

**15**  
YEARS

**BUSINESS ETHICS  
ALLIANCE**



# **2024 PARTNERSHIP AND SUPPORT OPPORTUNITIES**

[www.businessethicsalliance.org](http://www.businessethicsalliance.org)  
402.280.2235



# Support a Signature Event

**Our popular and renowned Signature Events bring together business and community leaders for ethical dialogue and networking.**

**Leadership Ethics Breakfasts (2)** – Networking Breakfasts prove tone at the top matters. Owners, chairs, founders, board members, and executive-level leaders from diverse industries gather to glean strategic ethics insight from our distinguished presenters.

**Ethics Luncheons (2)**– The Networking Luncheons allow leaders at all management levels of an organization to share a meal with others in the community who put ethics as a cornerstone to doing business, all while getting relevant and timely tools and takeaways from subject matter experts.

**Mind Candy Dialogues (2)**– Mind Candy Dialogues take intriguing and contemporary ethics headlines and invite an exchange of opinions in a respectful business setting. Attendees listen to and engage with panelists and one another. ***These events are free and open to the public.***

**EthicSpace Conference** – The EthicSpace conference concentrates on the mission of the Business Ethics Alliance into a one-day event that helps organizations be more ethics-focused the other 364 days of the year. EthicSpace's goal is to continue the ethical discussion occurring through our programs and provide attendees with even more practical tips and tools to help them to create business practices and work environments based on sound ethical principles. Through high-profile keynote speakers, interactive breakout presentations and workshops, and high-value networking opportunities with other ethics-focused individuals, EthicSpace is a conference unlike any other!

**Annual Trustee Partner Meeting** – Our 250+ Trustee Partners are part of an elite group chosen for demonstrated excellence in business ethics leadership. The Annual Trustee Partner meeting provides Alliance updates and previews about how we serve the ethical community.

*"Loved the topic  
and open honest  
conversation"*  
~ Jamie Richardson,  
Event Participant





## 2024 Signature Event Dates

**FEBRUARY 22 - Winter Ethics Breakfast | 7:30a-9:00a | Scott Conference Center**

**APRIL 18 - Spring Ethics Leadership Luncheon | 11:30a-1:00p | Scott Conference Center**

**JUNE 27 - Summer Mind Candy Dialogue | 7:30a-9:00a | Harper Center, Creighton University**

**AUGUST 22 - Summer Ethics Leadership Luncheon | 11:30a-1:00p | Schwab Field**

**OCTOBER 24 - Fall Mind Candy Dialogue | 11:30a-1:00p | Scott Conference Center**

**NOVEMBER 14- Annual Trustee Partner Meeting | 11:30a-1:00p | Schwab Field**

**NOTE: EthicSpace is moving to March 2025.**



**EthicSpace is the only business ethics-focused conference based in the Midwest and one of our premier Signature Events!**

### All Event Sponsors can expect:

- Opportunity to feature your organization to an influential audience
- Prominent logo placement at the Signature Event and on the Signature event registration page
- Tickets to the Signature Event
- Social Media mentions
- Link to Sponsor website from the Signature Event registration page
- A video recording of three (3) signature events of choice and a facilitation sheet provided to be used in team development
- Print ad space in the Signature Event program booklet
- Video ad to be played at Signature Events



### Some Event Sponsor levels may also include:

- Opportunity for key executives to share a personal message on stage
- Signage at the Signature Event venue
- Exclusive signage on the screen
- Verbal recognition preceding the event
- Placement of promotional materials at tables/chairs





## Media Sponsorship/ Partnership

### ROLE

The Alliance's media sponsors and partners help us spread the word about the work we do. Sometimes the relationship is more fluid and ongoing while other times sponsorship is for a very specific event. Media includes print, radio, television, podcast, and billboard opportunities. While we try to utilize local media whenever possible, at times we may look to regional or national outlets if they present the best fit for a program

- Promote EthicSpace extensively in the related digital media outlets and in print, if print publication.
- Commitment for media coverage of the Signature Event before, during, and after the event; NOTE: media exposure type depends on media format (billboard, television ad, radio interview, etc.)
- Listing of pre-and post-event on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the Signature Event e-banner on the company website and other related websites
- Increasing the media exposure of EthicSpace in all media channels and outlets associated with your organization to promote decision-makers' attendance
- Interview event organizers and various honorees

