



“Proposal presented to all
Media Groups”

From:

The Diversity Group
A 501 (c) (3) Corporation

MISSION STATEMENT

The Mission of The Diversity Group is to service local businesses and corporations that value diversity in the work place and to empower under-served community members from all walks of life by creating employment opportunities through diversity.



The Diversity Group

Dear Sir/Mame:

The Diversity Group (TDG) is now seeking partners with main stream and minority media to host diversity career fairs in San Diego, Riverside, Long Beach, Sacramento, San Francisco, and Pasadena, CA; Las Vegas, NV and Phoenix, AZ.

These partnership will allow our media partners to help us promote our career fairs; generate thousands of dollars by selling booths to their clients; and keep 100 percent of the revenue!

That's Right! As a diversity partner all you have to do is promote our career fairs in your news paper, magazine or on your radio station, invite some of your clients to participate in the career fair and keep 100 percent of the revenue that your clients pay to your company to attend our career fair!

Your media outlet will also generate many extra thousands of dollars by providing a co-op advertising package that can include a booth and a full page ad in your news paper, magazine or commercial on your radio station.

As one of our media partners, your companies will get a free booth to participate in the event! *Valued at \$500!*

With the right partnerships in place, we anticipate 30-50 companies in attendance and well over 1000 diverse job seekers.

Thank you in advance for your time and consideration. I will be calling you soon to set up a time to answer any questions that you may have.

Please take a moment to visit us on-line at www.thediversitygroup.org to learn more about ***TDG*** and our recruiting services!

In the interim, please feel free to give me a call if you have any questions.

Sincerely,

Oran Brown

Oran Brown
Founder/The Diversity Group
619-277-9099

OB/slw

Tax I.D. number available upon request



WHY PARTNER WITH THE DIVERSITY GROUP?

BENEFITS TO YOUR ORGANIZATIONS:

- Help your readers, listeners and subscribers obtain successful employment
- Provide an additional service for your readers, listeners, and subscribers
- Bring new readers, listeners and subscribers to your media outlet
- Additional Revenue Source
- Banner ad on The Diversity Group's web site
- post jobs free on The Diversity Group's web site
- Great community outreach recognition for your organization
- Tremendous networking opportunity to meet each others clients
- Tax Deduction for advertising from The Diversity Group
{donation slips available from TDG to cover your advertising cost}

Targeted Cities Inviting Media to Participate & Promote Our Career Fairs:

Riverside Orange County Las Vegas San Fransisco
 Houston Atlanta Jacksonville, Fl Phoenix, AZ, *to name a few.*

Targeted San Diego Media Partners Include:

| COMPANY NAME: | READERSHIP | WEB SITE |
|------------------------|---|--|
| *The Diversity Group | 18,000 visitors on web site | www.thediversitygroup.org |
| *Philippine News | 300,000 readers monthly | |
| *Imperfection Magazine | 25,000 copies monthly | www.imperfection.com |
| *San Diego Monitor | 20,000 copies weekly | www.monitor.com |
| Filipino Press | 20,000 copies Weekly | www.filipinopress.com |
| La Prensa | 20,000 copies weekly | www.prensa.com |
| Military Press | 50,000 copies weekly | www.militarypress.com |
| El Sol News Paper | 20,000 copies Weekly | www.elsolsd.com |
| Penny Saver | 10 million homes in Southern California weekly! | |

*Current media partners



ADVERTISING OPPORTUNITIES

The Diversity Group Advertising Package:

As one of our media partners, we suggest you create a similar advertising package.

\$2,500 Platinum Package:

- 10x13 booth at career fair
- Banner ad on *The Diversity Group* Web Site (1) year
- Award at Diversity Awards Networking Luncheon
- Free access to Diversity Group Resume Data Bank (1) year
- Free job posting on *The Diversity Group* Web Site (1) year

\$1,750 Gold Sponsorship Package:

- 9x9 booth at career fair
- Banner ad on *The Diversity Group* Web Site (1) year
- Award at Diversity Awards Networking Luncheon
- post jobs on *The Diversity Group* Web Site (1) year

\$800 Membership Package:

- 5X 7 booth at career fair
- Banner ad on *The Diversity Group* Web Site (1) year
- Award at Diversity Awards Networking Luncheon
- Resume search on web site for 6 months.

