



National  
Urban League



## **2017 NATIONAL URBAN LEAGUE CONFERENCE**

**America's Center  
St. Louis, MO • July 26-29**

### **SPONSORSHIPS**

**Includes:  
Youth Leadership Summit  
Washington University in St. Louis  
July 25-30**

About The National Urban League Conference (3)

Standard Sponsorship Benefits

Sponsorship Opportunities

Signature Events

Special Events

Premium Opportunities

Social Media & Digital Sponsorships

Conference Essentials

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Career & Networking Fair Sponsorships

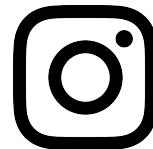
Additional Sponsorships

Youth Leadership Summit

**Stay connected and get the latest conference updates on Facebook, Twitter, Instagram and LinkedIn.**

#naturbanleague

[www.nul.org](http://www.nul.org)



## QUICK FACTS.....About the National Urban League

- It is the largest annual civil rights conference. It lasts four days from Wednesday to Saturday. It kicks off with a keynote address on the State of the Urban League by NUL president Marc Morial, and ends with Community & Family Day and young professionals leadership development training.
- It offers NUL partners the opportunity to engage Urban League leadership and members from across America; community leaders; elected officials; Fortune 500 executives; young professionals; the local community; and celebrities.
- Over 20,000 national and local citizens attend the conference.
- The goal of the conference is to engage attendees in discussions of the pressing issues facing African Americans and solutions to address these challenges. The major issues that are discussed at the conference include social and economic inequality across America, improving education in disadvantaged communities, increasing jobs and job training, health and quality of life issues that threaten the lives of African Americans and other minorities, creating quality affordable housing options and creating small business opportunities in African American communities.)

- The conference includes multiple events that are free and open to the local community including, the conference  
Kick off; the Career Fair; Expo; Small Business Matters One-day Entrepreneurship Summit; a Back-to-School Extravaganza; a Health & Wellness Zone providing free health screenings; and Community & Family Day.
- The Expo which lasts three days also includes a Mainstage featuring seminars, exhibitor giveaways, celebrities and entertainment.
- The Career Fair is a tremendous opportunity for face-to face engagement with America's leading Fortune 500 companies, government agencies and non-profit organizations. It offers a number of professional development workshops, power networking sessions with HBCU alumni and other young professionals, professional coaching, assistance with resume preparation and interviewing skills, and more.
- The fastest growing conference demographic is millennials. 350 to 500 21 to 40 year olds attend the Young Professionals YP L.E.AD. (Leaders, Entrepreneurs, Advocates and Dreamers) Summit which includes professional and leadership development training and evening events for networking.

## STANDARD LEVELS & BENEFITS

The following benefits are standard according to a sponsor's level of support. Benefits will be customized according to the special event or activity your company sponsors. For example, if you sponsor a luncheon you will receive remarks, signage at the luncheon, a premium table of 10 seats, opportunity to show a 30-60 second video and a seat at the head table, in addition to the standard benefits below.

### TITLE (Overall) - \$300,000

- Company CEO designated as conference chair
- CEO quote in press release
- CEO greeting on the conference website
- CEO greeting on the mobile App (including bio (250 words,) high res headshot and signature)
- Remarks at opening press conference (2 minutes) (CEO or other senior company executive)
- Remarks at the State of the Urban League Opening Session (2 minutes)
- Remarks at signature event that company sponsors (2 minutes)
- Workshop panelist opportunities



## (TITLE - CONT'D)

- Logo on the conference Website Homepage
- Logo and Hyperlink on Conference Website
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide
- Logo on hotel key cards
- Logo on conference e-blasts
- Signage at signature event your company sponsors
- Premium full page color ad in the Expo & Employment Guide
- Banners for display in the conference lobby areas
- Banners for display at individual event that you sponsor
- 60-sec video to be shown at the State of the Urban League Address (Diversity & Inclusion, and corporate social responsibility themes)
- 30-60-sec video to be shown at signature event that company sponsors. Video will also be shown at major events such as Plenary Sessions (Diversity & Inclusion and corporate social responsibility themes)



