



*Amplify. Activate. Accelerate.*



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# SHiFT

TOWARD AN EQUITABLE FUTURE

MEMPHIS, TN  
SEPTEMBER 24-26, 2024

**2024**  
**SPONSORSHIP OPPORTUNITIES**

# Sponsorship Opportunities

*Partner*

with the National Fund  
to amplify voices,  
activate new solutions,  
and accelerate change  
towards an equitable  
workforce at

**SHIFT 2024**

**SEPTEMBER 24-26, 2024**

The Peabody Memphis  
Memphis, Tennessee

Visit Website >>

**SPONSORSHIP CONTACT**

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# What is SHIFT?

**SHIFT** is the National Fund for Workforce Solutions' premier biennial convening which brings together hundreds of workforce leaders and practitioners from communities around the country. The 2024 event — SHIFT Toward an Equitable Future — will convene in Memphis, Tennessee, September 24 – 26, 2024, and is poised to attract more than 400 attendees representing the national workforce ecosystem. SHIFT is an opportunity to engage in dialogue and activate solutions to the most pressing challenges in building an equitable workforce. *Learn more about the National Fund [here](#).*

LEARN  
MORE



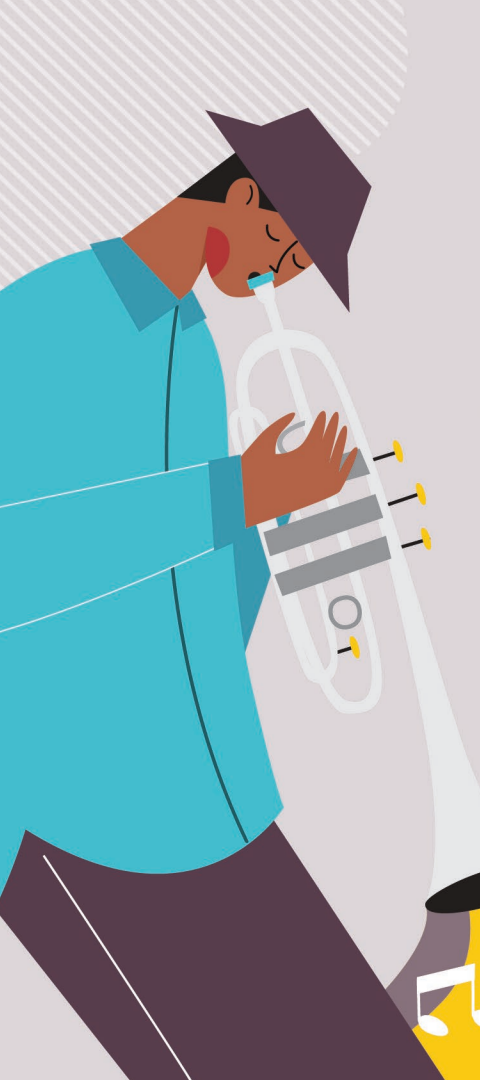
# Why Memphis?



Sanitation Workers' Strike - Feb. 1968

The city of Memphis is known for the blues and BBQ, a place where people from all over come to have a great time. It also has a powerful place in both the Civil Rights Movement and the Labor Movement. The 1968 Sanitation Workers Strike is remembered as the last public action supported by Dr. Martin Luther King Jr and proved to be a catalyst that led to greater economic mobility for Black workers. Join us in this historic city as we harness that energy and share ideas to accelerate the march toward an equitable workforce.





# Why Support SHIFT?

Your generous contribution will enable the National Fund to convene hundreds of leaders across the country to take bold action and have courageous conversations that SHIFT mindsets, narratives, and priorities around an equitable workforce. Your sponsorship of the National Fund's signature event directly supports our vision of an equitable future where all workers have the resources required to thrive, race does not dictate employment outcomes, and all jobs are good jobs.

