



TRC | **GLOBAL
SUMMIT**

JULY 18-19, 2021 | TRCGLOBALSUMMIT.ORG

BREAKING DOWN BARRIERS THROUGH CONVERSATIONS ABOUT RACISM

Racism is one of the most urgent challenges facing humanity. Through truthful conversations, we can begin to navigate this challenge, paving the way to better understand one another. The [2021 Truth & Reconciliation Conversations \(TRC\) Global Summit](#) will provide a blueprint for how these conversations can take place, using five key commitments to guide us.

The Summit will premiere a thought-provoking documentary that illuminates the process of reconciliation through the stories of men and women who have confronted racial challenges throughout their lives.

Attendees will have access to engaging workshops and provocative on-stage panels with global leaders to deepen their understanding of how to communicate about race and what steps to take in order to move forward.

In a time when silence is no longer an option, it is more important than ever to start the conversation.

Learn more at www.trcglobalsummit.org.

TOPICS TO BE COVERED

Premiere of the *2021 Truth & Reconciliation Documentary* and discussion to follow with leaders, advocates and scholars

Hands-on workshop on how to approach the *5 commitments of Truth & Reconciliation*

Compassionate Empathy
Courageous Listening
Painful Conversations
Social Reckoning
Spiritual Reconciliation

How does racism affect culture?

Musical performance and cocktails to close out the day

Venue

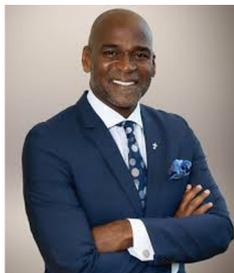
Wellcome Collection, 183 Euston Rd,
London NW1 2BE

WHO WILL BE ATTENDING?

With this event, we'll reach a global audience of change makers, in-person and virtually, who pledge to combat racism in their communities. We'll focus on four key groups:

- ❖ Corporate Executives and Business Leaders
- ❖ Community Leaders and Activists
- ❖ Teachers and Educators
- ❖ Students

TRC SUMMIT HOST & MODERATORS



Khalil Osiris, Founder, Truth & Reconciliation Conversations



Farah Nayeri, Culture Writer, The New York Times



Alexandra Pascalidou, Journalist, Author and Human Rights Champion

CONFERENCE AGENDA

Sponsored Breakfast sessions
(Content Opportunities available)

**Welcome Remarks & Opening Conversation :
Origin Stories**

**2021 Truth & Reconciliation Conversations
Documentary**

To honor Nelson Mandela's 67 years of fighting for racial justice, this 67-minute documentary will take you on a journey inside the hearts and minds of citizens whose actions and words concretely demonstrate how we can all work to heal racial wounds through the power of conversation.

Panel Discussion: Starting the Conversation

Conversation: A Long Journey to Reconciliation

**Parallel workshops: Learning and Sharing the
TRC Method** *(Content Opportunities available)*

Closing Panel: Race and Culture

Keynote Conversation: And Yet, Hope

Call to Action and Closing Remarks

Closing Cocktail and Musical Performance

SPEAKERS INCLUDE

Khalil Osiris, Founder, Truth & Reconciliation Conversations

Farah Nayeri, Culture Writer, The New York Times

Alexandra Pascalidou, Journalist, Author and Human Rights Champion

Lord Dr Hastings of Scarisbrick, CBE

Fatima Zaman, Kofi Annan Foundation

Tabue Nguma, UNESCO

Louise Thurin, Ecole du Louvre

Mete Coban, Founder of My Life My Say

J. Ralph, American composer, producer, singer/songwriter and social activist

Thembi Thambo, SA High Commissioner to the UK

SPONSORSHIP BENEFITS

BRANDING

Ability to have your logo appear in Summit materials and the documentary credits.

THOUGHT LEADERSHIP

TRC content can be licensed and distributed to your employees to be used for coaching and learning.

NETWORKING

An intimate cocktail hour and interactive workshops provide ample time for networking with local and international leaders who are passionate about social justice.

**HEADLINE or
100K€ / \$120K****GOLD SPONSORSHIP
75K€ / \$90K****Option:****1. Virtual Activation Opportunity – A virtual panel discussion**

Your company will be able to host a sponsored virtual panel on July 19 which will be aired not only to all online participants but also to the live audience in London and produced before or after the forum, with the conference team working with your company to find speakers and moderators. The virtual panel will clearly be marked as a sponsored panel.

