



National
Urban League

NATIONAL URBAN LEAGUE CONFERENCE

SAVE

OUR

EDUCATION,
JOBS + JUSTICE

CITIES =

BALTIMORE 2016

2016 MARKETING REPORT



Conference Presented By:



Dear Urban League Partner,

From August 3 to 6 at the Baltimore Convention Center, the largest civil rights and social justice conference attracted thousands of the nation's most influential leaders, together with top policy-makers, academicians, business executives, and community activists. The conference had a digital reach of over 101 million and garnered over 2.8 billion earned media impressions.

This year's conference theme, *Save Our Cities: Education, Jobs, and Justice*, represents an unprecedented mobilization to influence public policy through grassroots political action.

The four-day event featured empowering sessions and workshops on a variety of topics including education, the economy, health, and justice, as well as exhibits, entertainment, a Volunteer Zone, and Health Zone.

Making his first solo appearance since being named Hillary Clinton's running mate, Democratic Vice Presidential nominee Senator Tim Kaine addressed the Presidential Plenary, a long-standing tradition of the Conference that acknowledges the indispensable relationship between the nation's highest office and its leading civil rights and social justice community.

New this year was the family-focused Community Day and Family Expo on Saturday, August 6, a partnership with Mayor Stephanie Rawlings-Blake and the city of Baltimore, which attracted thousands of local residents for backpack giveaways and interactive exhibits.

The Conference also featured a Career & Networking Fair, One-Day Entrepreneurship Summit, TechConnect Summit, Hackathon for Social Justice, and a Young Professionals Summit.

With your support and participation, we look forward to another enriching and successful conference next year! We invite you to join us in St. Louis, Missouri, July 26-29, 2017.

Sincerely,

Marc H. Morial
President and CEO
National Urban League



Thank You to Our Title Sponsors!

Much thanks to our title sponsors Bank of America, Nationwide, Target, and Toyota for presenting this year's Conference! We appreciate the continued support of our mission to change lives and empower communities.



Nationwide[®]
is on your side



*Let's
Go
Places*

General Attendance

Who Attends the Conference

More than 20,000 national and local residents participated in our four-day conference. While the conference represents America in all of its diversity, registered attendees are primarily a powerful and influential African American demographic. Urban League affiliate leadership, board members, and auxiliary groups are a large portion of the overall attendees, as well as our corporate, government, foundation, and non-profit partners. One of the fastest growing demographics of the conference are millennials and Gen-Xers. The majority of these emerging leaders are members of the affiliate Young Professionals chapters and range in ages from 21-40. Local community participation is highest in the Expo and the Career & Networking Fair.

2016 Conference Registrants Data:

- 4,000** Registered Attendees
- 350** Small Business Matters Summit Registrants
- 300** Young Professionals Summit Registrants
- 17,100** Visitors To N.U.L. Experience Expo & Community Day for all three days (*3,500 backpacks given out on Sat.*)

21,100 Total Attendance



Conference Demographics

Age

Under 21	4%
21-30	21%
31-40	25%*
41-50	19%
51-64	22%
65+	9%

Race/Ethnicity

African-American	88%*
American Indian	1%
Asian/Pacific Islander	1%
Caucasian	6%
Latino/Hispanic	2%
Other	2%

Education

Bachelor's Degree	31%
High School Diploma or Equivalent	15%
JD	4%
Less than High School	1%
Masters Degree	33%*
Ph. D. Higher	3%
Some College	10%
Some Graduate School	10%

Income

\$25 - 39K	7%
\$40 - 59K	19%
\$50 - 69K	19%
\$60 - 79K	12%
\$70 - 89K	8%
\$100K+	35%*

Gender

Female	55%*
Male	45%



**National Urban League Young Professionals (NULYP) are ages 21-40, a total of 46% of Conference attendees*

Conference Highlights

- Baltimore Mayor Stephanie Rawlings-Blake
- Congressman Elijah E. Cummings
- Senator Tim Kaine, Democratic Vice Presidential Candidate
- Senior White House Advisor Valerie Jarrett
- Planned Parenthood President Cecile Richards
- BET Chair and CEO Debra Lee
- Former Baltimore Mayor and University of Baltimore President Kurt Schmoke
- U.S. Education Secretary John B. King, Jr.
- Attorneys William H. "Billy" Murphy and Benjamin Crump, representing the families of Freddie Gray and Trayvon Martin
- Janelle Monáe, Recording Artist
- Kevin Liles, President and Chief Executive Officer, KWL Management
- Nate Parker, Actor, Producer, Writer and Musical Performer



Conference Events

Urban League Live

Urban League Live! was a chance for Conference attendees to kick back and relax after a full day of sessions and networking. Block partygoers donned their best 80s and 90s outfits and danced to music by **DJ D-Nice**, while **MC Lyte** hosted and **Doug E. Fresh** performed. It proved to be the ultimate interactive music experience and old school dance party.



