



5100 Sierra College Blvd., Rocklin, CA 95677  
(916) 624-3333  
[www.sierracollege.edu](http://www.sierracollege.edu)

Hello Amazing Partner in Education:

On behalf of the Sierra College Human Resources Department, and the students and employees that we serve, we would like to ask for your support!

Sierra College is excited to host the inaugural conference *Unity in Diversity: Strengthening Community Through Employee Resource Groups (ERGs)*. This conference will be the first of its kind within the California Community College (CCC) system, bringing together attendees from across the state, including the California Community College Chancellor's Office and organizations that support CCC employees. In short, this conference will include approximately 200 attendees (conference details attached).

Sierra College is a community college deeply committed to fostering an inclusive and equitable environment for our diverse staff/educators, and we have engaged in ongoing efforts to support and celebrate this diversity. However, we recognize a greater need for California Community College (CCC) employees to gather on a system-wide level to develop a greater sense of community, mentorship, and professional development needed to thrive; if our employees are thriving that directly positively impacts our entire ecosystem, including students and the larger community. Therefore, we are excited to lead the way, hosting this statewide initiative.

We recognize your organization as a leader in the community, and your contributions to diversity, equity, and inclusion as well as employee morale and belonging. It is for this reason that we extend a heartfelt invitation to partner with us for this groundbreaking conference. While we have received some funding for this effort, to ensure a successful event means asking for your support. To become a partner, sponsorship and donation opportunities and forms are attached for your review. We believe that through this collaboration, we can create a dynamic and robust platform for professional growth, community building, and institutional enhancement. Moreover, this partnership will pave the way for a sustained impact that transcends the duration of the conference itself.

Thank you for considering this request. We are keen to discuss this opportunity further at your earliest convenience and are flexible to accommodate your schedule for a meeting or a call to explore this partnership in depth. We look forward to the possibility of working closely with your organization to make this conference a meaningful and successful event. We hope that we can count on your support of Sierra College, the California Community College system, and its students!



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If you have any questions, please do not hesitate to contact us at (916) 660-7103, [ljackson7@sierracollege.edu](mailto:ljackson7@sierracollege.edu) or visit [CCC Employee Resource Group Statewide Conference | Sierra College](#).

Warm regards,

*LaToya Jackson*

Dr. LaToya Jackson

Director—Equal Employment Opportunity, Diversity, & Title IX  
Sierra College

Enclosure:     Employee Resource Group Conference Details  
                     Sponsorship Opportunities and Benefits



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## **Sierra College Employee Resource Group Conference Details**

### **Executive Summary:**

Sierra College invites your organization to partner in pioneering a state-wide Employee Resource Group (ERG) Conference. This conference aims to leverage the collective wisdom across the California Community College system and beyond to foster a workplace that champions equity, diversity, and inclusion. Recognizing your organization's leadership in these areas and contributions to higher education, we seek collaboration to magnify the conference's impact and create a more inclusive academic community.

### **Background:**

Sierra College has embarked on a transformative journey to enhance our institutional culture, particularly focusing on supporting our employees, including those from BIPOC (Black, Indigenous, and People of Color) and 2 Spirit and LGTBQIA+ backgrounds. Our ERGs have been a cornerstone of this mission, providing support, mentorship, and professional development. To elevate this initiative, we are organizing a conference that will bring together ERGs from across the state.

### **Objectives:**

The ERG Conference aims to:

- Cultivate a sense of community and belonging across the California Community College system that fosters and creates situations to thrive.
- Share best practices and innovative strategies in fostering and creating effective ERGs.
- Provide a platform for networking and collaboration among ERGs.
- Offer professional development opportunities tailored to ERG members while creating space for growth in our advocacy.

### **Conference Overview:**

*Theme:* Unity in Diversity: Strengthening Community Through Employee Resource Groups (ERGs)

*Date:* April 14-16, 2025

*Venue:* Hyatt Regency Sacramento, 1209 L Street, Sacramento, CA 95814 (across from state capitol)

*Anticipated Attendees:* ERG members, HR professionals, DEI practitioners, academic leaders, California Community College Chancellor's Office, and allies from across the California Community College system and beyond.



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**Program Structure:**

- Keynote Sessions: Thought leaders in diversity and inclusion to inspire and set the tone for the conference.
- Panel Discussions: Experts from various fields to discuss challenges, opportunities, and future directions for ERGs.
- Workshops: Interactive sessions focused on skill-building, strategy development, and effective ERG management.
- Networking Opportunities: Structured activities to foster connections and share experiences among participants.
- Resource Fair: An exhibition showcasing tools, resources, and services that support ERGs and their missions.