*Or***2. A sponsored workshop**

Your company will be able to host an action led workshop on the subject of overcoming racism on July 19 for up to 20 in-person or virtual delegates. The workshop will be aired to the online audience who should be able to participate with questions and suggestions. The workshop will clearly be marked as a sponsored workshop.

Plus – for headline sponsors only

Your company will also be able to host a private lunch for up to 20 people at the conference venue or a private cocktail reception for 20 people. If the event is all virtual, this benefit will be replaced by another.

**TAILORED
SPONSORSHIP
PACKAGES AVAILABLE**

Depending upon your organization's branding needs,

TRC can build the right sponsorship package that matches your objectives.

Contact one of our team below to define your personalized partnership arrangements.

To discuss sponsorship opportunities for the Summit, please contact:

Anthony Parkes (International)
anthony@trcglobalsummit.org

Carina Pierre-Rochard (International)
cpierrecloudberryglobal@gmail.com

Scott Kunz (U.S.)
scott@trcglobalsummit.org

HEADLINE or**100K€ / \$120K****GOLD SPONSORSHIP BENEFITS****75K€ / \$90K**

- Two all-access invitations for the live conference. Unlimited access to the virtual event
- 30-second promotional video (no-sound) to run in loops on the main conference stage during the live conference and aired at the same time on the virtual conference between the panel discussions
- Company designation and logo to be included on all digital and printed on-site signage, programs and digital screens
- Onstage mention by The TRC representative during introductory/closing remarks
- The sponsor will also receive a 30 second pre-mid or post roll ad in the CultureBlast podcast
- The Headline sponsor will be identified as a Presenting Sponsor in the end credits for the TR&C documentary, the Gold sponsor as a sponsor.
- The sponsor will be recognized in all press and promotional material for the documentary as a presenting sponsor.
- Company mention in Press Release/s associated with the conference
- Company logo included in select social media posts pre, during and post the conference
- Program guide to include sponsor full-page, four-color ad distributed to all attendees
- Recap report highlighting sponsor assets and on-site photos
- Right of first refusal for 2022

**ADDITIONAL SPONSORSHIP
OPPORTUNITY**

Support of the TRC 2021 documentary with a 30 second video spot included in the film – 45K€ / \$50K

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SILVER**50K€ / \$60K**

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- Company designation and logo to be included on all digital and printed on-site signage, programs and digital screens
- Onstage mention by The TRC representative during introductory/closing remarks
- Company mention in Press Release/s associated with the conference
- Company logo included in select social media posts pre, during and post the conference
- Program guide to include sponsor full-page, four-color ad distributed to all attendees
- The silver sponsor will be thanked as a sponsor in the end credits for the TR&C documentary.
- The sponsor will be recognized in all press and promotional material for the documentary as a presenting sponsor.
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67 MINUTES OF POWERFUL CONVERSATIONS TRANSFORMING HOW PEOPLE DISCUSS RACE

On July 18, 2021, Nelson Mandela International Day (NMID), we'll premiere Truth & Reconciliation Conversations, a documentary created to ignite citizen engagement throughout the process of recognizing racism, and moving toward reconciliation and healing.

Through intimate conversations about race and inequality, the film leads viewers through the Truth & Reconciliation process, and shows how the current global reckoning has opened a passage that will help us heal as a community.

To honor Nelson Mandela's 67 years of fighting for racial justice, this 67-minute documentary will take you on a journey inside the hearts and minds of citizens whose actions and words concretely demonstrate how we can all work to heal racial wounds through the power of conversation.



FILM PROMOTION & AUDIENCE

- ❖ The TRC Global Summit will premiere the documentary with a discussion to follow including leaders, advocates and scholars
- ❖ The documentary will be pitched to be shown at independent theater companies across the U.S.
- ❖ Screenings will take place at colleges and universities around the world
- ❖ A team of civic-minded social influencers will be part of the launch of the documentary, promoting it to more than 200,000 of their followers
- ❖ We expect over 250K views by January, 2022

To discuss sponsorship opportunities associated with the documentary, please contact:

Anthony Parkes (International)
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