Women of Power & Business Leaders Luncheon

National Urban League honored trailblazing women and business leaders for their outstanding contributions in education, jobs, and justice at this year's Women of Power & Business Leaders Awards Luncheon. Presented by Nationwide, Bank of America, CVS Health, Georgia Pacific, and Shell, the luncheon recognized **Comcast NBC Universal** with the McGannon Award, as well as **Valerie B. Jarrett**, Senior Advisor and Assistant to the President of the United States; actress **Tika Sumpter** presented new film *Southside With You*; **Cecile Richards**, President of Planned Parenthood; and **Alejandra Y. Castillo**, Esq., National Director at Minority Business Development Agency, among many other prominent awardees.



Whitney M. Young, Jr. Awards Gala

The 2016 Whitney M. Young Gala was an evening of celebration and honor, complete with musical entertainment and a rousing address by honoree and **U.S. Representative Elijah Cummings**. We honored trailblazers who have championed equality and diversity in their fields, including **BET's Debra Lee**, music executive and philanthropist **Kevin Liles**, and **Baltimore Mayor Stephanie Rawlings-Blake**, along with other distinguished honorees.



Power Walk with Marc

Each year, President and CEO Marc Morial joins the local community for a day of fitness and fellowship at his annual **Power Walk with Marc**. This year, fitness trainer and creator of **INSANITY Shaun T** joined the walk in Baltimore, MD, leading the crowd around the Baltimore Inner Harbor. Much thanks to Centene and Walgreens for sponsoring this year's Power Walk with Marc.



Small Business Matters Summit

This year's Small Business Matters: One-Day Entrepreneurship Summit, presented by Well Fargo, consisted of 3 tracks around the themes of Money, Management, and Marketing. The tracks were Start-up (0-2 years in business), Growth (2-5 years in business), and Accelerated (5+ years in business). We also had a special track named "Preparing to Land the Contract".

The Luncheon and Pitch Contest featured 10 contestants and a panel of judges who were candid, offered great advice, and asked the pitchers the necessary questions to better understand their products and services.

Congratulations to the 3 winners!

- **TOP OVERALL PITCH, \$10,000** – Takia Ross, Accessmatized, LLC
- **TOP PITCH FOR BUSINESS 2+ YEARS, \$5,000** – Kenneth Wright, KleanCollar, Inc.
- **TOP PITCH FOR START-UP, \$5,000** – Monique Reid, Advanced Laboratory Services



Young Professionals L.E.A.D.S.

National Urban League Young Professionals united in Baltimore to show their true power through dynamic, superhero themed sessions and events. As part of the first YP Honors: Heroes in the Movement Awards, 30 young professionals from all over the country were recognized for their service and philanthropy.

Both day sessions and evening events have been hailed as memorable and empowering moments. Young Professionals came to **#SaveOurCities** and left **#YPEmpowered!**



Media Impressions

Coverage

The National Urban League's annual conference was placed in more than **1611+ media outlets** with more than **2.8 billion impressions**, including circulations, viewers, readers and unique online page views. Ad value was **\$3.1+ million**.



Media Buys

National Urban League contracted with five radio stations, three television stations, and two newspapers for media partnerships for the 2016 Conference. Nearly **400 individual radio spots aired on iHeart Radio, WERC, WOLB, WILF and WWIN**, reaching more than **600,000 listeners**. More than **150 television spots aired on Fox 45, NBC 11 and ABC 2**, reaching nearly a million viewers. Ads on the Baltimore Sun and Afro American websites ran for a total of five weeks for a total of **557,000 impressions**.

PRESTIGE HOME SOLUTIONS

YOUR REMODELING SOURCE FOR ROOFING, WINDOWS, AND SIDING WARRANTED AS LONG AS YOU OWN THE HOME

- ✓ NO MONEY DOWN FINANCING
- ✓ MONEY BACK GUARANTEE
- ✓ 40% ENERGY SAVINGS
- ✓ REFERRAL PROGRAM
- ✓ CALL FOR FREE ESTIMATE

FREE GUTTERS WITH PURCHASE OF NEW ROOF

FREE WINDOW WITH PURCHASE OF FOUR

NATIONAL URBAN LEAGUE CONFERENCE

SAVE OUR CITIES EDUCATION, JOBS + JUSTICE

BALTIMORE 2016

FREE EVENTS // AUGUST 3-6

BALTIMORE CONVENTION CENTER

THE FIRST 250 PEOPLE TO GO THROUGH THE EXPO HALL ON THURSDAY, AUGUST 4TH WILL RECEIVE A FREE TICKET TO ATTEND URBAN LEAGUE LIVE, AN INTERACTIVE MUSIC EXPERIENCE WITH CELEBRITY DIS + MORE!

