Leadership Summit

IN HEALTH EQUITY AND SOCIAL JUSTICE AND PRESIDENT'S BREAKFAST SPONSORSHIP BENEFITS

"[CDU] IS DOING SOMETHING PROFOUND BY LIFTING PEOPLE OUT OF POVERTY THROUGH MEANINGFUL HEALTH EDUCATION."

– Wendy Garen, President & CEO, The Ralph M. Parsons Foundation

CHARLES R. DREW UNIVERSITY LEADERSHIP SUMMIT IN HEALTH EQUITY AND SOCIAL JUSTICE

For over 50 years, CDU has led the charge in addressing health inequities and social justice in under-resourced and under-represented communities. The CDU Leadership Summit in Health Equity and Social Justice is a four part (quarterly) series that will serve as a catalyst to 1) align local and national leaders in health, education, social justice, corporate and philanthropy; 2) foster collaboration to address inequities affecting people of color; and 3) develop solutions and introduce strategies to these problems. The Leadership Summit will launch at the 6th Annual President's Breakfast on February 18, 2021. Topics will focus on social justice and equality; corporate and foundation philanthropy's role in promoting diversity and inclusion; and research and health education – beyond COVID-19. This web-based series seeks to educate, engage and equip participants with information and knowledge on these issues specifically in Black and Latinx populations.

PRESIDENT'S BREAKFAST - FEBRUARY 18, 2021

Now in its sixth year, the CDU President's Breakfast has become a premier Los Angeles policy event held in February of each year. Taking its cue from the Vision and Mission of the University and always reflecting CDU's commitment to diversity in the healthcare workforce, the elimination of health disparities and social justice, the event features timely topics and compelling speakers and discussion.

Previous topics have included "Homelessness and Public's Health: A National Crisis and a Local Emergency", "Diversity in Higher Education: Race Matters", "Health Workforce Diversity: Turning 'Good' Practitioners into 'Great' Ones to Address a Shifting Cultural Landscape," among others. Our keynote speakers have included Julián Castro, Former United States Secretary of Housing and Urban Development, Candidate for the Democratic nomination for President 2020; Steve Lopez, Columnist, LA Times and Author; Bakari Sellers, CNN Correspondent; Edward James Olmos, Actor/Activist; and Valeisha Butterfield Jones, Global Head of Inclusion for Google.

The COVID-19 pandemic and social unrest underscore the critical role health care, corporations, foundations and academia play in providing goods, services, employment and education. This year's President's Breakfast topic, "The Intersection of Accountability and Social Justice: Leveraging Philanthropy in an Era Focused on Racial Equity" will focus on, racial disparity in today's funding environment, the impact philanthropy has on racial equity, and corporate and foundation's philanthropic role in promoting diversity and inclusion.

The President's Breakfast draws a diverse, engaged and issue-focused audience, including CDU faculty and students, community stakeholders, elected officials and the general public, all of whom are eager to hear and learn from well-informed speakers and panelists.

The University is seeking to raise $100,000 through the President's Breakfast to support student scholarships and various student community projects specific to peer education workshops, health promotion, advocacy, and homeless outreach efforts thus furthering the CDU Mission. Benefit tiers represent sponsorship for the four-part Leadership Summit, which includes the 6th Annual President's Breakfast. Individual ticket pricing apply per Summit.

"MOST INFORMATIVE, WELL ORGANIZED AND IDEAL FOR NETWORKING."

Joyce Burrell Garcia
PROJECT MANAGER, LA METRO

2021 Leadership Summit

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SPONSORSHIP BENEFIT	PRESENTING SPONSOR CDU PRESIDENT'S BREAKFAST & LEADERSHIP SUMMIT* $50,000	LEADERSHIP SUMMIT CO-SPONSOR $20,000	PRESIDENT'S FRIEND $7,500	CORPORATE PARTNER $5,000	VIRTUAL TABLE $1,500	INDIVIDUAL TICKET $75
Named Presenting Sponsor and co-Presenting Sponsor for CDU Leadership Summit in Health Equity and Social Justice	X	X				
Prominent branding to include: • Name/logo on all virtual event materials – including promotional, press release, event web page, platform, Program • Virtual Remarks from Presenting & Co-Presenting Sponsors • Promotional video from Presenting Sponsor (30 sec. maximum) • Promotional video from co-Presenting Sponsor (15 sec. maximum) • Name/logo on Step and Repeat	X	X				
Name/logo on event web page, program and virtual event materials	X	X	X	X		
Virtual on-stage recognition	X	X	X	X		
Virtual Meet & Greet with All Keynote Speakers (maximum 10 guests)	X					
Virtual Meet & Greet with President's Breakfast Keynote Speaker (maximum 10 guests)	X	X				
Named Chat Room Sponsor	X		X			
Opportunity to introduce Keynote Speaker and panelists	X	X				
Branded promotional opportunities	X	X				
10 virtual table seats	X	X	X	X	X	
Breakfast Baskets or Swag Baskets**	X	X	X	X		
Social Media recognition	X	X	X	X	X	
Name acknowledgment in advertising	X	X	X			
Listed in Thank You announcements	X	X	X	X	X	
Recognition in CDU Annual Report	X	X	X	X	X	
Name and logo on CDU Giving Page for 6 months	X	X	X	X		
Invitation to Annual Donor Recognition Reception	X	X	X	X	X	
Breakfast gift card (e.g., Starbucks)***					X	X
One ticket to virtual event						X

*** Breakfast or Swag Baskets:*

Leadership Summit Presenting Sponsor to receive ten (10)
Leadership Summit co-Presenting Sponsor to receive eight (8)
President's Friend to receive six (6)
Corporate Partner to receive four (4)

**** Starbucks Gift Cards:*

Virtual Table: $20 (maximum 10)
Individual Ticket: $10 each