**Other forms of in-kind support  
are always welcome!**



**“Excellent  
job once  
again!”**

**~ Dr. Hamza Haggi,  
Event Participant**



# Become a Trustee Partner

Trustee Partners represent demonstrated excellence in business ethics leadership; they fully support the Core Values of the Greater Omaha business community. The Business Ethics Alliance engages Trustee Partners to act as ambassadors, supporters, and advisors of the Alliance's mission. A Trustee Partner's primary responsibility, whether organizational or individual, is to serve as a model and beacon of good business ethics for fellow employees, professional colleagues, and the greater Omaha community. By encouraging others to support and participate in Business Ethics Alliance programs and events, over 250 Trustee Partners send the message that ethics matter!

## Trustee Partners support the Business Ethics Alliance through:

- Attendance, support, and promotion of the Alliance's various programs.
- Financial contributions and sponsorship of Alliance events and programs.
- Volunteering as, or providing referrals for, event speakers and/ or panelists.
- Assistance with seeking out in-kind services, funding opportunities, and/ or potential Trustee Partners.
- Active engagement in the Greater Omaha community.
- Maintaining current contact information with the Business Ethics Alliance.
- Arrangement of a different organizational representative to serve as a Trustee Partner should a circumstance occur that would prevent the organization or individual from honoring the commitment to, or would distract from, the mission of the Business Ethics Alliance.



## As a Trustee Partner of the Business Ethics Alliance, you can expect:

- Recognition in the Greater Omaha community as an ethics-focused organization or individual and beacon of ethical business practices.
- Exclusive access to several Business Ethics Alliance events, programming, services, and research explicitly designed for Trustee Partners.
- Discounted pricing on Alliance workshops and services.
- Engagement in lively and intriguing discussions about current ethical topics with colleagues and professionals.
- Opportunities to contribute to, and learn from, a growing body of knowledge about ethical business practices.
- Advance access to the *Beacon* magazine featuring more in-depth articles, resources, and profiles of Trustee Partners.
- Invitations to exclusive Trustee Partner Socials for networking and celebrating Alliance accomplishments.
- Recognition as a Trustee Partner as long as it is mutually satisfactory to both the Business Ethics Alliance and the Trustee Partner.





# Trustee Leadership

## 2023-2024 Trustee Partner Leadership



**Patricia Kearns**  
Trustee Chair  
**QLI**  
President & CEO



**Samantha Mosser**  
Trustee Vice-Chair  
**Bankers Trust**  
President & Regional Officer

### 2020-2022

Trustee Chair | Lance Fritz  
**Union Pacific Railroad**  
Vice-Chair | Patricia Kearns  
**QLI**

### 2019-2020

Trustee Chair | Karen Goracke  
**Borsheims**  
Vice-Chair | Lance Fritz  
**Union Pacific Railroad**

### 2018-2019

Trustee Chair | Jane Miller  
**Gallup**  
Vice-Chair | Karen Goracke  
**Borsheims**

### 2016-2017

Trustee Chair | George Little  
**HDR**  
Vice-Chair | Jane Miller  
**Gallup**

### 2014-2015

Trustee Chair | Bruce Grewcock  
**Kiewit**  
Vice-Chair | George Little  
**HDR**

### 2012-2013

Trustee Chair | Mike McCarthy  
**McCarthy Capital Group**  
Vice-Chair | Bruce Grewcock  
**Kiewit**

### 2008-2011

Trustee Chair | Robert Bates  
**Jefferson Pilot Financial**







# Become a Mission Driver

Mission Drivers are the heart of support for the Alliance. They provide sustainability for Alliance operations and help us broaden our reach to expand programming. A Mission Driver supports the Alliance's overall strategic efforts, provides critical infrastructure resources, and ensures our work's long-term sustainability through significant investments in the Alliance. Our Mission Drivers understand that talking about important, complex topics together strengthens our community's ability to work, live, and play. Mission Driver support begins at the \$5000 level and a small portion of financial support is set aside each year for long-term sustainability.