WWW.NUL.ORG #SAVEOURCITIES

National Urban League Greater Baltimore Urban League

Conference Presented by: Bank of America, Nationwide, Target, Let's Go Places

July 23, 2016 - July 29, 2016, The Afro-American

RAMBLING ROSE By ROSA PAVOR

AFRO BALTIMORE AREA COMMUNITY CONNECTION

FREE EVENTS // AUGUST 4-6

BALTIMORE CONVENTION CENTER

SAVE OUR CITIES

THE N.U.L. EXPERIENCE EXPO HALL

TECHCONNECT

SMALL BUSINESS MATTERS

July 30, 2016 - August 5, 2016, The Afro-American

LIVING FOR THE WEEKEND

VALERIE FRALING

AFRO BALTIMORE AREA COMMUNITY CONNECTION

FREE EVENTS // AUGUST 4-6

BALTIMORE CONVENTION CENTER

SAVE OUR CITIES

THE N.U.L. EXPERIENCE EXPO HALL

TECHCONNECT

SMALL BUSINESS MATTERS

Local outreach in the Baltimore market aimed at driving attendance to the 2016 Conference's free and community events included an aggressive campaign by Visit Baltimore, which publicized the Conference on its website and social media accounts. Over-the-street and streetlight pole banners were placed along Pratt Street, along with sidewalk stickers and window signs in local stores. Visit Baltimore also placed welcome signs at the Baltimore-Washington International Airport and the Penn Station railway depot. Additionally, National Urban League placed ads in **Black Enterprise** and **Black EOE Journal**, reaching a total circulation of more than **650,000 readers**.

National Urban League President and CEO Marc Morial personally visited three of Baltimore's largest and most influential churches – **Southern Baptist Church, Empowerment Temple, and New Shiloh Baptist Church** – and gave a live presentation inviting parishioners to the Conference. The churches distributed literature and displayed promotional ads throughout their services over the next several weeks, reaching an estimated **20,000 parishioners and attendees**.



Three promotional ads for the National Urban League Conference are displayed, each with performance metrics. The ads feature the 'blAck' logo and the website 'americaweb.com'.

Ad Title	Impressions	Opens	Open Rate	Clicks
Girl Thinking For Skye's Cums in Viral Video Defended For Her Mama?	13,797	1,294	09%	288
Total Shootings In Chicago Captured On Facebook Live	52,450	14,985	.29%	9,313
Blown Kiss Says Bernie Ann Always Answer To Foreigner Roman Serey	52,449	14,948	.29%	7,466

#SaveOurCities

101 Million - Social Media Reach (via Hashtracker)

2,705 Contributors

8,703 Tweets

@NatUrbanLeague Impressions

Twitter

Activity using #SaveOurCities

43 Million Reach

1,032 New Followers

4,004 Likes

2,836 Retweets

Facebook

211,580 Reach

1,780 Likes

3,096 Clicks

348 New Followers

Instagram

16.6% Increase in Followers

682 New Followers

1,814 Likes

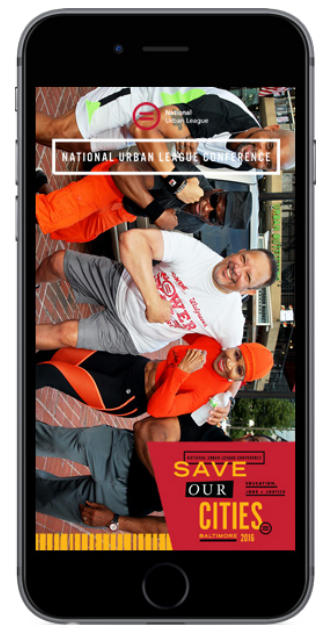
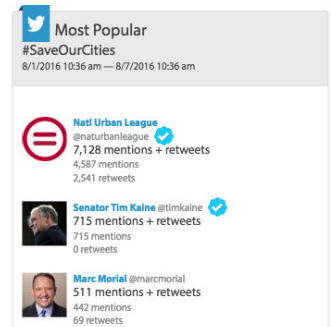
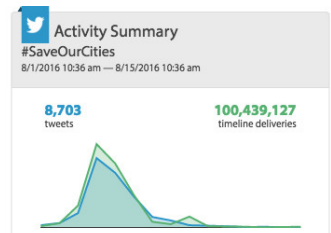
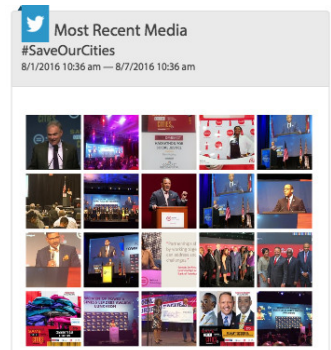
1,216 Engagement using #SaveOurCities

Snapchat

New this year, we launched @NatUrbanLeague Snapchat, creating stories to highlight Conference moments, as well as engage attendees via a geo-filter! The filter was used to allow Snap users to check-in and post images to their stories using the custom-branded frame.