## (TITLE - CONT'D)

- Photo op at ribbon-cutting with Marc Morial
- 30x30 premium booth
- 10X20 booth
- Opportunities to participate in Professional Development Workshops
- 20 complimentary registrations
- 20 complimentary premium tickets (2 tables) for the Women of Power Awards Luncheon, Guilds
- Leadership Luncheon, the Awards Gala and Urban League Live!
- 5 YP L.E.A.D. Summit registrations (includes badges and the following tickets: YP L.E.A.D.S. Welcome Reception, Luncheon, Late Night event, Speed Networking Reception, Town Hall, Plenary and Workshop Sessions)
- 10 invitations for the Chairman's Leadership Reception
- Concierge service –registration bags, badges, tickets delivered to your hotel or on-site hospital room/office
- Giveaway (Premium item or small brochure) in registration bags
- Giveaways or prizes for your company's signature sponsored event



## (TITLE – CONT'D)

- Sponsor's page on Mobile App (logo, company overview, sponsor's events and social media profiles)
- Promotional push notifications on conference mobile app (1 push per day)
- Opportunity to a survey audience in conference mobile app
- Logo on conference app dashboard and splash page
- Inclusion in social media messages (pre-, during-, and post-conference)
- Pre-promotion of event (tweets, posts, memes)
- Dedicated partner e-blasts
- E-blast highlighting participation
- Custom event hashtag (with purchase of digital activation)
- Access to green rooms for photo ops at major events (2 people plus a photographer)
- Head table seating at luncheons and the Awards Gala
- Post-conference report
- Facebook Photo Gallery – Event Highlights (post-conference)
- Banner ad on Conference Mobile App
- Welcome page on Conference Website





## PRESENTING - \$200,000+

- Remarks at signature event that company sponsors (2 minutes)
- Workshop panelist opportunities
- Logo on the conference Website Homepage
- Sponsor logo and hyperlink on Conference Website
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors
- 30-60-sec video to be shown at signature event that company sponsors (Luncheons, Awards Gala, Plenary Sessions and Urban League Live!) (Diversity & Inclusion, and corporate social responsibility themes)
- 10 complimentary registrations
- 10 complimentary premium tickets (1 table) for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- 2 invitations for the Chairman's Leadership Reception



## (PRESENTING – CONT'D)

- 20 x 20 Expo booth
- Giveaway (Premium item or small brochure) in registration bags
- Giveaways or prizes for your company's signature sponsored event
- Sponsor's page on mobile app (logo, company overview, sponsor events and social media profiles)
- Custom event hashtag (with purchase of digital activation)



## CHAMPION - \$100,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo on the conference Website
- Logo and hyperlink on Conference Website
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors
- 30-60-sec video to be shown at signature event that company sponsors (Luncheons, Awards Gala and Plenary Sessions) (Diversity & Inclusion, and corporate social responsibility themes)



## (CHAMPION – CONT'D)

- 10 complimentary registrations
- 10 complimentary premium tickets (1 table) for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban Live!
- 2 invitations for the Chairman's Leadership Reception
- 10 x 20 Expo booth
- Giveaways or prizes for your company's signature sponsored event
- Sponsor's page on mobile app (logo, overview, sponsor events and social media profiles)
- Custom event hashtag (with purchase of digital activation)



## **PARTNER - \$50,000+**

- Remarks at signature event that company sponsors (2 minutes)
- Sponsor logo and hyperlink on Conference Website
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors
- 30-60-second video to be shown at signature event that company sponsors (Luncheons, Gala, Plenary Sessions and Urban League Live! (Diversity & Inclusion, and corporate social responsibility themes)
- 5 complimentary registrations
- 5 complimentary tickets for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!  
2 invitations for the Chairman's Leadership Reception
- Giveaways or prizes for your company's signature sponsored event
- Sponsor's page on mobile app (logo, overview, sponsor events, and social media profiles)
- Custom event hashtag (with purchase of digital activation)