## All Mission Drivers can expect:

- Prominent logo placement next to other Mission Drivers at all Alliance Events and on the Business Ethics Alliance website
- Tickets to Signature Events
- Discounts on Alliance workshops and training
- Social Media mentions
- Link to Mission Driver website from the Business Ethics Alliance website
- A video recording of three (3) signature events of choice and a facilitation sheet provided to be used in team development
- 1/2 page print ad (or larger depending on support level) in the BEAcon Magazine and all Signature Event programs
- Video ads to be played at Signature Events
- Use of Business Ethics Alliance Mission Driver badge (but not the Alliance logo) as defined in the branding guidelines



Mission Driver

*Powerful!*  
~ Scott Frevert,  
Event Participant





# 2023 Mission Drivers



## Thanks to our 2023 Mission Drivers



BUILDING AMERICA®



Jack & Stephanie  
Koraleski



Jon & Adrian  
Minks



Moglia Family  
Foundation



JacksonLewis



MIDLANDS **business journal**





# 2024 Sponsorship Support Levels and Benefits

SE = Signature Event MD = Mission Driver	Moral Courage \$1,000 (SE)	Community Responsibility \$2,500 (SE)	Integrity \$5,000 (SE)	Vitality \$7,500 (SE or MD)	Trust \$10,000 (SE or MD)
Event Tickets	2	4	6	10	16
Reserved Seating Option	No	No	No	Yes	Yes
Executive Welcome at Event	No	No	Yes	Yes	Yes
Program Book Logo	Small	Small	Medium	Medium	Large
Video Slide Logo	Small	Small	Medium	Medium	Large
Logo in Venue Signage	Small	Small	Medium	Medium	Large
Event Web Link to Sponsoring Company	Yes	Yes	Yes	Yes	Yes
Social Media Mentions	Text	Text & Link	Text, Link, & Logo	Text, Link, Logo, & Photo	Text, Link, Logo, 2 Photos, Custom Image & Staff Video
Print Ad for Event Booklet	Both- 1/4 Page (2.125 x 2.75)	Both- 1/4 Page (2.125 x 2.75)	Both 1/2 Page (4.25 x 5)	Both 1/2 Page (4.25 x 5)	Full Page (1 Booklet)
Video Ad Length	-	15 Seconds	30 Seconds	30 Seconds	1 Minute
Access to Event Recording (s)	-	-	1	2	3
Recognition Profile in Annual Report	-	-	1/4 Page (2.125 x 2.75)	1/4 Page (2.125 x 2.75)	1/2 Page (4.25 x 5)
Feature Executive on Podcast =/or Suote Life	-	-	-	-	-

# 2024 Sponsorship Support Levels and Benefits

SE = Signature Event MD = Mission Driver	Impact \$15,000 (SE or MD)	Leadership \$20,000 (MD)	Champion \$25,000 (MD)	Nobility \$30,000 (MD)
Event Tickets	20	24	28	30
Reserved Seating Option	Yes	Yes	Yes	Yes
Executive Welcome at Event	Yes	Yes	Yes	Yes
Program Book Logo	Large	Premium	Premium	Premium
Video Slide Logo	Large	Premium	Premium	Premium
Logo in Venue Signage	Large	Premium	Premium	Premium
Event Web Link to Sponsoring Company	Yes	Premium	Premium	Premium
Social Media Mentions	Text, Link, Logo, 2 Photos, Custom Image & Staff Video	Text, Link, Logo, 2 Photos, Custom Image & Staff Video + 1 Strategic Repost (upon request)	Text, Link, Logo, 2 Photos, Custom Image & Staff Video + 2 Strategic Reposts (upon request)	Text, Link, Logo, 2 Photos, Custom Image & Staff Video + 3 Strategic Reposts (upon request)
Print Ad (Event / Non-event)	Full Page (2 Booklets)	Full Page (3 Booklets)	Full Page (4 Booklets)	Full Page (5 Booklets)
Video Ad Length	1 Minute	Negotiable	Negotiable	Negotiable
Access to Event Recording(s)	4	5	5	5
Recognition Profile in Annual Report	1/2 Page (4.25 x 5)	Full Page	Full Page	Full Page
Feature Executive on Podcast =/or Suite Life	Podcast	Podcast	Podcast or Suite Life	Podcast or Suite Life