

Insights 2022: Treating Care Workers as Essential, Not Invisible

Sponsorship Opportunities



Insights 2022: Treating Care Workers as Essential, Not Invisible

Thursday, Jan. 20, 1:00 pm - 5:00 pm & Friday, Jan. 21, 9:00 am - 1:00 pm | Virtual Event

Insights is the Georgia Budget and Policy Institute's signature annual event. In an effort to minimize health risks and expand the reach of GBPI's research and outreach expertise, GBPI is proud to host *Insights 2022* entirely free and online. *Insights 2022* will feature two half-days of informative, engaging discussions as the 2022 Legislative Session gets underway.

Your sponsorship will ensure that GBPI is able to reach Georgians, regardless of where they live and free of cost.

Each year, the *Insights* policy conference provides up-to-date budget and fiscal policy information through a timely briefing on just-released state budget proposals, salient speakers addressing timely topics, and an inspiring and thought-provoking keynote panel. What's more, this year's event will explore how Georgia lawmakers can better support the care workers, many of whom are women of color, who provide direct care to support the health and wellbeing of children, the elderly, people with disabilities, people with chronic illness and others. The COVID-19 crisis has underscored how critical these roles are, yet workers at child care centers, those who provide care for our communities' elders and early education service providers are all but invisibilized by the predominant policymaking narrative.

Given the ongoing pandemic, economic challenges facing Georgia's households and exacerbating racial economic disparities, GBPI is proud to present *Insights 2022: Treating Care Workers as Essential, Not Invisible*.

Insights is a must-attend event for policy advocates and decision-makers at every level from across the state. *Insights* provides an important opportunity for individuals and organizations to build new and deepen existing relationships in our shared endeavor to build a fair and prosperous state.

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The 2022 Insights Keynote Panel, ***Building an Equitable Care System that Sustains and Heals***, will feature a stellar panel:

Born in Malawi, **Josephine Kalipeni** has seen inequities in one of the poorest countries in the world and in one of the richest. As a social worker, she saw firsthand the systemic challenges families experienced. As a result, she's committed to transforming systems and policies, including her Mom, Josephine is also committed to fighting the devaluation of care and caregiving. Josephine believes that everyone has dignity and should be able to thrive on their own terms. She leads with the belief that those most impacted by the problems are closest to the solutions, and has worked in policy advocacy, organizing, and strategy development for two decades centering those most marginalized. Her life banners are peace and truth centered in prayer and fasting. She is loved by her Mother, is the oldest of 6, a novice gardener, and enjoys a glass of wine with friends.



Building an Equitable Care System that Sustains and Heals

An Insights 2022 keynote panel featuring:

- ♦ **Josephine Kalipeni**, Executive Director, Family Values at Work
- ♦ **Jocelyn Frye**, President, National Partnership for Women & Families
- ♦ **Lauren Koontz**, CEO and President, YMCA of Metro Atlanta

And moderated by GBPI Senior Economic Justice Analyst **Ife Finch Floyd**

RSVP at gbpi.org/insights-2022



Jocelyn Frye is the president of the National Partnership for Women & Families, an organization that works to improve the lives of women and families by achieving equality for all women. Prior to taking the helm at the National Partnership, Jocelyn served as a senior fellow at the Center for American Progress (CAP) where she shaped and advocated for policies focused on women's economic security, women's employment, and women's rights. Before her time at CAP, Jocelyn spent four years working in the White House under President Obama — serving as deputy assistant to the president and director of policy and special projects for Michelle Obama. Jocelyn first worked for the National Partnership as a staff attorney, and eventually was named general counsel. She also served on the National Partnership's board.

As president and chief executive officer of the YMCA of Metro Atlanta, **Lauren Koontz** leads the organization's efforts to ensure that all people—especially children—experience an equal opportunity to fully reach their potential. With a career spent in educational and health nonprofit development, she's committed to the purpose of making the Y a thought-leader and best-in-class provider of education, wellness and youth development programs designed to strengthen Atlanta communities. She is the first woman president and CEO in the YMCA of Metro Atlanta's 160+ year history. Lauren joined the YMCA of Metro Atlanta in 2012 as its Chief Development Officer and was promoted to Executive Vice President and Chief Development Officer in 2016. Previously, Lauren served in development leadership roles at Coxe Curry & Associates, Emory University School of Medicine, Mount Vernon School and the Leukemia & Lymphoma Society, where she was named by the CEO to the organization's National Strategic Steering Committee. She received a BBA from the University of Georgia and an MBA from Georgia State University.

