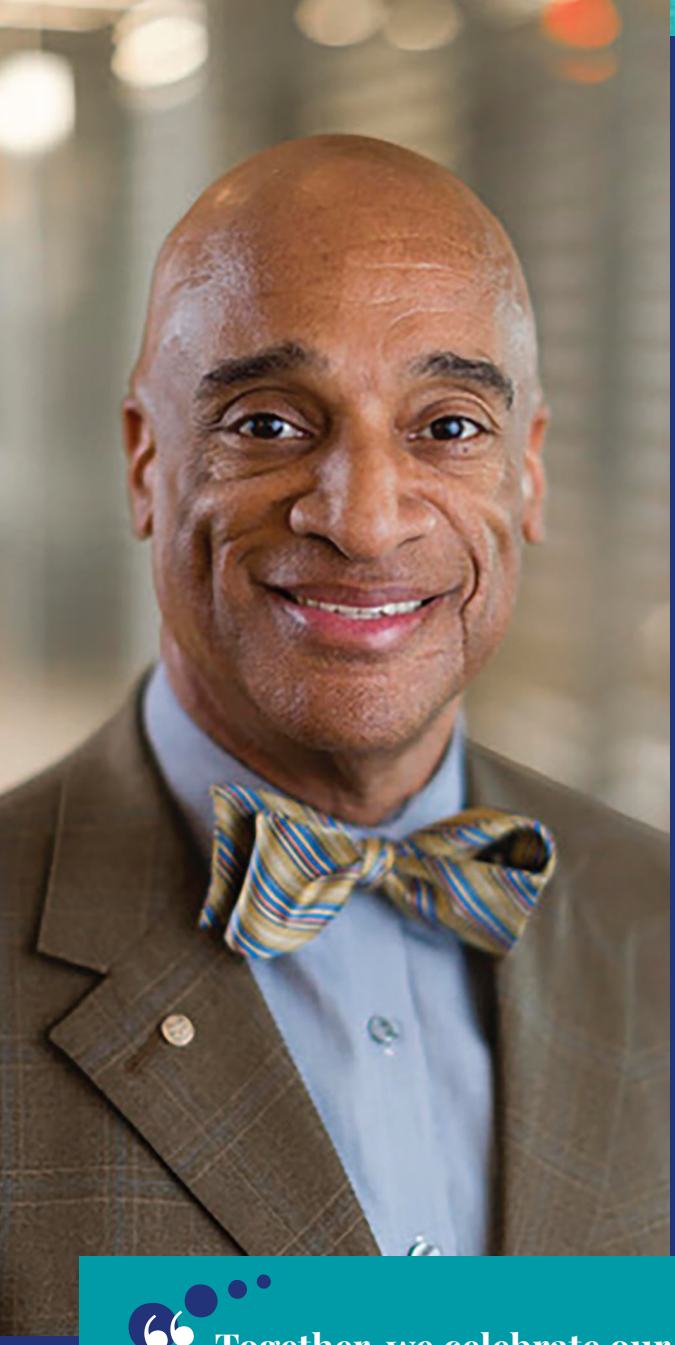
2026

Sponsorship Opportunities



25 YEARS

DLA



A LETTER FROM OUR CO-FOUNDER MARION KELLY

At Diversity Leadership Alliance, our unwavering commitment has been to create a platform that empowers individuals through transformative education and meaningful dialogue.

For 25 years, we have helped individuals and their organizations cultivate professional growth, deepen understanding, and leverage the concept of TEAM as a cornerstone of innovation and success. As we celebrate our 25th Anniversary, we reflect on our theme, “Cultivating Equity, Nurturing Belonging, and Strengthening Community,” and look ahead with renewed purpose and optimism. Organizations that fully engage their TEAM build strong cultures, attract top talent, enhance performance, and sustain a competitive advantage in an increasingly complex environment.

For a quarter century, leaders across Arizona have partnered with Diversity Leadership Alliance to strengthen workplaces and communities where people can thrive, grounded in the belief that every individual deserves to be seen, heard, and valued. As we mark this milestone, we reaffirm our commitment to advancing this work with courage, integrity, and resilience, equipping leaders and TEAM members with the tools to adapt, align, and achieve meaningful and lasting impact.

