



# **PARTNERSHIP OPPORTUNITIES**

**2023 Signature Events**

# The Alliance

**Our Mission:** Build leaders, strengthen organizations and elevate Greater Omaha through positive, practical business ethics education.

The Business Ethics Alliance is an Omaha-grown, unique ethics initiative that serves business people and organizations of all sizes and in all industries in the Greater Omaha community. Special programs are directed towards top executives and managers since their involvement is crucial and at the end of the day, an organization's ethical climate is determined by its leadership.

The Alliance grew from Greater Omaha business leaders' interest, in collaboration with **Creighton's Heider College of Business**, the **Greater Omaha Chamber of Commerce**, and the **Better Business Bureau**.

Businesses need help in navigating important, complex topics (such as...the city's inclusion and diversity initiatives), or potentially controversial current events with their workforce, their customers, and within their community. The Alliance provides solutions to companies of all sizes and for employees across all levels, from C-suite to entry-level, to conduct their businesses and professional lives with accountability, integrity, and moral courage.

The Alliance is the voice that helps our city create the space for the tough, but needed, conversations. Our programming is renowned throughout the community; and all the ethics products and services we offer focus on the positive and the practical.

People who attend our events or partner with us elevate their personal leadership, their organization's financial vitality, and ultimately the entire community.

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## Founding Partners



# Mission Driver

## What you can do as a Mission Driver:

Mission Drivers propel positive, practical business ethics conversations in the business community through research-backed ethics education that is principally brought to Greater Omaha through the financial investment of individuals, foundations, companies, and institutions. These Mission Drivers understand that talking about important, complex topics together makes our community stronger to work, live, and play.

# MISSION DRIVER OPPORTUNITIES

| Benefits  | CHAMPION<br>\$30,000 | BENEFACTOR<br>\$20,000 | SUSTAINER<br>\$10,000 | INTEGRITY<br>\$5,000 |
|---|----------------------|------------------------|-----------------------|----------------------|
| Presence at Alliance events and in Annual Report                                | 20<br>1 Full Page    | 15<br>1/2 Page         | 10<br>1/4 Page        | 10<br>Logo           |
| Displayed in non-sponsored Alliance communications                              | Yes<br>1 minute      | Yes<br>30 seconds      | Yes<br>15 seconds     | -                    |
| Complimentary tickets to Annual Meeting   | Table                | 6                      | 4                     | 2                    |
| Recorded video of all Alliance events (excluding EthicSpace and Annual Meeting) | 5                    | 5                      | 3                     | 1                    |
|   |                      | -                      | -                     |                      |

# Signature Events

## Our popular and renowned community education events.

Each event has availability for 1 Integrity-level, 2 Community Responsibility-level and 4 Moral Courage-level sponsors.

**Annual Trustee Meeting** – For the past three years, this event has been incorporated into the EthicSpace Conference. Our 300+ Trustees, are a part of an elite group, chosen for demonstrated excellence in business ethics leadership. Trustees, together with the Business Ethics Alliance, help to elevate Greater Omaha.

**EthicSpace Conference** – EthicSpace Conference is the time and place for regional businesses and nonprofits to gain valuable ethics education. For individual leaders and entire teams in an organization, this one-day event helps an organization be more ethics-focused the other 364 days a year (**sponsorship levels located on page 6**).

**Ethics Breakfast** – Networking Breakfasts prove tone at the top matters. Owners, chairs, founders, board members, and executive level leaders from diverse industries gather to glean strategic ethics insight from our distinguished presenters. It's the most important meal, and program, of your day! These events are free and open to the public.

**Ethics Luncheons** – The Networking Luncheons provide an opportunity for leaders at all management levels of an organization to share a meal with others in the community who put ethics as a cornerstone to doing business; all while getting pertinent tools and takeaways from subject matter experts. Get to know more about your peers...and ethics! These events are free and open to the public.

**Mind Candy Dialogues** – Mind CandyDialogues take intriguing and relevant ethics headlines and invite an exchange of opinions in a respectful business setting. Attendees listen to and engage with panelists and one another. These events are free and open to the public.



# Sponsorship Opportunities



## 2023 EVENT SPONSORSHIP OPPORTUNITIES

| Benefits                        | Integrity<br>\$6,000<br>(1 available) | Community<br>Responsibility<br>4,000<br>(2 available) | Moral Courage<br>\$2,500<br>(4 available) |
|---------------------------------|---------------------------------------|---|---|
| Advertisement in Event Packet   | Full Page                             | 1/2 page  | Logo                                      |
| Logo on Marketing Materials     | Large                                 | Medium  | Small                                     |
| VIP Seats at Event              | 2                                     | 2   | 2   |
| Social Media Posts and Mentions | 2                                     | 1   | 1   |
| Executive Welcome               | Yes                                   | -   | -   |

# ETHICSPACE CONFERENCE

## OCTOBER 13, 2022

**EthicSpace Conference** – EthicSpace Conference is the time and place for regional businesses and nonprofits to gain valuable ethics education. For individual leaders and entire teams in an organization, this one-day event helps an organization be more ethics-focused the other 364 days a year.

## ETHICSPACE SPONSORSHIP OPPORTUNITIES

| Benefits                                     | Speaker<br>\$15,000<br><i>(2 available)</i> | Trust<br>\$10,000<br><i>(4 available)</i> | Nobility<br>\$7,500<br><i>(5 available)</i> | Book/<br>Marketing<br>\$5,000<br><i>(6 available)</i> | Break-out<br>Sponsor<br>\$2,500<br><i>(2 available)</i> |
|--|---|---|---|---|---|
| Tickets to the Event                         | 20  | 15  | 10  | 5   | 2   |
| Ad In Program                                | 1<br>Full Page                              | 1/2<br>Page                               | 1/4<br>Page                                 | Logo<br>Only  | Logo  |
| Video Ad During EthicSpace                   | Yes<br>1 minute                             | Yes<br>30 seconds                         | Yes<br>15 seconds                           | Logo<br>Only  | -   |
| Print & Digital Promotion                    | Logo  | Logo                                      | -   | -   | -   |
| Social Media Mentions                        | 4   | 3   | 2   | 1   | -   |
| Link to Company Website from EthicSpace Site | Yes   | Yes                                       | Yes   | Yes   | Yes   |
| On Stage Moment                              | Yes   | -   | -   | -   | -   |

# 2023 Signature Events



**MARCH 10 - Spring Ethics Luncheon | 11:30a-1:00p | Scott Conference Center**

Ethical Omaha: Our City's Business Position for Opportunity and Challenge

**APRIL 13 - Spring Executive Breakfast | 7:30a-9:00a | Kiewit University**

Ethics Insights: Conversations Across Generations

**MAY 12 - Spring Mind Candy Dialogue | 11:30a-1:00p | The Venue**

Ethics and Law: Can Values be Legislated?

**JUNE 9 - Summer Mind Candy Dialogue | 7:30a-9:00a | Charles Schwab Field**

Diversity and Equity in Omaha: A Conversation About Our Tomorrow

**JULY 7 - Summer Ethics Luncheon | 11:30a-1:00p | Scott Conference Center**

Ethical Investing: A Conversation Around Environmental Social Governance Companies

**AUGUST 25 - Fall Executive Breakfast | 7:30a-9:00a | Scott Conference Center**

Ethics and Data Collection



# Thanks to our 2022 Mission Driver's



Jack & Stephanie  
Koraleski



Jon & Adrian  
Minks



Moglia Family  
Foundation



JacksonLewis



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ALLIANCE

402-280-2235  
businessethicsalliance.org