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- *Insights* attracts more than **500 attendees** who are passionate about a variety of policy issues in Georgia. It provides an opportunity for a timely and fact-based discussion of critical legislative initiatives.
- With your support, *Insights* will be a successful virtual conference! GBPI's conference platform will provide an interactive experience for attendees, speakers and sponsors. Your investment helps guarantee the event remains free for anyone who would like to attend, no matter where they live.
- *Insights 2022* will feature content and speakers tackling complex and important panels related to Georgia's care economy. Panels will explore topics ranging from structural issues in child care, the intersection of racial equity and the state budget, and a "fireside chat" that will help set the tone for the ways policy can be an important tool in our broader systemic change toolbox. With your support, audience members will leave with an understanding of the role each can play in building an economy that works for all Georgians while addressing racial and gender inequities, especially in a post-COVID Georgia.
- *Insights 2022* will include GBPI's signature state budget analysis and outline bold ideas that leverage fiscal policies to expand opportunity and well-being for all Georgians. In addition, we will hear from state legislators and leaders offering insights into what's next for Georgia.

GBPI is grateful for your support, but now more than ever your sponsorship will go further to spread awareness of critical budget and policy issues at play in 2022. Your investment will cover conference costs so we can offer this premier event free and entirely online.

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Catalyst

\$15,000

- Priority logo placement and organization website link on event website, email invitations, event e-communications and related online materials
- Option for a GBPI expert to present to your staff, board or serve as a panelist at a future event
- Sponsor spotlight recognition in post-event GBPI e-newsletter
- Profile in GBPI communication, including email, website or social media
- Option to introduce the Keynote Panel

Opportunity to feature your work and/or organization to all conference attendees through a pop-up “push notification” during the event

Public recognition during executive director’s welcoming remarks

- Exhibitor space with added signage within virtual platform
- Invitations to future private GBPI policy briefings
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Influencer

\$10,000

- Priority logo placement and organization website link on event website, email invitations, event e-communications and related online materials
- Option for a GBPI expert to present to your staff, board or serve as a panelist at a future event
- Sponsor spotlight recognition in post-event GBPI e-newsletter
- Profile in GBPI communication, including email, website or social media
- Option to introduce conference panel of choice
- Opportunity to feature your work and/or organization to all conference attendees through a pop-up “push notification” during the event
- Public recognition during executive director’s welcoming remarks
- Exhibitor space with added signage within virtual platform
- Invitations to future private GBPI policy briefings

Changemaker

\$7,500

- Priority logo placement and organization website link on event website, email invitations, event e-communications and related online materials
- Option for a GBPI expert to present to your staff, board or serve as a panelist at a future event
- Sponsor spotlight recognition in post-event GBPI e-newsletter
- Profile in GBPI communication, including email, website or social media
- Option to introduce conference panel of choice
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Visionary

\$5,000

- Special name and logo recognition on promotional materials
- Prominent name and logo recognition during the event
- Sponsor spotlight recognition in post-event GBPI e-newsletter
- Profile in GBPI communication, including email, website or social media
- Exhibitor space with added signage within virtual platform
- Invitations to future private GBPI policy briefings

Leader

\$3,000

- Special name and logo recognition on promotional materials
- Prominent name and logo recognition during the event
- Exhibitor space with added signage within virtual platform
- Invitations to future private GBPI policy briefings

Partner

\$1,500

- Special name and logo recognition on promotional materials
- Prominent name and logo recognition during the event
- Exhibitor space with added signage through virtual platform
- Invitations to future private GBPI policy briefings

Friend

\$500

- Special name and logo recognition on promotional materials
- Prominent name and logo recognition during the event

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Sponsorship Commitment Form

Contact Information

Name: _____ Organization _____

Address _____

City: _____ State: _____ Zip: _____

Email: _____ Phone: _____

Event Recognition:

Select one: This gift is anonymous Name as you wish to appear in materials: _____

Please email a high-resolution logo and brand guidelines to kamaya@gbpi.org.

Commitment Options

- Catalyst, \$15,000 Influencer, \$10,000 Changemaker, \$7,500
- Visionary, \$5,000 Leader, \$3,000 Partner, \$1,500 Friends, \$500
- I have enclosed a check payable to the Georgia Budget and Policy Institute.
- Please invoice me for the amount above.
- Please charge my credit card:

Card Number: _____

Card Type (Circle One): Visa Mastercard American Express Discover

Expiration Date: ____/____ Security Code: ____

Please return this form to the Georgia Budget & Policy Institute with the enclosed reply envelope or make a secure online payment at <https://gbpi.org/sponsorship-opportunities-for-insights-2022/>. For support, contact Kevin Amaya at kamaya@gbpi.org.