Sincerely,

Marion K. Kelly

DLA Co-Founder

Director Community Affairs, Mayo Clinic (retired)

> **Together, we celebrate our progress and embrace the opportunity to strengthen TEAM effectiveness, support business growth, and contribute to a stronger and more connected marketplace and community.**

CULTIVATING, NURTURING AND STRENGTHENING BELONGING IN THE COMMUNITY



DLA History

DLA supports leaders in transforming organizational culture to foster inclusive environments where all individuals are respected and empowered.

Founded in 2003 by the late Christine French (American Express) and Marion Kelly (Mayo Clinic), the organization originated as a Phoenix-based diversity leadership round-table in 2002. It brought together leaders across industries to address organizational challenges and advance business success, with initial funding support from companies such as American Express, Cox Communications, Mayo Clinic, Quarles & Brady, Albertsons/Safeway, and Medtronic.

DLA provides a forum for leadership, education, and dialogue on inclusion, offering learning opportunities that strengthen professional development and advance equity, belonging, and cultural humility. Organizations that prioritize these principles build stronger teams, attract and retain top talent, and gain a competitive advantage.



Our Vision

Be an inclusive community where each person is equally respected and empowered.

Our Mission

Guide leaders in the transformation of culture to build an inclusive community.

Our Strategies

Provide educational opportunities, tools, and resources to build an inclusive community.

Assist students transitioning from high school to college or work.



Education

2025 WORKSHOPS

The Words May Change, the Work Continues

ONENESS OF COMMUNITY: A STRATEGIC ROUNDTABLE WITH INDUSTRY EXPERTS DLA workshop participants will unite to rethink and refresh their approaches to building stronger, more connected communities.

TRAILBLAZING TOGETHER: WOMEN LEADERS ON SUCCESS, ALLYSHIP, AND IMPACT In celebration of Women's History Month, join us for a powerful virtual workshop featuring women in leadership as they sha re their journeys, challenges, and triumphs.

CULTIVATING A CULTURE OF BELONGING FOR LEADERS, EMPLOYEES AND TEAMS Belonging is more than just inclusion. It is a fundamental building block and foundation for a thriving, high-performing workplace culture.

THE WORDS MAY CHANGE, BUT THE WORK CONTINUES: A PRE-CONFERENCE CONVERSATION We will explore the current state of equity, fairness, humanity, and inclusion in today's complex and uncertain climate.



Education Program

Diversity Leadership Alliance proudly marks 25 years of cultivating equity, nurturing belonging, and strengthening communities. As we look to 2026, our programs are grounded in the transformative power of education as a force for progress and possibility.

We believe learning does more than inform. It mobilizes. It fuels collective action and unites people around a shared purpose to advance justice and expand opportunity.

Our 2026 Webinar series on Education and Leadership has returned for another year of meaningful content and innovative topics. At Diversity Leadership Alliance, our goal has always been to provide an Educational forum for meaningful dialogue, as well as offer learning opportunities to enhance professional development, understanding, promotion, and management of belonging and equity as an essential part of business success.

We remain steadfast in our belief that when people come together around a shared vision, their collective voice can reshape systems and create lasting impact. In 2026, we invite you to walk this path with us. Together we can strengthen communities where every person is seen for who they are, valued for what they contribute, and empowered to help shape change. We are one community, and everyone deserves to feel honored, connected, and able to thrive.

Education Committee Leadership



Erick T. Garcia
Advisor
Mayo Clinic
Education Co-Chair



Kamana Khadka
Founder & CEO
Inclusion Multipliers™
Education Co-Chair

EDUCATION PROGRAMMING SPONSORSHIP LEVELS

Education Workshop Series Sponsorship Opportunities

Our 2026 Education Strategy delivers a focused, end-to-end learning journey that turns insight into action. We begin with four high-impact, curated webinars that provide deep, practical learning. This is reinforced through 10+ targeted micro learning touchpoints to sustain engagement and deepen understanding. The experience culminates in small-group discussions, peer story sharing, and commitment planning, where each participant identifies and completes one meaningful action within 30 days, ensuring real-world application and impact.

