



*STEP INTO*  
WORK **BALTIMORE**

2018 Sponsorship Packet



Catherine E. Pugh  
Mayor  
City of Baltimore



WorkBaltimore  
Empowerment to Employment  
Convention

Some of the 2017 Inaugural  
WorkBaltimore: Empowerment  
to Employment Convention  
Sponsors:



An Exelon Company



Dear Potential Sponsor,

We are thrilled about your potential interest in sponsoring the **2018 WorkBaltimore: Empowerment to Employment Convention**, which will take place at the Baltimore Convention Center on Wednesday & Thursday, September 26-27, 2018. This City-wide work readiness and employment convention is the only event of its kind that provides Baltimore City citizens with free, live, work-readiness classes, workshops, and seminars; and connects them to viable job opportunities with employers across Baltimore City by bringing them together in the same place at the same time.

Your sponsorship packet includes information about this year's event, as well as a listing of sponsorship levels and benefits. To learn more about WorkBaltimore, please visit us at <http://www.workbaltimore.baltimorecity.gov>, for regularly updated content! We invite you to contact us with any questions at 410-396-9897 or email at [workbaltimore@baltimorecity.gov](mailto:workbaltimore@baltimorecity.gov).

With Appreciation,

Director & Chief Human Capital Officer  
City of Baltimore Department of Human Resources  
Chair, WorkBaltimore 2018

\*Pursuant to the Baltimore City Code, VII, sponsorships will not be exchanged for special access or favored treatment from any City Agency or public servant of the City of Baltimore.



**AMBASSADOR \$20,000**

- » Publicly recognized as an Ambassador Sponsor
- » Logo on Signage & Brochures throughout 30-Day Pre-Convention & Event Day Displays
- » Logo on DHR Website
- » 1 page full-color ad in Program Booklet
- » Premium Booth Space on Event Day (20x20 Island)
- » Company Banner prominently displayed on Main Stage
- » Name & Logo prominently displayed on collateral materials & print advertisement
- » Company name acknowledged during TV, Radio, & Other
- » Multimedia Advertising
- » Hospitality Suite Access (up to 4 people)
- » 5 Tickets to the City of Baltimore 2018 Leadership Symposium
- » 10 VIP Reception tickets
- » VIP Reception Signage
- » Logo on Back cover of Program Booklet
- » 2 Leadership/Teambuilding Workshop Sessions at your Company's worksite of choice (in MD)



**ADVOCATE \$10,000**

- » Publicly recognized as an Advocate Sponsor
- » Logo on Event Day Entrance Signage & Displays
- » Acknowledgment on DHR website & Facebook page
- » 1/2 page full-color ad in Program Booklet
- » Premium Booth Placement on Event Day (10x20 In-line) (Premium Placement)
- » Hospitality Suite Access (up to 4 people)
- » 2 Tickets to the City of Baltimore 2018 Leadership Symposium
- » 4 VIP Reception tickets
- » Acknowledgement on VIP Reception Signage



**BELIEVER \$5,000**

- » Publicly recognized as a Believer Sponsor
- » Logo on Event Day Entrance Signage
- » Acknowledgment on DHR website & Facebook page
- » 1/2 page full-color ad in Program Booklet
- » Premium Booth Placement on Event Day (10x10)
- » Hospitality Suite Access (up to 2 people)
- » 2 Tickets to the City of Baltimore 2018 Leadership Symposium
- » 2 VIP Reception tickets
- » Acknowledgement on VIP Reception Signage



**AD HOC OPPORTUNITIES**

*\*SEE THE NEXT PAGE FOR MORE DETAILS!*

- » Media Sponsorship
- » New Beginnings Boutique
- » Professional Services
- » Promotional Items
- » Printing
- » Technology
- » VIP Reception

## THERE ARE MANY WAYS TO MAKE AN IMPACT THROUGH THE NEW WORKBALTIMORE SPONSORSHIP A LA CARTE MENU!\*



### **MEDIA SPONSORSHIP**

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#### TV

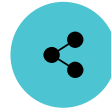
- Commercials
- Live Feed/Coverage for events

#### Radio

- Commercials

#### Print

- Ads
- Feature Stories



### **PROMOTIONAL**

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#### Participant Giveaways

- Bags
- Lanyards
- T-Shirts and Shirts



### **NEW BEGINNINGS BOUTIQUE**

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#### Signage

#### Business Attire\*

\*Provided to job seekers at NO cost.

#### Accessories\*

#### Shoes\*



### **PROFESSIONAL SERVICES**

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#### Professional Image Consulting,

#### Hairstyling, and Make-Up Application\*

\*Provided to job seekers at NO cost.



### **TECHNOLOGY**

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#### Conference Management Software

#### Event Technology

#### Computer Lab

#### Charging Stations



### **PRINTING**

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#### Program Booklet

#### In-Focus Booklet

#### Conference Signage



### **VIP RECEPTION**

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#### Venue

#### Audio/Visual

#### Catering

#### Decorations

**\*ALL A LA CARTE SPONSORS WILL BE ACKNOWLEDGED IN THE PROGRAM BOOKLET**



**FULL Page  
8.5 x 11  
(Ambassador Sponsors)**



# **The Stoop: Baltimore's Gathering Place**

**Before it was “the city that reads,” Charm City was known for its staircases. “Baltimore is known far and wide as the city of white steps,” The Sun reported in 1947. A 1913 story proclaimed “No other city in the country, perhaps the world, has the universal white marble steps as Baltimore has.” The white steps were peculiar not only for their uniformity and their ubiquity, but because “they are always so dazzlingly white.”**

**~Permission from The Baltimore Sun**

**The white marble staircases of 3 to 5 marble slabs, known to Baltimoreans as “Stoops” are not only esthetically awed over but also where neighbors would gather and children played. Stoops are the pride and joy of neighborhoods from Park Heights to Yale Heights, Pigtown to Greek Town, Edmondson Village to Charles Village and Bolton Hill to Cherry Hill you will still see the rich history of Baltimore.**

**The iconic white marble stairs featured throughout WorkBaltimore 2018 are the metaphorical stoop that connects job seekers with potential employers by providing a gathering place to spark connections that ascend to brighter futures.**