Digital Ambassadors used the Snapchat filter to engage with Expo attendees, acting as mobile photo stations and allowing participants to save and send the image to their email.

Photo downloads qualified participants in hourly drawings for prizes announced from the Expo Hall Main Stage, in which hundreds participated.



Top Instagram Posts



@naturbanleague
126 Engagements



@naturbanleague
99 Engagements



@naturbanleague
94 Engagements

Social Media By Events

Women of Power & Business Leaders Luncheon Thursday, August 4

Twitter

Total Reach - 1.1 Million
Impressions - 46,065



Guilds Leadership Luncheon & Awards Friday, August 5

Twitter

Total Reach - 1.4 Million
Impressions - 84,779



TechConnect

Friday and Saturday, August 5 & 6

Twitter

Total Reach - 1.9 Million
Impressions - 36,444

Community Day

Saturday, August 6

Twitter

Total Reach - 3 Million
Impressions - 79,762



Facebook

Total Reach - 7,421
Engaged - 264



Minority owned businesses see the possibilities when no one else will. -@MBDANatIDir Woman of Power #SaveOurCities



Plenary I: Presidential Candidates

Thursday, August 4

Twitter

Total Reach - 2.2 Million
Impressions - 183,533

Facebook

Total Reach - 97,237
Impressions - 145

Plenary II: Education

Thursday, August 4

Twitter

Total Reach - 2.4 Million
Impressions - 101,627

Plenary III: Mass Incarceration

Friday, August 5

Twitter

Total Reach - 4.4 Million
Impressions - 95,796

Facebook

Total Reach - 7,795
Impressions - 326

Plenary IV: Voting Rights

Friday, August 5

Twitter

Total Reach - 1.2 Million
Impressions - 30,340

 **Natl Urban League** 
@NatUrbanLeague 

.@NatUrbanLeague summer interns are tasked w/a collective project. This year: college affordability. #SaveOurCities



 **Natl Urban League** 
@NatUrbanLeague 

"We need to meet in the living rooms and board rooms and ensure we encourage each other to vote." @TamikaDMallory #SaveOurCities



 **Natl Urban League** 
@NatUrbanLeague 

We need to look injustice square in the face and fight it. -@timkaine #SaveOurCities

RETWEETS 122 LIKES 285 

7:23 AM - 4 Aug 2016

📍 Baltimore, MD

🔄 122 ❤️ 285 ⋮

 **Natl Urban League** 
@NatUrbanLeague 

"We cannot have short-term flash point movements to end long-term systemic problems." @TheRevAl #SaveOurCities



The Conference Mobile App was widely downloaded and used by Conference attendees; it featured pre and post-conference information, updates, and Career Fair and Expo Hall details. For the second year in a row, the app replaced a hard copy program guide, allowing thousands of users to easily access information and go green.

National Urban League App Data

App Downloads – 3,268

Guide Sessions (total # of times launched/used) – 40,919

Total Views – 7,154

Top Viewed Events

Urban League Live – 1,192 Views

NULYP Late Night Event – 730 Views

Opening Plenary: Presidential Candidates – 707 Views

Welcome Reception – 661 Views

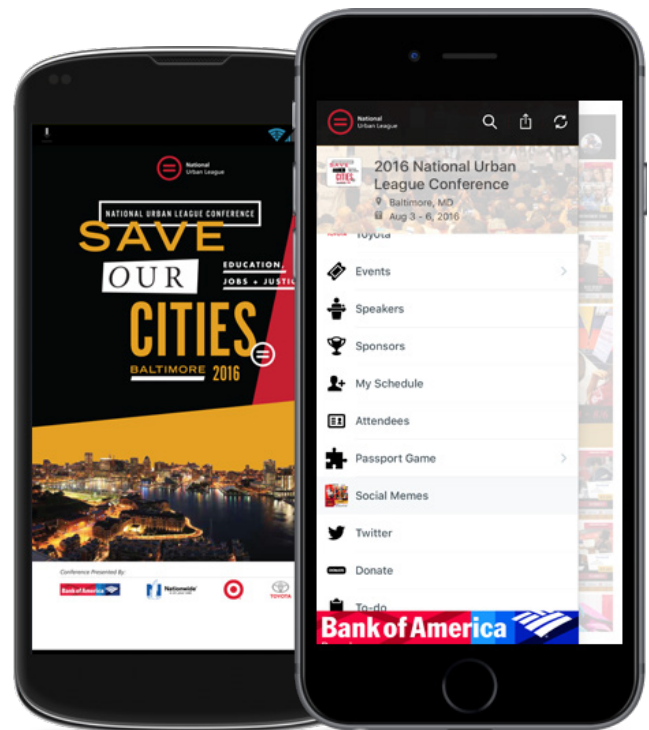
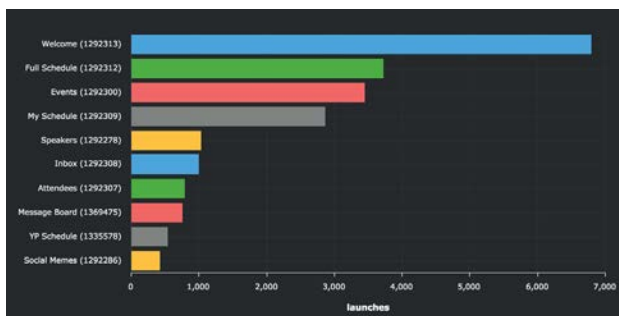
Top Menu Items