Community Champion Sponsor – $25,000

Lead the Future of Education & leadership

- Top billing as a Presenting Sponsor for the full workshop series / Immersion webinars
- Customized speaking opportunity at one workshop to highlight your company's internal leadership efforts and commitment
- Premium logo placement on all promotional materials, website, and event slides
- Exclusive branded content (e.g., blog feature, social media spotlight)
- One in-person customized workshop hosted at sponsor location
- Recognition in all post-event communications
- 8 weeks of branding in all micro-touchpoints &peer learning marketing and communication
- • Premiere branding at in-person community
- coffee chat gatherings at diverse-owned venue
- • Premiere branding and inclusion in short
- videos, reflection prompts and scenario analysis

Catalyst Sponsor – $15,000

Drive Meaningful Leadership Conversations

- Co-branded sponsorship of selected workshop series/immersion webinars
- Logo recognition on website, event materials, and email campaigns
- Social media acknowledgment
- Verbal recognition during sponsored sessions
- Brand inclusion for 4-weeks of micro-touch points

Impact Sponsor – $7,500

Support Critical Educational Initiatives

- Sponsorship of two workshops
- Logo inclusion on promotional materials and event slides
- Social media mention as an impact sponsor
- Recognition in event closing remarks

Amplify Sponsor – $5,000

Uplift and Support Community Initiatives

- Sponsorship of one workshop
- Logo inclusion on promotional materials and event slides
- Social media mention as an Amplify sponsor



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Youth Academy

2025 PROGRAMS

Building Resilience and Renewed Hope for Equity and Inclusion

SESSION 1: Owning Your Story: Storytelling & Personal Branding

SESSION 2: Finding Your Center: Grounding, Mindfulness & Healing

SESSION 3: Money Talks: Financial Wellness & Future Planning

SESSION 4: Career Discovery: Paths You Didn't Know Existed

SESSION 5: Dream Big: Vision, Grit & Mental Wellness

SESSION 6: Plot the Me You Want to Be: Defining Identity & Direction

Programs are held at Phoenix Union High School District Schools

To date DLA has awarded and contributed to over $1 MILLION DOLLARS in Scholarships to DLA Youth Leadership Academy Students.



DLA Youth Leadership Academy

The DLA Youth Leadership Academy is a monthly leadership, education, and training program for high school juniors and seniors. Facilitated by renowned diversity practitioners and other business and leadership consultants, students in the program acquire key leadership skills that they then utilize as leaders in their school-based organizations, community service groups, and volunteer work.

More than just a leadership program, the DLA Youth leadership Academy is a comprehensive, wrap-around initiative designed to provide a full immersive experience for students and gives them the much needed financial support, to pursue a two-year community college education, a baccalaureate degree or acquire a skill by attending a trade school.

Youth Academy Leadership



Tondra Richardson
Director, Office of Educational Equity
University of Phoenix
Youth Leadership Co-Chair



Angela Salazar
Founder & Principle Strategist
Semilla Consulting
Youth Leadership Co-Chair

A special thank you to Lauren Harrell and Nikki Alward, our Phoenix Union High School District contacts, and all the dedicated Counselors who pour so much time, effort, and love into our students. We honor and appreciate your hard work and dedication.

YOUTH LEADERSHIP ACADEMY SPONSORSHIP LEVELS

Empower Future Leaders: Invest in the Next Generation

The DLA Youth Leadership Academy is leadership program providing non-need-based scholarships to students in the Phoenix Union High School District, supporting their pursuit of community college, university, or trade school.

Visionary Sponsor – $25,000

Champion the Next Generation of Leaders

- Exclusive Presenting Sponsor recognition for the full DLA Youth Leadership Academy program
- Scholarship naming rights for five students
- Keynote speaking opportunity at the DLA Youth Leadership graduation ceremony
- Premium logo placement on all materials, website, and event signage
- Feature article on website and social media spotlight

Trailblazer Sponsor – $15,000

Inspire & Support Rising Scholars

- Co-branded sponsorship of three DLA Youth Leadership Academy workshops
- Scholarship naming rights for three students
- Speaking opportunity at one workshop
- Logo inclusion on website, event materials, and promotional emails
- Social media acknowledgment as a key program supporter

Mentor Sponsor – $7,500

Fuel Leadership & Growth

- Sponsorship of one DLA Youth Leadership Academy workshop
- Scholarship naming rights for two students
- Recognition in workshop programming and closing remarks
- Logo placement on DLA Youth Leadership Academy materials and website
- Social media recognition as a supporting sponsor

Guidance Sponsor – $5,000

Support Student Success

- Scholarship naming rights for one student
- Recognition on website and event materials
- Social media shoutout as a program supporter
- Acknowledgment at DLA Youth Leadership Academy graduation

The Art of Belonging

Youth Art Exhibit and Fundraiser

New this year!

