The Berkeley Culture Initiative aims to serve as a hub for cutting-edge research on the role of culture in shaping organizational effectiveness and a vehicle for connecting business and government leaders with top academics. Our annual event, the Culture Conference, strives to bring together leading academics studying organizational culture and a set of strong-culture company leaders to discuss the challenges and successes of understanding and leading through culture. Companies are invited to participate in the Culture Initiative as a corporate partner, which provides access to the conference and year-round benefits listed below.

**Partnership Levels**

- **Research participant - $0**
  - Opportunity to participate in “Silver Linings” research study.

- **Bronze - $5,000 per year**
  - Invitations for two employees to attend our annual Berkeley Haas Culture Conference in January.
  - Acknowledgement on the Culture Initiative website.
  - Invitations to “Leading Through Culture” spotlight series.
  - Mailing list for Berkeley Haas Culture Initiative Newsletter, featuring recent research on organizational culture.

- **Silver - $10,000 per year**
  - All of the benefits of Bronze sponsorship plus...
  - Invitations for four employees to attend our annual Berkeley Haas Culture Conference in January.
  - Opportunity to give a presentation on culture-related innovation taking place at your firm at the Berkeley Haas Culture Conference.
  - Invitations to join regular small group research exchange convenings throughout the year.
  - Acknowledgement on Berkeley Haas Culture Conference materials.

- **Gold - $15,000 per year**
  - All of the benefits of Silver sponsorship plus...
  - Invitations for ten employees to attend our annual Berkeley Haas Culture Conference in January.
  - Opportunity to nominate a senior executive to the Berkeley Haas Culture Initiative Advisory Board.
  - Company presentation on leading through organizational culture from Culture Initiative directors.
  - Invitations to participate in organizational culture research.*
  - Priority invitations for senior leadership to participate in “Leading Through Culture” spotlight series as a speaker.

*The Culture Initiative team regularly works with companies on surveys and other research activities. Sponsors will be invited when the team identifies suitable opportunities.

**Goals of the Berkeley Culture Initiative**

- Identify the most promising opportunities and challenges facing industry leaders who aim to harness organizational culture as a strategic resource.
- Understand from leading academics the frontiers of knowledge about organizational culture.
- Bring together industry leaders and academic thought leaders to develop a shared research agenda that simultaneously advances managerial practice and academic knowledge.

**Interested in Becoming a Corporate Sponsor?**

Send an email to berkeleyculture@berkeley.edu

For more information about the Initiative and 2021 Conference dates, please visit https://haas.berkeley.edu/culture