Welcome – 6,795 Launches

Full Schedule – 3,725 Launches

Events – 3,443 Launches

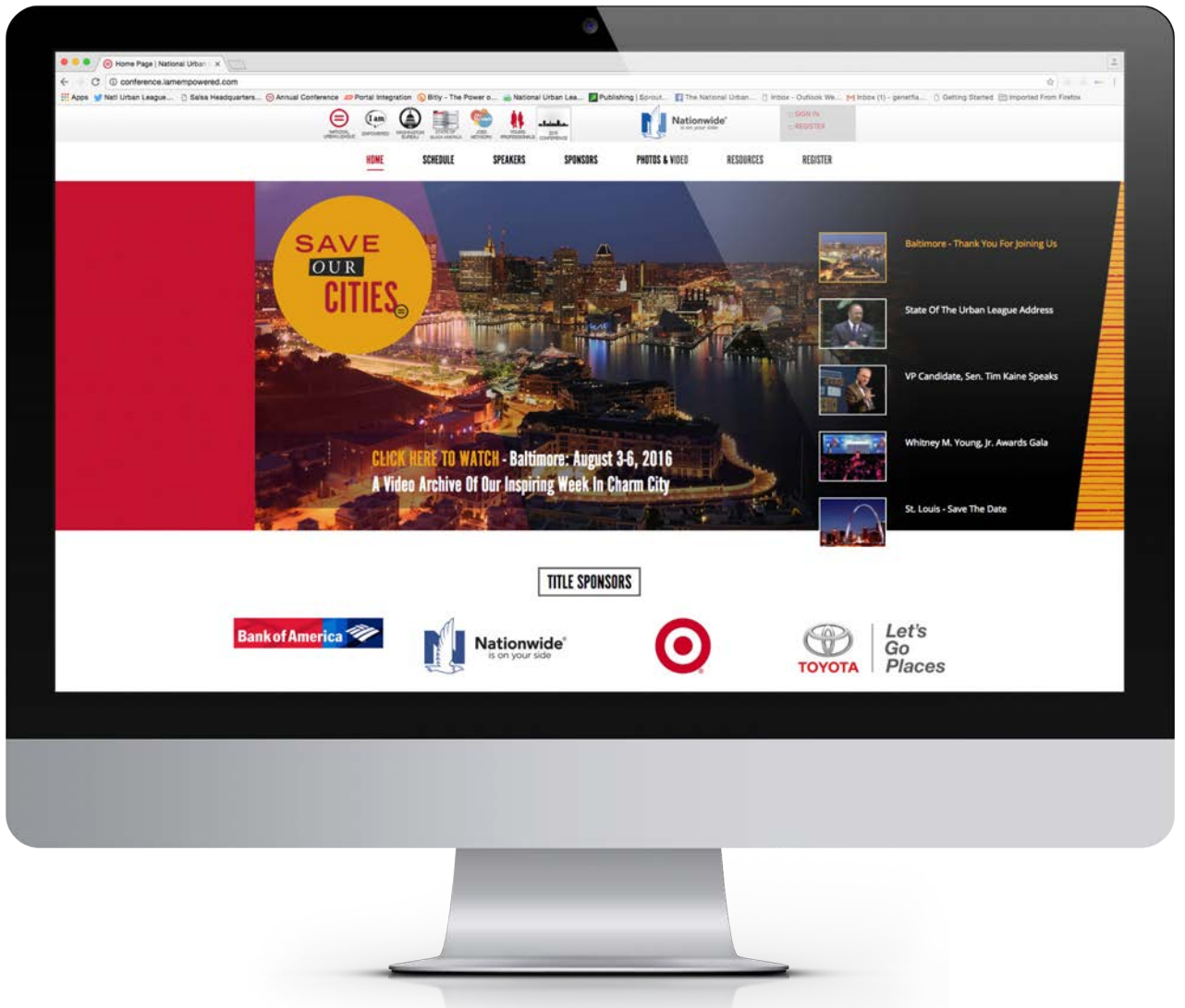
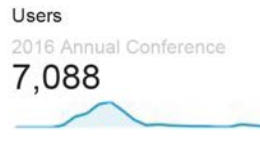
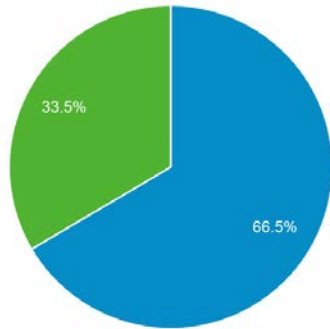
My Schedule – 2,865 Launches