A PARTIAL LISTING OF THE DIVERSITY GROUP'S CURRENT CLIENTELE INCLUDE:

- Crest Beverage
- FBI
- ARINC
- HSBC
- St. Vincent de Paul
- North Island Credit Union
- General Atomic
- SDG&E
- Universal Protection Service
- Port of San Diego
- Home Land Security
- Lab Corporation
- RD Instruments
- Beckman Coulter
- Sony
- Anheuser Busch
- San Diego National Bank
- US Army
- Us Navy
- California National Guard
- Waste Management
- Mira Costa College
- San Diego Zoo
- HSBC
- Caltrans
- San Diego Marriott
- Invitrogen
- Instruments
- City of Oceanside
- City of Irvine
- Army National Guard
- Heritage Security
- Jani King
- Salk Institute
- 24 Hour Fitness
- Hamilton
- Sunstrand
- Western Truck School
- North County Times
- Harrah's Casino
- City of Escondido
- Ultimate Staffing
- Dept of corrections-Health Care Unit
- Department of Social Services
- County of San Diego
- California Highway Patrol
- Lego Land
- Fed Ex

...just to name a few

2007 TDG REGIONAL DIVERSITY CAREER FAIRS!



**For more information and the
location of the next job fair visit
us at: *www.thediversitygroup.org***

Bring Your Resume and a Pen, and Wear Business Attire!

*Companies that Participated in **Past** Career Fairs Include:*

- | | | |
|-------------------------------|--|--------------------------|
| •24 Hour Fitness | •San Diego Data | •San Diego Union Tribune |
| •Mobile Oil | •U.S. Coast Guard | •Unisys |
| •Time Warner | •Evans Hotels | •LAPD |
| •CA Highway Patrol | •San Diego Padres | •SDSU |
| •Mutual of New York | •U.S. Marines | •Wells Fargo Bank |
| •Tops Staffing | •Federal Bureau of Investigations (FBI) | •Lockheed Martin |
| •City of Oceanside | •SD Police Department | •Sony |
| •Rite Aid | •U.S. Navy | •Elite Trucking School |
| •U.S. Army | •U.S. Social Security Office | •Manpower |
| •Crest Beverage | •Federal Express | •Farmers Insurance |
| •S.D. Sheriffs Department | •San Diego Transit | •Act 1 |
| •U.S. Border Patrol | •UCSD | •SKF Monitoring |
| •San Diego Water Authority | •Hyatt Regency | •I Can Program |
| | | •Beckman Coulter |

*Questions? Give us a call at 619-277-9099 or go to: www.thediversitygroup.org
for more information and to post your resume. Call for a list of confirmed companies.*

2005/06
Award Recipients
Included:

San Diego Gas &
Electric

Sony Technology

San Diego National
Bank

North Island Credit
Union

General Atomics

National Home
Land Security

St. Vincent de Paul

Universal Protection
Service

Heritage Security
Services

Allied Barton
Security Services

The Salk Institute

City of Oceanside

City of Irvine

US Navy

Port of San Diego

HSBC

ARINC

Jani King of
California

Lab Corporation

San Diego Marriott

Waste Management

San Diego Navy

San Diego Army

MiraCoasta College

San Diego Zoo

SD Data Processing

Calif Hwy Patrol

Caltrans

Invitrogen

2007 Diversity Awards Networking Luncheon

Held Quarterly



Sponsored by
San Diego Gas & Electric
and *Sony Electronics*

Mark Your Calendars

December, 2007

12noon – 1:30 p.m.

Malcolm X Library and Performing Arts Center
5146 Market Street, San Diego, CA. 92114

Questions? Please call Oran Brown (619) 277-9099 / (866) 433-1471 fax
For more information or to register on line go to
www.thediversitygroup.org



The Diversity Group

PARTNERSHIP CONFIRMATION

Confirmation: Yes, I would like to participate!!

Company Name: _____

Address: _____

Phone: _____ **Fax:** _____

Email: _____

Please fax or mail your completed form to: P.O. Box 740948, San Diego, CA 92174. *Questions?* Please call Oran Brown (619) 277-9099 /(866) 433-1471 fax.

