

## BENEFITS OF BECOMING A PARTNER

- Gain access to latest research insights and cutting edge knowledge about culture.
- Take advantage of multiple opportunities to learn from other partnering organizations about innovative ways to build, sustain, and evolve culture.
- Connect with our community of academic thought leaders from around the world and forward thinking leaders from innovative organizations to build your network and knowledge.
- Participate in research studies that meet business needs and also advance scholarly knowledge.

## CORPORATE PARTNERSHIP LEVELS

### BRONZE | \$5,000 per year / \$4,000 per year for three years

- Invitations to attend Berkeley Haas Culture Conference (up to 2 people).
- Invitations to 'Leading Through Culture' fireside chat series.
- Culture Initiative newsletters sharing the latest thinking on organizational culture.
- Acknowledgment on the Berkeley Culture Initiative website.

### SILVER | \$15,000 per year / \$12,000 per year for three years

Benefits above plus:

- Invitations to attend Berkeley Culture Conference (up to 4 people).
- Acknowledgment on Berkeley Culture Initiative conference materials.
- Invitations to Best Practice Exchange Forums.
- Invitations to Research Exchange Forums.

### GOLD | \$25,000 per year / \$20,000 per year for three years

Benefits above plus:

- Invitations to attend Berkeley Culture Conference (up to 10 people).
- Opportunity to nominate a senior executive to join Berkeley Culture Initiative Advisory Council.
- Invitations to learn about further ways of participating in organizational culture research.
- Priority invitations for senior leadership to participate in "Leading Through Culture" spotlight series as a speaker.

### PLATINUM | \$50,000 per year / \$40,000 per year for three years

#### Lead Conference Sponsor and Partner of Culture Initiative Research Prize

Benefits above plus:

- Recognition as lead sponsor at Berkeley Culture Conference.
- Recognition as sponsor of the Research Prize Award, which is given to the most outstanding research paper presented at the Berkeley Culture Conference. This recognition would be noted on all prize communications, websites, press releases, and at Berkeley Culture Conference.
- Opportunity to present research prize award at Berkeley Culture Conference.

### CONFIDENTIAL CULTURE CONSULT | \$20,000

All partners have the opportunity to submit a culture-related challenge at their organization for review with three members of the BCI Academic Advisory Board, which consists of leading experts in the field of culture representing a diversity of fields. The session would take place for an hour and will provide participating organizations with the opportunity to receive consultation from culture experts and identify possible collaborations with researchers from top universities, including but not limited to Berkeley.