)

Interested in joining the CVC of Atlanta? Please contact Cheryl Kortemeier at [cheryl@cvcofatlanta.org](mailto:cheryl@cvcofatlanta.org) or call 404-889-5112.

**Sponsorship Payment Instructions:**

Checks should be made payable to **Corporate Volunteer Council of Atlanta** and mailed to: CVC of Atlanta, Attn: Cheryl Kortemeier, 1100 Peachtree Street, NE, Suite 2800, Atlanta, GA 30309. Tax ID#58-2054790.

**connect. inspire. impact.**