Belonging is about identity, connection, culture, and community. Through this theme, students are invited to explore through art what "belonging" means to them. Your support will help with much needed supplies and the professional Art Gallery space needed for the students to exhibit their work.

$2,500 — ART CHAMPION
Premier visibility as presenting sponsor with top branding placement and recognition as champion for youth expression.

$1,500 — COMMUNITY ART ADVOCATE
Strong brand exposure across event materials while directly supporting student creativity and cultural expression.

$1,000 — CREATIVE ARTIST
Recognition as a supporter of youth arts.

$500 —FRIEND OF THE ARTS
Acknowledgment as a valued contributor helping provide essential supplies and exhibition opportunities for students.



Annual Conference

2026 LEADERSHIP, EDUCATION CONFERENCE

CULTIVATING, NURTURING AND STRENGTHENING BELONGING IN THE COMMUNITY

November 19 + 20 2026

The work of cultivating belonging is strengthened when we come together to learn, reflect, and grow. As DLA celebrates its 25th Annual Conference, “Cultivating, Nurturing and Strengthening Belonging in the Community,” we honor a quarter century of partnership, progress, and purpose. For 25 years, leaders across the Phoenix region and beyond have gathered through DLA to exchange ideas, challenge perspectives, and build workplaces and communities where people can truly thrive.

This year’s conference offers two days of meaningful engagement. One Day 1, we will begin with a virtual day of insight and inspiration, followed by an in-person experience focused on connection and collaboration on Day 2. Through crucial conversations, practical strategies, and shared learning, participants will leave with tools to deepen belonging within their teams and strengthen relationships across their communities. Together, we will celebrate how far we have come and recommit ourselves to the work that continues to shape a more inclusive.

2025 WORKSHOPS

Reimagining DEI commitments in a shifting business landscape

Unleashing Hidden Superpowers: Inclusion through neurodiversity, disability & mental health awareness

GRACIOUS ANGER: A force for courage, protection and healing

The Science of Implicit Bias and its influence on perception, judgement and decision-making

BETTER TOGETHER: The business case for immigrant inclusion and a stronger global workforce

Othering is the problem, Belonging is the solution

Conference Committee Leadership



Tikki CarMichael

Community Advocate

2026 Conference Co-Chair



Ashley Troyer

Development Services Project Coordinator

Development Services

City of Goodyear

2026 Conference Co-Chair

ANNUAL LEADERSHIP & EDUCATION CONFERENCE

SPONSORSHIP LEVELS

The DLA Online and In-Person Education and Leadership Conference covers timely, innovative and relevant topics around Belonging, Cultural Humility and Equity Building.

Change Agent / $20,000

- Virtual Podium Acknowledgment by Moderator
- Premiere placement of compan y logo on digital communication
- Digital platform speaking opportunity to conference attendees
- Full-page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- 50 Virtual + 30 in-person seats for conference attendees

Partner / $10,000

- Virtual Podium Acknowledgment by Moderator
- Inclusion of company logo on electronic promotional items
- Half page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- Company logo on DLA website with hyper-link to company site
- 30 Virtual + 20 in-person seats for conference attendees

Advocate / $7,500

- Inclusion of company logo on electronic promotional items
- Quarter page ad in digital event program booklet
- Logo recognition on event Power Point presentation
- 15 Virtual + 10 in-person seats for conference attendees

Supporter / $5,000

- Inclusion of company logo on electronic promotional items
- Company Name in digital event program booklet
- Logo recognition on event Power Point presentation
- 12 Virtual + 6 in-person seats for conference attendees

Friends of DLA / $3,000

- Inclusion of company name in conference materials
- 10 Virtual seats for Day one of virtual workshops





Culture Ball

The **1st annual** DLA Culture Ball is a unique and innovative celebration of 25 years of DLA Cultivating Equity, Nurturing Belonging, and Strengthening Community. Held on **December 3rd, 2026** at **ON JACKSON**, an innovative space in downtown Phoenix, this unique black-tie event promises an evening of joy, connection, and cultural expression, where guests will celebrate their individual heritage while honoring our shared resilience.

