

Sponsor Package  
O&B 2024

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*APRIL 25-27, 2024 - OAKLAND*

**OTHERING &  
BELONGING  
CONFERENCE**

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**BELONGING  
WITHOUT  
OTHERING**

## An invitation to build belonging

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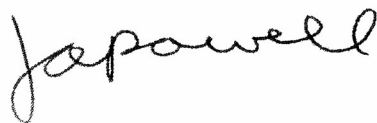
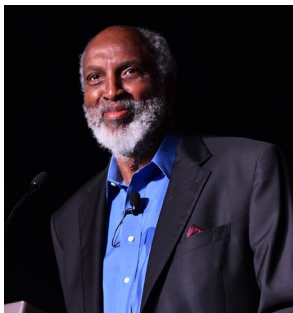
We are thrilled to be planning our next Othering & Belonging Conference, to be held in [Oakland on April 25-27, 2024](#). If you haven't attended one before, the O&B Conferences are dynamic and uniquely-curated spaces where we elevate cutting-edge research, utilize the power of arts and culture, and strategize on the narratives and practices that we need to build places of belonging.

While people often say the purpose of events like this is for us to connect, the reality is that **we are already connected**. We all belong to the same earth, and to a profoundly interconnected ecosystem in which every organism relies on the others for its growth, well-being, and survival. The problem is we're not living a reality that recognizes those connections, and create artificial barriers and false narratives about an "us" and a "them."

That's why we need stories, practices, and places that celebrate and strengthen our connections. From powerful mainstage discussions to skills-building workshops, from participatory exhibits to movement and meditation spaces, the Othering & Belonging Conference is set up for the many modes of learning and being that motivate people to become belonging-builders. Attendees and speakers have told us year after year this is one of the most powerful events they have ever been a part of.

**We are seeking sponsors to help us bring this vibrant gathering to life.** Enclosed are ideas for supporting the conference.

We hope you will consider joining us in this global movement to build belonging, With the future we want to build, it's going to take all of us.

A handwritten signature in black ink that reads "japowell".

john a. powell  
Director, Othering & Belonging Institute,  
and Professor of Law, Ethnic Studies, and  
African American Studies at UC Berkeley

## Help support a global movement of belonging

### Sponsorship Levels and Benefits

Below are suggested levels of support with varying benefits. **Donations at any size are appreciated and vital to the success of the O&B Conference!**

#### \$200,000

20 registrations  
Logo on mainstage graphics  
Ad space in conference app  
Logo on conference website  
Logo on venue signage

#### \$150,000

15 registrations  
+ everything at 200K level

#### \$100,000

10 registrations  
+ everything at 200K level

#### \$50,000

5 registrations  
Logo on conference website  
Logo on venue signage

#### \$25,000

3 registrations  
+ everything at 50K level

#### \$15,000

2 registrations  
+ everything at 50K level

#### \$10,000

1 registration  
+ everything at 50K level

#### \$5,000

Logo on conference website  
Logo on conference website

### Conference Audiences

Our conference is non-partisan and we welcome all who are committed to building a world where everyone belongs. Thousands of people have attended from the following sectors:

Grassroots and social movements

Nonprofit and community leaders

Research and policy orgs

Government—national, state, local

K-12 educators

Artists and culturemakers

Youth leaders

Environmental justice

Philanthropy

Labor movement and unions

Faith communities

Disability justice movement

Business community

Tech sector

Civil society sector

### Conference Supporters

We hope you will join, or renew your support, as part of a growing roster of previous conference sponsors!



Please contact Erika at [eapasrad@berkeley.edu](mailto:eapasrad@berkeley.edu) for more information or to become a sponsor of O&B 2024.

# Reach a growing global audience

**47,000**

Number of social followers on OBI's Facebook, Instagram, and LinkedIn accounts, an increase of 12K from 2022. OBI added 5,600 from LinkedIn alone.

-2023

**345K**

Number of engagements across OBI'S combined social media accounts in 2023.

**49**

**COUNTRIES**

were represented at the 2021 O&B Virtual Summit.

**96%**

of people surveyed response said the conference offered content that was useful in their work or studies. -2019

**98.7%**

of attendees surveyed said they would attend another o&b conf in the future. -2019

**93,000  
SUBSCRIBERS**

are on OBI's digital mailing list and receive regular conference updates



**471K**

Amount of views the top five videos of O&B Conference talks have garnered on OBI's YouTube channel.

**85%**

said they left the conference with an expanded sense of "we." -2019



**1.3**

**MILLION**

Number of page visits in 2023 to OBI website belonging.berkeley.edu. -2023

# Cutting-edge Programming

From mainstage talks to strategy workshops, from movement and contemplative spaces to participatory art exhibits, O&B programming is uniquely curated to speak to a wide variety of learning modes.

