



CADIA RevUp and Impact Awards
A Day of Community
May 21, 2025

MSU Management Education Center, Troy, Mich.

Registration and Networking: 11 a.m. – 12 noon. | Keynote & Luncheon 12 noon – 1 pm | Impact Awards 1 – 2 pm | Networking Reception 2- 3 PM

CADIA is excited to announce the **Day of Community** on the occasion of RevUp 2025. This will be an enriching event dedicated to fostering connections and celebrating excellence in Diversity, Equity, and Inclusion within the automotive industry. The time and format are new, but the objective is the same – DEI champions coming together to build connections, find inspiration, and celebrate our industry.

The program will include a keynote address from *Dexter Sullivan*, President and CEO, Black Legacy Advancement Coalition and a talk on the state of DEI in the industry by *Cheryl Thompson*, Founder and CEO, CADIA. All CADIA Impact Award Recipients will also be announced and recognized.

Event Highlights:

- **Networking Opportunities:** Engage with industry professionals, thought leaders, and DEI advocates to share insights, experiences, and strategies for promoting inclusivity and equity in the automotive sector.
- **Luncheon:** Enjoy a curated dining experience designed to facilitate meaningful conversations and collaborations among attendees.
- **Impact Awards Ceremony:** Honor individuals, teams, and organizations making significant contributions to DEI. Award categories include Leadership Commitment, Systemic Change, Champion for Diverse Talent, Creating Inclusive Cultures, and the new ERG Excellence award.

Who will attend:

- 200+ HR and inclusion professionals and champions from automotive, and transportation industries
- Senior leaders

Join us:

- **Sponsorship Packages:** Enhance your organization's visibility and commitment to DEI. Packages range from \$2,500 - \$25,000.
- Contact [Jennifer Harding](mailto:jennifer.harding@cadia.org) for details.

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Premiere sponsor

- Welcome from the podium
- Co-branding of CADIA Culture Calendar
- Partner for future CADIA Connects
- Lunch sponsor
- Co-branding of event materials
- Logo on all promotional/marketing materials as Premiere sponsor
- Recognition at the podium
- Event tickets – 24 (3 tables)

Investment: \$25,000

Excellence sponsor

- Welcome from the podium
- Logo listed on all promotional/marketing materials as Excellence sponsor
- Recognition at the podium
- Event tickets – 16 (2 tables)

Investment: \$10,000

Champion sponsor

- Pay-it-forward sponsor*
- Recognition at the podium
- Logo listed on all promotional materials as Champion sponsor
- Event tickets – 8 (one table)

Investment: \$5,000

Ally sponsor

- Logo listed on all promotional materials as Ally sponsor
- Recognition at the podium
- Event tickets – 4 (half table)

Investment \$2,500

*Pay it forward sponsor - sponsors tickets for individuals who otherwise could pay to attend.