Our Vision

You arrive just after sunset. The sky is deep indigo, and strings of warm light glow overhead like constellations. As you step forward, you're greeted by a canopy of flags, every country, every culture, gently moving in the evening air.

You hear music before you see it. A rhythm that feels familiar and new all at once. Drums. Strings. Voices. The sound of many cultures blending into one. Ahead of you, a red carpet unfolds, not traditional, but transformed. People aren't in black and white. They're in color. Brilliant color. Silks, beadwork, embroidery, patterns passed down through generations. People dressed in the cultures that shaped them, proud, joyful, fully seen. You move through the space and the world opens up around you. To one side, a runway where fashion from across the globe comes to life. To another, live performances; dancers, musicians, ceremonial moments, each one telling a story of heritage, resilience, and belonging.

The air carries a unique scent, a mixture of spices, citrus, and sweetness, pulling you toward food stations from every corner of the world. Small plates, shared tables, conversations sparked between people who may have never met, but feel connected in this moment.

There's laughter. There's movement. There's learning without lectures. Celebration without exclusion. And then, the room comes together. The music softens. The lights shift. We pause, and collectively, honor 25 years of the Diversity Leadership Alliance. Twenty-five years of courage. Of difficult conversations. Of creating spaces where people don't have to choose between who they are and where they belong. This isn't just a gala. It's not just an anniversary. It's the world in one room reminding us what's possible when we choose unity, curiosity, and humanity.

Culture Ball Leadership



Rachel Kuehl
Community Advocate
2026 Event Co-Chair



Josh Kuehl
Community Advocate
2026 Event Co-Chair



Juan Taveras
Chief Human Resources Officer
Village Health Clubs and Spas
2026 Event Co-Chair

1ST ANNUAL CULTURE BALL SPONSORSHIP LEVELS

Education Workshop Series Sponsorship Opportunities

Our 2026 Education Strategy delivers a focused, end-to-end learning journey that turns insight into action. We begin with four high-impact, curated webinars that provide deep, practical learning. This is reinforced through 10+ targeted micro learning touchpoints to sustain engagement and deepen understanding. The experience culminates in small-group discussions, peer story sharing, and commitment planning, where each participant identifies and completes one meaningful action within 30 days, ensuring real-world application and impact.

PRESENTING CULTURAL PATRON – $25,000

Exclusive | One Available

- Sole recognition as presenting sponsor of 1st annual DLA Cultural Ball
- Honorary title bestowed during the evening
- Podium address of 5–7 minutes during program
- 4 full tables (40 seats) in premier placement
- Premier brand recognition
  - » Logo featured on the front cover of the event program
  - » Prominent placement on all printed materials, including invitations, event signage, banners, and commemorative materials
- Formal verbal recognition throughout the evening
- Recognition on the event website and pre and post event communications

Platinum Cultural Patron – $15,000

- Podium remarks for 3–5 minutes
- 3 full tables (30 seats)
- Distinguished logo placement:
  - » Inside front cover of the event program
  - » All printed materials
- Formal verbal recognition during the program
- Recognition on the event website and promotional materials

Gold Cultural Patron – $10,000

- 2 full tables (20 seats)
- Logo recognition:
  - » Full-page acknowledgment in the event program
  - » All printed materials
- Verbal recognition during the evening
- Recognition on the event website

Silver Heritage Patron – $7,500

- Ceremonial acknowledgment during the program
- 1 full table (10 seats)
- Recognition:
  - » Half-page acknowledgment in the event program
  - » Select printed materials
- Verbal recognition during the event

Individual Tables – $5,000

- 1 full table (10 seats)
  - » Verbal acknowledgment during the program
  - » Table tent card







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To learn more about our Partnership opportunities, please contact Executive Director, Joanna de'Shay at leadership@diversityleadershipalliance.org or by phone (602) 402-7771



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CULTIVATING, NURTURING AND STRENGTHENING



BELONGING IN THE COMMUNITY

25 YEARS

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