



CULTURE IMPACT LAB

SPONSORSHIP OPPORTUNITIES

If it's happening in the *world*,
it's happening at *work*.

CALL FOR
CULTURE™

AN ANGELA R HOWARD COMPANY

WHAT IS THE CULTURE IMPACT LAB?

Email admin@callforculture.com to inquire about how to join our growing list of sponsors

CULTURE IMPACT LAB

JOIN US IN RE-THINKING THE ROLE ORGANIZATIONS PLAY IN SOCIAL CHANGE

Organizations are struggling to keep up with changing workplace requirements, and we think that's due to an antiquated way of approaching work culture that leaves out...well, culture.

Consider this: if it's happening in the world, it's happening at work.

Which is why Call for Culture is convening a diverse and interdisciplinary community of conscious leaders and culture champions from across the nation to *intentionally blur the lines (and the conversation) between workplace culture and culture in the world at large.*

Our call to action? Do workplace culture differently.

Designed around the Call for Culture Method™, Culture Impact Lab isn't a conference — it's an accelerator for culture change that will transform your workplace to positively impact your community.

Join us in re-thinking the role organizations play in social change.

VALUES-ALIGNED SPONSORSHIP

PARTNERSHIP GROUNDED IN BRINGING YOUR VALUES TO LIFE

CALL FOR
CULTURE™ +



WE BELIEVE THAT:

If it's happening in the world, it's happening at work

WE EXIST TO:

Drive positive and bold social change by transforming organizations and leaders into conscious changemakers from the inside out.

WE'RE CALLED TO:

Blur the lines between social impact and the workplace and raise the bar on how organizations and leaders see their role to positively impact people and society.

WE DO THAT BY:

Using a multi-disciplinary method to align, mobilize, and transform organizations into human-centered workplaces that create social impact.



PARTICIPANT LAB EXPERIENCE: DAY 0

IT'S NOT A CONFERENCE - IT'S AN ACCELERATOR ON CULTURE CHANGE

DAY 0



Pre-work

About a month before the Culture Impact Lab, participants will be prompted via email to consider why they're attending, what they want to leave the experience with, and begin to gather information that will help them get the most out of the experience.



Assessment

Within the month leading up to the Culture Impact Lab, participants will be prompted to start collecting data from their organization, that they'll revisit at the Culture Impact Lab. A pre-lab Community Call will support attendees with this task.

PARTICIPANT LAB EXPERIENCE: DAY 1

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DAY 1

DAY 1



Invitation

You'll start by taking stock and learning your organization's story, history, values, needs and internal culture **before** convening.

We'll invite you to view your role and the role workplace culture has in the social impact conversation.



Messaging

You'll draft a 6-month communications plan, understanding that inclusive and conscious communications set the tone for meaningful change. You'll learn how to articulate your vision, invite diverse voices into the conversation, and encourage engagement.

PARTICIPANT LAB EXPERIENCE: DAY 2

IT'S NOT A CONFERENCE - IT'S AN ACCELERATOR ON CULTURE CHANGE

DAY 2

DAY 2



Purpose

You'll begin creating an identified and aligned culture ethos, ready to socialize with your team and “bake” into the most sustainable parts of your operating model. You'll hear from experts on concepts like the power of purpose and the science behind collective behavior change.



Assessment

Learn about the latest innovation in data science that can help you shape a fit-for-purpose listening strategy to begin determining the future state of culture at your organization.

PARTICIPANT LAB EXPERIENCE: DAY 2+

IT'S NOT A CONFERENCE - IT'S AN ACCELERATOR ON CULTURE CHANGE

DAY 2

DAY >2



Culture Blueprint OR Business Case

Depending on the track you choose, you'll walk away with a Blueprint or business case to begin rallying everyone in your organization, at all levels.



Tactical Implementation

Your attendance includes two calls with the Call for Culture team following the Lab. Further support is available if you choose!