Website Traffic

In addition to the mobile app conference Guide, content was hosted on our new, responsive web platform. The website provided users with the conference schedule, speakers, and LIVE streaming of plenary sessions.

■ New Visitor ■ Returning Visitor



N.U.L. Experience Expo Hall

The Expo Hall was indeed an exciting place! It buzzed with activities from start to finish, from community visitors and registered attendees to live media coverage, entertainment, celebrities, and more.

There were **17,100** Expo Hall and Community Day Attendees
70 Expo Booths; **50** Recruitment Booths – Total of **120** booths



Empowerment Stage

The 2016 National Urban League Conference Empowerment Stage lit up the Expo Hall, bringing critical and inspiring dialogue from your favorite personalities, entertainers, and influencers. Topics included dating in the digital age; breaking into the entertainment industry; health, wellness, and longevity; know your rights; Black Lives Matter; and much more. Celebrities and influencers like **Janelle Monáe**, **Bevy Smith**, **MC Lyte**, **Raheem DeVaughn**, **Miko Branch**, **Dee Marshall**, **Shaun T.**, **Michaela Angela Davis**, and many others graced the stage and shared powerful perspectives.



Volunteer Zone

The Volunteer Zone, sponsored by Walgreens and Volkswagen, served as an easy and effective way for Conference goers to give their time and energy to a great cause: uplifting the local Baltimore community. Volunteers stuffed backpacks, assembled kits for children and families, and sorted supplies, hygiene products, and other useful goods for distribution. The Volunteer Zone is a vital part of the Expo Hall and aligns with the Urban League's mission to serve and care for those in need.

- Backpacks - **2,000**
- Hygiene kits - One kit has toothbrush, toothpaste, and floss (**600**)
Another kit has shampoo, conditioner, and shower caps (**450**)
- New Mother kits - One kit has pampers, powder, and baby wipes (**100**)
Another kit has baby wash, wipes, and powder (**300**)



The Health and Wellness Zone, sponsored by Centene, offered a space for attendees to check in on their overall wellbeing inside the Expo Hall. Medical experts provided free screenings and offered valuable guidance on how to better care for one's body. The Health Zone is an extension of one of four Urban League goals, which is to ensure that every American has access to quality and affordable health care solutions.



Career & Networking Fair

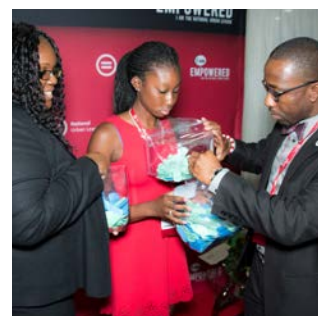
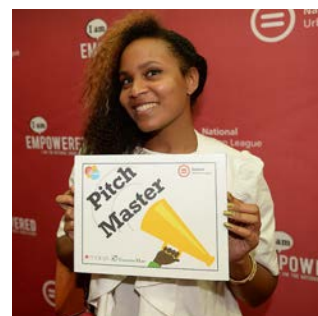
Hundreds came out to the **2016 Career & Networking Fair** in Baltimore for three days of professional development and networking with recruiters from top companies. Attendees enjoyed professional development workshops lead by industry experts in the **Brand U Studio**, sponsored by McDonalds, as well as LinkedIn and resume critiques and mock interviews. Job seekers lined up for free professional headshots after getting glammed and groomed in the Walmart Style & Beauty Lounge.

The Career & Networking Fair featured various technology focused panels for the **TechConnect Summit**, in addition to an Executive Session with leaders from Facebook, MasterCard, T. Rowe Price, and Bank of America.

The **Young Professionals Speed Networking Reception**, sponsored by Macy's and Fannie Mae, was a success, with over 300 Young Professionals and recruiters in attendance!

