



Race Bridge Webinar Series

These webinars focus on the realities of racism and how racial structures work in American society. Race Bridge offers 60-minute conversations intended to help Milwaukeeans better understand the nuances of and speak openly about racism. The goal is to empower participants with the language and tools to identify racial inequity and challenge it in a productive way. Each discussion is expected to attract 350+ live participants weekly with an average of 1,000 additional views through live stream, recordings and online resource libraries.

Race Bridge webinars will cover these (or similar) topics:

- **Black (and Brown) Talent Matters:** Creating more leaders of color in your organization
- **Unlearn Racism:** Identifying and dismantling the unconscious racial biases
- **Understanding the history of Hyper-segregation in Milwaukee**
- **A Study of Systems:** Examining the societal structures that keep racism in place and how to dismantle them

RACE BRIDGE SPONSOR BENEFITS

	Presenting
INVESTMENT	\$5,000/4 events
PRE-EVENT EXPOSURE	
Presenting Sponsor Rights	X
Recognition on event website	Logo
88.9 Radio Milwaukee (FUEL's Media Partner) will provide on-air promotions for the series	X
EVENT EXPOSURE	
Presenting sponsor recognition in event comments and presentation slides	X
The option to feature your employees as panelists on Race Bridge Webinars (mutually agreed upon)	X
POST-EVENT EXPOSURE	
Event recap on social media	X