HOW YOU CAN BE INVOLVED

Email admin@callforculture.com to inquire about how to join our growing list of sponsors

BE THE CHANGE: SPONSORSHIP LEVEL OPTIONS

SHOWCASE YOUR ORGANIZATION'S DEDICATION TO SOCIAL IMPACT AND THRIVING WORKPLACES

CHANGEMAKER

Investment: \$1,000

- Prominent brand placement on event materials
- Access to a private “lounge” during event
- Invitation to our pre-event dinner on May 15th with sponsors, facilitators, and local leaders
- \$100 donation towards this year's social impact cause

CULTURE CHAMPION

Investment: \$5,000

- Everything in the Changemaker package
- One ticket or one donated scholarship spot for an attendee (value: \$4200)
- \$250 towards this year's social impact cause

CONSCIOUS LEADER

Investment: \$9,500

- Everything in the Changemakers package
- Two tickets or two donated scholarship spots for attendees for qualify (value: \$8,400)
- \$500 towards this year's social impact cause

VERY IMPACTFUL PERSON (VIP)

Investment: \$20,000

- Everything in Changemaker Package
- Four tickets or four donated scholarship spots for attendees who qualify (value: \$16,800)
- \$1,000 towards this year's social impact cause

CUSTOM

Investment: You choose

Contribute any amount* to be added to our scholarship fund.

Funds will be distributed to attendees who qualify for scholarship and wouldn't otherwise be able to attend the event

*minimum = \$500

Contact
admin@callforculture.com to inquire about other personalized sponsorship opportunities.

Email admin@callforculture.com to inquire about how to join our growing list of sponsors

SPONSORSHIP CUSTOMIZED IDEAS

SHOWCASE YOUR ORGANIZATION'S DEDICATION TO SOCIAL IMPACT AND THRIVING WORKPLACES

*all options below include prominent logo placement and one all-access pass to the event

ARTIST SUPPORT & BOOKING

Investment: \$5,000

We're excited to welcome a variety of artists to provide experiences that transcend typical conference content. Support the costs for one or more of these experiences.

COMMUNITY SPACE/VENUE

Investment: \$12,500

The Arbory is a community centered venue in West Town (Chicago) that offers an inspiring immersion far from your typical hotel or conference center. Support the costs of the venue for this year's event.

PRE-EVENT DINNER

Investment: \$15,000

Co-host an invite-only pre-event dinner on May 14th with a group of 40-50 sponsors, facilitators, and local leaders (Chicago Host Committee).

DAY 1 LOCAL EXPERIENCE

Investment: \$17,500

Co-host a local experience for participants after Day 1's lab experience.

MEALS & FUEL FOR ATTENDEES

Investment: \$30,000

Support costs associated with providing breakfast, lunch, snacks, and coffee/tea for guests throughout the event's 2 days.

EXPERT FACILITATORS

Investment: \$50,000

We are passionate about ensuring that the Culture Impact Lab is paying all facilitators and contributors and creating opportunity far beyond the event's 2 days.

Email admin@callforculture.com to inquire about how to join our growing list of sponsors

NEXT STEPS

WELCOME TO A NEW WAY OF THINKING ABOUT WORK.

- 01** Complete the Culture Impact Lab Sponsorship Form
- 02** The Call for Culture team will be in touch with your point of contact to confirm your sponsorship, remit payment, and get you onboarded!
- 03** We'll work with you to set up a Sponsorship Introduction call to discuss sponsorship objectives and partnership

Learn more about the Culture Impact Lab at: www.callforculture.com/culture-impact-lab



THANK YOU!

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it's happening at *work*.

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AN ANGELA R HOWARD COMPANY

THANK YOU TO OUR GROWING LIST OF SPONSORS



B R E W P O I N T
C O F F E E

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2024 SOCIAL IMPACT RECIPIENTS



HER RISING ILLUMINATES WOMEN
AND YOUTH ACROSS EVERY HORIZON
WITH THE POWER OF WORDS



CHICAGO ARTIST GUIDE DIVERSIFYS
CHICAGO THEATRE WITH A CENTRALIZED
ONLINE NETWORK FOR ARTISTS,
PRODUCERS, AND COMMUNITY GROUPS.



FREE ROOT OPERATION SERVES
BLACK SINGLE MOTHERS AND
WOMEN, OFTEN ERASED FROM
GUN VIOLENCE ADVOCACY, AS A
PUBLIC SAFETY INFRASTRUCTURE