Companies

- Adecco Group, NA
- Alban CAT
- American Speech Language Hearing Association
- American Staffing Association
- Architech of the Capitol
- Association of American Publishers
- Bank of America
- Christiana Health Care System
- Comcast NBC Universal
- Consumer Product Safety Commission
- Edward Jones
- Enterprise
- Equal Opportunity Publications
- Fannie Mae
- Federal Deposit Insurance Corporation
- FedEx
- FINRA
- Harvard Kennedy School
- Human Rights Campaign
- Johns Hopkins Health System
- Johns Hopkins University
- Kaiser Permanente
- Legg Mason
- Lyft
- Macy's
- Maryland State Police
- MasterCard
- McDonalds
- MGM Resorts International Operations INC.
- Mortenson Construction
- NAAHR
- National Geospatial-Intelligence Agency
- Nationwide
- NextERA Energy, INC
- Radio One
- Suez in North America
- T.Rowe Price
- The Brookings Institution
- Toyota
- U.S Securities and Exchange Commission
- Under Armour
- US Department of State
- US Secret Service
- Walmart
- The Whiting Turner Contracting Company
- YUM Brands Inc.



The two-day TechConnect Summit put a much-needed spotlight on diversity in tech through panels featuring industry leaders, a Hackathon for Social Justice, and numerous networking opportunities. Over the course of two days, attendees heard from tech creators and innovators on various topics centered around emerging technologies, career opportunities in tech, and thriving in the tech space as a person of color.

TechConnect: Panels – Presented by Facebook

- About **400 people** attended the panel discussions over the two-day period
- 62 attendees used the website to register
- Several panelists represented major companies including Facebook, Comcast, and MasterCard

Hackathon – Presented by Comcast NBCUniversal

- Participants came from across the country to compete for **over \$5,000** in cash and prizes
- 27 people and 9 teams registered to participate (5 teams and 17 people competed)

Winners

- Urban League of Greater Miami (**1st Place**)—Created an app that provides information and engagement around violent police incidents.
- Team STEM (**2nd Place**)—Created a platform where teachers can create digital education content without having to know much about code.
- Products Of Our Environment (**3rd Place**)—Created a web-based game that creates incentives for using environmentally-friendly transit.
- Chicago Urban League—Created an app to help users locate more healthy, local options in food deserts.
- New York Urban League—Created a website to help users search for community gardens in a given area.



Community Day

The National Urban League's first Community Day & Family Expo was a huge success! Presented by GEICO as the title sponsor, and Coca-Cola as a supporting sponsor, the event kicked off with a well-attended press conference with remarks from National Urban League President Marc Morial, Baltimore Mayor Stephanie Rawlings-Blake, and event sponsors, followed by an exciting performance by a local marching band.

Highlights included:

- Free haircuts and manicures at the Toyota pop-up barbershop
- Free immunizations from the Baltimore City Health Department
- The Home Depot Do-It-Yourself Workshop
- Story time with celebrity authors including former NBA player Rasheed Wallace and former NFL player Tavon Mason
- Ceramic arts with Baltimore Clayworks
- Visits from the GEICO gecko and the Baltimore Orioles mascot

Results:

- 6,500 backpacks were stuffed with school supplies
- Almost 10,000 people were in attendance
- Over 3,500 backpacks were distributed
- About 150 volunteers were engaged over the 5 days leading up to and including the day of the event



Youth Leadership Summit

National Urban League hosted its 27th Annual Youth Leadership Summit (YLS) at **Coppin State University, July 12-16, 2016**. YLS is a college-based conference that brought together 340 Urban League youth and their chaperones from across the nation. The five-day event immersed young people in a college setting to provide them with a unique educational and development experience, focused on important skills for success in college, work and life. YLS is the annual culminating event for all National Urban League Education and Youth Development programs, and reinforces the goals and practices of the affiliates' work with middle and high school-aged youth from across the country.

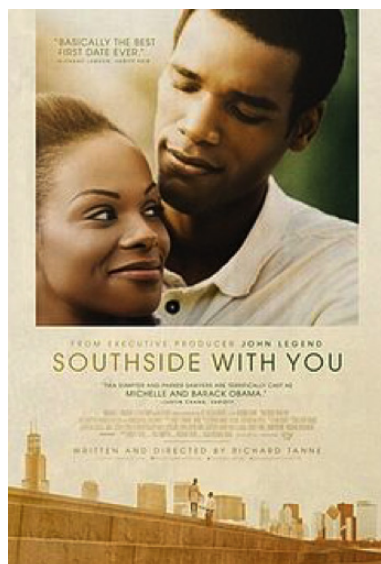
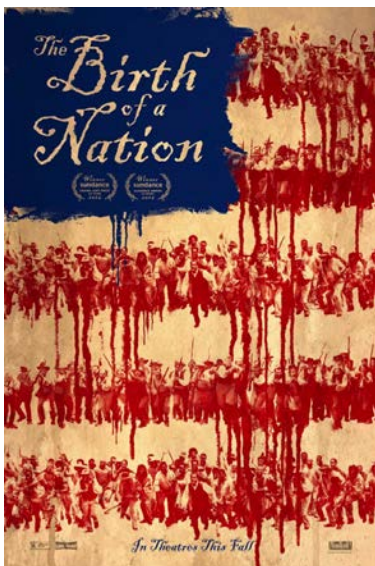


Film Activations

Hollywood understands the power and influence of the National Urban League audience and continues to make the Annual Conference a priority and staple in their multicultural marketing campaigns. The National Urban League has a proven record of increasing a film's visibility, leading the conversation around the movie's content and creating valuable connections with thousands of professionals.