**Conclusion:**

The ERG Conference represents a significant step toward our collective goal of creating equitable and inclusive workplaces within the California Community College system. We believe that your organization's partnership will be invaluable in achieving a successful and impactful conference.



# Sierra College

## April 2025 Statewide Conference

### Sponsorship Form

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☐ **Presenting Sponsor, \$20,000**  
*(only 1 available)*

Speaking Opportunity at Statewide Conference  
Sponsor Listing/Logo on Conference Program  
Sponsor Logo/Listing Displayed on Registration Website  
Sponsor's Logo Projected in Main Ballroom  
Sponsor Logo/Listing on Event Invitations: Mailed or Digital  
Sponsor Logo/Listing on Event Presentation Materials  
Sponsor Logo/Listing on Conference Materials provided to Attendees  
Vendor Table in Exhibit Area for three (3) days of conference  
Signage recognition at event  
Opportunity to include an item in swag bag for participants  
Eight tickets to evening reception

☐ **Event Sponsor, \$10,000**

In Person Acknowledgement at Statewide Conference  
Sponsor Logo/Listing on Registration Website  
Sponsor Logo/Listing on Event Invitations: Mailed or Digital  
Sponsor Logo/Listing on Event Presentation Materials  
Recognition on Conference Materials Provided to Attendees  
Vendor Table in Exhibit Area for (3) Days of Conference  
Opportunity to include an item in swag bag for participants  
Signage recognition at event  
Four tickets to evening reception

☐ **Platinum, \$5,000**

Sponsor Logo/Listing on Event Website  
Sponsor Logo/Listing in Event Program  
Recognition on Conference Materials Provided to Attendees  
Vendor Table in Exhibit Area for (3) Days of Conference  
Opportunity to include an item in swag bag for participants  
Signage recognition at event

☐ **Gold, \$2,500**  
*(limited availability)*

Sponsor Logo/Listing on Event Website  
Sponsor Logo/Listing in Event Program  
Vendor Table in Exhibit Area for One (1) Day of conference  
Opportunity to include an item in swag bag for participants

☐ **Silver, \$1,500**

Sponsor Logo/Listing on Event Website  
Sponsor Logo/Listing in Event Program  
Recognition on conference materials provided to attendees  
Opportunity to include an item in swag bags for participants



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|---|---|
| <input type="checkbox"/> <b>Pearl, \$500</b>                                      | Sponsor Logo/Listing on Event Website<br>Sponsor Logo/Listing in Event Program      |
| <input type="checkbox"/> <b>Contributing Sponsor<br/>(Drawing Giveaway Items)</b> | Listing on Event Website<br>Honorable mention during Drawing Giveaway at conference |

Upon submission of payment, logo should be immediately emailed to [bbrown1@sierracollege.edu](mailto:bbrown1@sierracollege.edu) for branding / marketing purposes. For information, please call 916-660-7116, office of EEO & Title IX.

**Sierra College Foundation TIN: 23-7241877\***

\*Gifts to the Sierra College Foundation are tax deductible to the extent allowed by law. Please consult with a tax advisor with any questions



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**Please complete this form and email or mail by February 1, 2025**

Human Resources, c/o Office of EEO & Title IX

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**SPONSOR INFORMATION**

Contact Name \_\_\_\_\_ Organization Name \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Email \_\_\_\_\_

Please list the way you wish your name to appear: \_\_\_\_\_

**Please choose your level of support for the Sierra College Statewide Conference in April of 2025**

<input type="checkbox"/> Presenting Sponsor \$20,000	<input type="checkbox"/> Event Sponsor \$10,000
<input type="checkbox"/> Platinum \$5,000	<input type="checkbox"/> Gold \$2,500
<input type="checkbox"/> Silver \$1,500	<input type="checkbox"/> Pearl \$500
<input type="checkbox"/> Contributing Tangible Goods Sponsor	<input type="checkbox"/> Contributing Services Sponsor

**METHOD OF PAYMENT**

☐ CHECK made payable to Sierra College Foundation in the amount of \$ \_\_\_\_\_  
Please include EEO and Title IX in the memo line of the check

☐ Please charge my CREDIT CARD: ☐ Visa ☐ Mastercard ☐ American Express (check one)  
In the amount of \$ \_\_\_\_\_ (for information regarding online payments please contact our office)

Credit Card # \_\_\_\_\_ Exp Date \_\_\_\_\_ CVN \_\_\_\_\_

Name on Card \_\_\_\_\_ Signature \_\_\_\_\_

**For invoicing, please contact Casey Brown, [bbrown1@sierracollege.edu](mailto:bbrown1@sierracollege.edu), and include this form with your invoice request.**