SHIFT sponsorship presents opportunities to **amplify** your organization's visibility, **activate** your influence, and **accelerate** your learning and partnership with a diverse audience all working towards solving the country's biggest challenges and inequities in workforce development. Your partnership and engagement in the conference is valuable. We hope you can join us as a key supporter to this important mission.




# Who Attends?

SHIFT attracts influencers, leaders, and practitioners from across the workforce development ecosystem. SHIFT is the place where business leaders, workforce practitioners, policymakers, funders, labor organizations, educators, and more come together to share priorities and perspectives on advancing an equitable workforce.

Featured in discussions and in attendance are members of the National Fund's dynamic national network that is comprised of more than 30 regional workforce collaboratives that convene cross-sector stakeholders and align resources toward collective action for greater impact. The local collaboratives bring together diverse local and regional partners to help workers access good jobs, businesses grow the talent they need, and communities generate prosperity for all. Learn more about the National Fund Network [here](#).



# The SHIFT Experience



“The conversations at SHIFT raised helpful questions for me that will inform my work directly and our organizational strategies for employer engagement on job quality.”

– Nate Futrell  
CareerRise, Atlanta, GA

“SHIFT was a huge success. So many folks in Chicago who attended are now excited to ‘shift’ things. Thank you for your leadership on these important topics.”

– Matt Bruce  
Chicagoland Workforce Funder Alliance, Chicago, IL

“We were deeply impacted by the SHIFT conference. Our staff learned so much from the conversations on occupational segregation and how national efforts around workforce equity can help inform our local Quality Jobs initiative in the Portland Metro region.”

– Kelly Haines  
Worksystems, Portland, OR

# Past Session Topics



## Measuring Business Results from Redesigning Jobs

What business outcomes are possible when we redesign jobs – and how do we know if we've succeeded? This session introduced the National Fund's Job Quality Outcome Maps, a powerful tool for employers and workforce development practitioners to transform jobs and measure results for both workers and employers.

## Caring for the Caregivers: Healthcare Workforce Development in Challenging Times

Healthcare leaders discussed how they are navigating the tension of addressing urgent staffing needs in the context of the COVID-19 pandemic and sustained trauma while maintaining a commitment to long-term strategies to improve racial equity and job quality.

## Who's Got Which Job? Digging Into the Drivers of Occupational Segregation

Race and gender segregation by job category is a reality in America's workforce. This discussion covered the narratives, policies, and resource decisions that hold occupational segregation in place and reflected on our power to shift those drivers.

## Building a More Equitable Workforce Through Evaluation

In this workshop, a workforce development and adult education team shared their journey to improving the quality of programming to support racial equity by building a robust monitoring, evaluation, and learning (MEL) system.



# Commitment Levels

All contributions are tax deductible. The value for each SHIFT ticket is \$950. In exchange for your financial contributions, your partnership includes items noted below.

		\$60,000	\$40,000	\$25,000	\$10,000
<b><i>Amplify</i></b> Your Visibility	Organization name and logo on materials, signage and website	✓	✓	✓	✓
	Receive verbal recognition during event	✓	✓		
	Pre- and post-conference mass email to attendees *	✓	✓	✓	
	Push notifications on the conference app *	3	3	2	1
	Access to an exhibit table	✓	✓	✓	✓
<b><i>Activate</i></b> Your Influence	Sponsor plenary*	✓	✓		
	Sponsor reception*	✓			
	Sponsor lunch	✓	✓		
	Sponsor a breakout session**	✓	✓	✓	
	Sponsor a snack & coffee break	✓	✓	✓	
<b><i>Accelerate</i></b> Learning & Partnership	Receive complimentary registrations	4	3	2	
	Sponsor scholarships for others to attend	3	2	1	
	Attend VIP Event**	✓	✓	✓	✓
	Access reserved seating	✓	✓	✓	✓

\* With pre-approved message    \*\* More details will be shared about the agenda and VIP event closer to SHIFT.

# Become A Sponsor

To learn more about Sponsorship opportunities,  
please contact

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