Film Activations included the following:

- Trailer Screening
- One-on-One Conversation with Lead Actor
- Meet and Greet with Cast
- Red Carpet Photo Activation



- Airbnb
- American Red Cross
- AT&T
- B-More Informed, Know Your Rights
- BALTIMORE SUN NEWSPAPER
- Bank of America
- Broadband USA, NTIA/U.S. Department of Commerce
- Centene
- Center for Disease Control (CDC)
- Centers for Medicare & Medicaid Services
- Consumer Financial Protection Bureau (CFPB)
- Diversity Comm, Inc./Black EOE Journal
- Edward Jones
- Explore St. Louis
- Fannie Mae
- Federal Communications Commission
- Federal Deposit Insurance Corporation
- Federal Housing Finance Agency
- GEICO Insurance
- Greater Baltimore Urban League
- HBCU Career Development Marketplace
- Hubert V. Simmons Museum of Negro League's Baseball
- iHEART RADIO - HEAVEN 600 AM
- International Business Kids
- Johnson & Johnson
- Johnson & Johnson VisionCare
- KIDS ENTERTAINMENT
- Lyft
- Minority Business Development Agency
- Miss Jessie's LLC
- National Assessment of Educational Progress
- National Library of Medicine
- Nationwide
- NBC TV 11- WBAL
- NBC Universal/Focus Feature
- NeighborWorks America
- Nissan
- Nyla Elise Clothing
- Office of Minority Health
- RADIO ONE - 106.1 WLIF
- RADIO ONE- WERQ 92.3
- Shea Moisture/Sundial Brands
- Shell Oil Company
- Social Security Administration
- Team Ken Lin Fit
- THE AFRO NEWSPAPER
- The Coca-Cola Company
- The Nature Conservancy
- Toyota
- U.S. Department of Commerce
- U.S. Department of Treasury
- U.S. Selective Service System
- UPS
- Volkswagen Group of America
- Wells Fargo Bank, N.A.
- WMAR TV/ ABC 2



Sponsors

The image displays 18 individual sponsor banners, each with a yellow header and a white background. The banners are organized into several categories:

- TITLE SPONSORS:** Bank of America, Nationwide, Target, Toyota (Let's Go Places), CENTENE Corporation, UPS, and Wells Fargo.
- PRESENTING SPONSORS:** (This category is represented by the CENTENE Corporation banner).
- CORPORATE LEADER SPONSORS:** Anheuser-Busch, AT&T, bp, Citi, Coca-Cola, Comcast NBCUniversal, CVS Health, Facebook, FedEx, GEICO, JPMorgan Chase & Co., PepsiCo, Shell, State Farm, Maryland, Walton Family Foundation, and Walmart.
- PARTNER SPONSORS:** Airbnb, Chevron, Marriott, MasterCard Worldwide, Ford, Lilly, Sodexo, T.Rowe Price, Georgia Pacific, Hyundai, Volkswagen, Walgreens, Lyft, and Macy's.
- SUPPORTER SPONSORS:** AARP, Adco, AHE, Allstate, Altria, American Airlines, Dell, Edward Jones, Enterprise, Fannie Mae, General Motors, Charter, Google, Hilton Worldwide, Kaiser Permanente, Koch, McDonald's, MGM Resorts, Moët Hennessy USA, Nissan, and others.
- YOUNG PROFESSIONALS SUMMIT SPONSORS:** Anheuser-Busch, Walmart, AT&T, Macy's, Marriott, Chevron, Altria, Google, General Motors, Fannie Mae, BGE, Kaiser Permanente, WT, Johns Hopkins University, Wells Fargo, Maryland, Legg Mason, PNC, Bank of America, and others.
- HOST AFFILIATE SPONSORS:** Marriott, Johns Hopkins University, Live! Casino, Grant, Visit Baltimore, Horseshoe, Walden University, Southwest, Bank of America, and others.
- MEDIA PARTNERS:** Black Enterprise, Impact, Praise, 92.3 FM, WJLA, Magic 8, and others.

The National Urban League Conference comes to the Gateway City in 2017! Save the date: July 26-29, 2017 in St. Louis, Missouri. See you there!



Sponsorships

To inquire about sponsorships, please contact:

Maria E. McFarlane
Senior Director, Sponsorships, Development Department
212-558-5382
mmcfarlane@nul.org