Deal Summary for Diversity and Inclusion End of Year Internal Dev Partnerships

Background:
We are focused on applying funds remaining in people team budget to establish partnerships which will allow development for diverse staff and inclusion allies in 2017. We have the opportunity to set up success in several avenues which increase: professional development for D&I team, retention for diverse staff, diversity awareness for other staff, building pipelines of diverse people to hire in future, and support for diversity in recruiting through a collection of strategic sponsorships and memberships now.

What are we buying?
We are buying opportunities for inclusion programs around retention of staff and development of brand. In specific:

Organization	Brief Description	Negotiated Proposal
Lesbians Who Tech	Gold Inclusion Executive Forum Sponsor of Lesbians Who Tech Summit in SF (02/2017) This sponsorship is designed to get our leaders and our LGBT staff (event is more inclusive than name implies) a development and networking/recognition opportunuty.	$25K sponsorship includes: ● 100 - 125 attendees @ exec forum ● Branding at the 25K Level on all event materials ● 10 tickets to the Summit for your top partners + Employees ● Opportunity to welcome group to forum ● Speaker slot at forum ● Summit Workshop Presentation on Saturday at the Summit ● Access to the Resume Database ● Invite to VIP Friday Dinner
Hack the Hood	- Community development/pipeline development project - development opportunity is for local Bay Area Mozillians to be able to work with low income and POC youth in Oakland. SF, SJ in learning web development skills and in helping us develop open source education materials (films) through mentorship by our staff - Our staff gets development through mentorship and we get a diverse pipeline from program grads	$10k negotiated sponsorship includes: ● Branding in HtH materials ● Collaborative work with HtH students on projects of mutual benefit ● Development opportunities for Bay Area staff to mentor youth, teach web development, work in the community ● Access to their graduates for webdev hiring
The Society for Diversity / Institute for Diversity Certification	National leader in training for D&I professionals - membership give us a peer community in addition to	- 2 memberships to the Society for Diversity = $400 ($200/) - 1 Certified Diversity Professional

	training for the whole D&I team and some other organizational D&I leaders	training, materials, exam = $3K - 1 Certified Diversity Executive training, materials, exam = $3700
Grace Hopper Celebration	- Open Source Day Sponsorship: features Code-a-Thon For Humanity, where attendees collaborate on projects that help make the world a better place. - Early purchase of tickets for women mozillians to get professional development and networking - as requested by our women this year	$20K Open Source Day Sponsorship includes: - opportunity to deliver 2-minute welcoming remarks - 2 complimentary One Day registration passes for the day of the event - Opportunity for up to 5 staff members to volunteer as facilitators on event day - Opportunity for branded giveaways at sponsor's expense 20x early ticket purchase = $8K ($400/) In partnership with recruiting booth from Recruiting team budget
Women Transforming Technology	Women Transforming Technology is a new and more community and open source powered event designed by the original founders of Grace Hopper. They are giving us an early sponsorship opportunity in their second year and have incredible speakers (Gloria Steinem!) lined up. Being a bay area conference, we can get a lot of local women attending. Also our existing relationship with the leaders of the conference means we get platinum placement for gold rates, essentially.	25k Gold Sponsorship: ● 10 Complimentary Conference Registrations (and discounts for more ● Name and Logo in printed and online materials ● Publicly acknowledged at all opening and closing functions ● Name in Press Releases ● Participate in Diversity Council ● HR/Recruiters Participate in Resume Clinic (Must meet qualifications) ● Branded sponsor booth in prime area ● 1⁄2-Page Ad in Conference Program ● Invitations to VP+ Summit (Must meet requirements) ● Conference Committee Slots (Program influence)

		● Participate in Breaking Barriers Panel (Must meet qualifications)

Finance bug:
Legal bug:

Why do we need it now?
We have an End of Year surplus in the people team budget that we would like to use to drive internal development partnerships which further development of diverse staff/leaders, part of our 2017 strategy.

Alternatives considered:
Releasing the surplus and not focusing on internal D&I development.

Financials:

Organization:	Cost/Year
Lesbians Who Tech	25000
Hack the Hood	10000
Society for Diversity / Institute for Diversity Certification	7100
Grace Hopper Celebration	28000
Women tech VMware	25000
Total:	**$**