**Belonging Without Othering**

**Visionary Places of Belonging**

**A Greater Story of “We”**

**Building a Belonging Economy**

**Bridging Toward Our Shared Future**

**Embracing Complexity**

**Possibility... What If?**



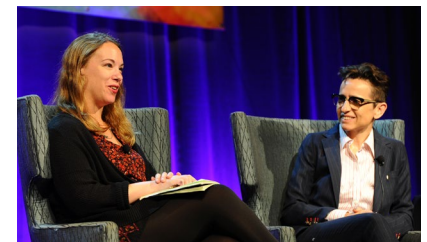
Fireside chat between the late scholar bell hooks and OBI director John Powell discussing the nature of true belonging (2015).



“Risk and the Possibility of Belonging” with Judith Butler and John Powell, a conversation between two renowned scholars on how to practice radical belonging (2021).



Former NFL pro Michael Bennett and actor Dawn-Lyen Gardner (*Queen Sugar*) discussed othering and belonging in powerful cultural institutions such as Hollywood and the sports industry (2019).



Journalists and authors Sarah Kendzior (left) and Masha Gessen discuss the role the press can play in upholding democracy amid the rise of extreme authoritarianism.



Haben Girma, the first deaf-blind Harvard Law School graduate, led an interactive session with the audience from the mainstage, one of our most highly-rated keynote talks.



“We Belong to the Earth, We Belong to Each Other” featured author and journalist Naomi Klein leading a conversation with global youth climate leaders Xiye Bastida, Tokata Iron Eyes, Samia Dumbuya, and Kate Yeo. (2021).

# The Power of Arts and Culture

A phenomenal roster of artists and culture-makers have led us into explorations of othering and belonging through music, dance, theatre, spoken word, interactive performances, keynote conversations, collaborative workshops, and above all an experiential understanding of the power of belonging.



**THE NILE PROJECT**

Musicians collective from African countries around the Nile River



**ALOK!**

poet, comedian, speaker, author.



**JOY HARJO**

Three-time US poet laureate



**TARELL ALVIN  
MCCRANEY**

Playwright and Oscar-winning screenwriter of the 2016 film Moonlight.



**TOSHI REAGON**

Iconic American musician, composer, curator, and producer



**MELANIE DEMORE**

Grammy-nominee songwriter and troubadour



**LA TOYA RUBY FRAZIER**

Artist and photographer



**MICHELLE "MUSH" LEE**

O&B commissioned a poem from poet and arts educator



**DAWN-LYEN GARDNER**

Actor (Queen Sugar) and activist



**ALHABET ROCKERS**

Grammy-winning musician collective



**CHRISTIAN PARRISH  
TAKES THE GUN  
"SUPAMAN"**

Apsáalooke rapper and ghost/thunder dancer



**RACHEL KAADZI  
GHANSAH**

Pulitzer Prize winning journalist and author

## Testimonials

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This conference has really pushed me to think about what loving your neighbor really means. How do we actually connect with people that we don't normally connect with? What does it mean to see the humanity in those who don't see your humanity? How do we move from just gathering and being upset and resisting, to really creating the kind of change that we want?.. And when we do that, it actually becomes easier to connect with others and to build bridges with others as well. -

2017 ATTENDEE

This was one of the most inspiring events I've ever participated in, professionally and personally. -2021 SUMMIT

What this conference is about is really issuing both a loving challenge and an urgency for people to understand that we're deeply connected, that it is about building relationships in those places where we normally don't build relationships, and understanding that you are my other me.

- SHAKTI BUTLER, 2015/17 CONFERENCE EMCEE

I feel so fortunate that I have attended many powerful, rich conferences, workshops and retreats over the last two decades or so, but THIS was nothing short of life-altering and rich beyond words. - 2019 ATTENDEE

I feel like I'm evolving towards a new language to describe the radical love for humanity that I have, and I'm sure that many others have.

-2017 ATTENDEE

This idea of coming together with people of all ages to fight injustice really stuck with me. -2019 ATTENDEE

I feel renewed! It is deeply meaningful to see that there are other people out there who also want to see a world in which everyone feels like they belong.

-2021 SUMMIT

## Testimonials

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Loved it! As someone with mobility constraints, I'm grateful for the opportunity to participate in this [virtual] event. I likely will be unable to attend future public events and hope the Institute will consider occasionally offering online events like this one for greater access to others like me. -2021

VIRTUAL SUMMIT

What's being expressed here is essential for us to move together as a people. -2017 ATTENDEE

Most important of all was breathing and sharing and laughing and crying together with over 1,500 other people dedicated, committed and engaged in the work of creating a world of Belonging, with an overarching dedication to a path guided by Love and Hope, connection, and compassion. - 2019 ATTENDEE

What's incredible about this conference is being able to think about scholarship alongside a kind of expansion and love. There's something I think is really, really important about bringing together the fight for social justice with the inner work of expanding the circle of compassion. -

NA'ILAH NASIR, SPEAKER

All of the sessions I was able to attend offered different kinds of intellectual and spiritual wisdom, sparking moments of joy and pleasure, and a profound belief in our humanity. -2021 VIRTUAL SUMMIT

I was in awe of the speakers who were able to show tenderness to oppressed and oppressors alike; I think that as someone with relatively less power in society it's easy to get caught up in hate and othering the so-called opposition and I appreciated these compassionate role models! -2021 VIRTUAL SUMMIT