## SUPPORTER - \$25,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo and hyperlink on conference Website
- Logo on the Wall of Sponsors
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors
- 4 complimentary registrations
- 4 complimentary tickets for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- Giveaways or prizes for your company's signature sponsored event
- Sponsor's page on mobile app (logo, overview, sponsor events, and social media profiles)



## FRIEND - \$10,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo and hyperlink on Conference Website
- Logo on the Wall of Sponsors
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors
- 2 complimentary registrations
- 2 complimentary tickets for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- Giveaways or prizes for your company's signature sponsored event
- Sponsor's page on mobile app (logo, overview, sponsor events, and social media profiles)

## State of the Urban League Keynote Address

**\$125,000**

### *Conference Opening Session*

#### *Address By Marc H. Morial*

**Wednesday, July 26**

**Expected Attendance: 1000+**

This exciting event kicks off the conference with a keynote address by Marc H. Morial on where the Urban League stands today on the most pressing issues confronting our community. A Welcome Reception hosted by the local Urban League will follow the Keynote Address. All attendees are invited to participate. It will be a perfect opportunity to engage Urban League leadership, partners and members.



## **Whitney M. Young, Jr. Awards Gala & Reception – Black-Tie**

**\$115,000 / Co-Sponsorships at \$115,000 each**

**Friday, July 28**

**Expected Attendance: 1200**

Join over 1000 renowned influencers, Urban League leaders, corporate partners, and community leaders as the National Urban League celebrates and honors individuals for their outstanding leadership, service and commitment to the cause of social and economic equality.

## **Luncheons**

### **Women of Power Awards Luncheon**

**\$75,000 / Co-Sponsorships at \$75,000 each**

**Thursday, July 27**

**Expected Attendance: 1000**

The Women of Power Luncheon will attract large corporate participation, as well as Urban Leaguers and local community VIPs. Honorees will include trailblazing elected officials, corporate executives, media, community leaders and entertainers, among others.



## **Guilds Leadership Luncheon**

**\$60,000 / Co-Sponsorships at \$60,000 each**

**Friday, July 28**

**Expected Attendance: 900**

This keynote luncheon with an audience of approximately 900 guests will feature a prominent thought leader.

## **Plenary Sessions**

**Opening Plenary Session**

**\$75,000**

**Thursday, July 27**

**Expected Attendance: 900**

This Plenary Session will focus on key civil rights issues of the day as they impact African Americans. It will feature a keynote panel of the nation's pre-eminent civil rights leaders and others.



## **Plenary Sessions II, III, IV**

**\$ 65,000**

**Thursday & Friday, July 27 & 28**

**Expected Attendance:** 600 – 800 Each

Attendees will hear from dynamic leaders and influencers on topics that will be important to the struggles facing African Americans and other underserved citizens. The topics will focus on the heart of the Urban League's advocacy and legislative work. Your company can be in the center of the struggle to end inequality and improve conditions for the worst off in America. Hundreds will attend the Plenary Sessions to hear from the high profile speakers that we will feature. The sponsor's signature role at one of these Plenary Sessions is to give opening remarks.

## **Town Halls & Issue Forums**

**\$55**

**Thursday & Friday, July 27 & 28**

**Expected Attendance:** 400-700

- Diversity & Inclusion Forum
- YP L.E.A.D.S. Town Hall



## **Workshops**

**\$45,000**

**Thursday & Friday, July 27 & 28**

**Expected Attendance:** 50-100 Per Session

The workshop tracks will include: Education & Youth Development; Housing & Community Development; Entrepreneurship & Business Development; Health & Quality of Life; Jobs/Workforce Development. We will take the opportunity to highlight the Urban League's current work and progress in these areas. Leading experts will present at these 45 to 90-minute sessions. One of your company experts will be invited to join the panel that you sponsor or to give opening remarks.

## **Urban League Live!**

**\$100,000 / Title**

**\$65,000 / Co-Sponsorships**

**Thursday, July 27**

**Estimated Attendance:** 1000+

Urban League Live! is the ultimate interactive music experience. You can align your brand with a premier music event and network with over 1000 party-goers, including hundreds of young professionals. You will have branded digital activations during the event, as well as the opportunity to engage the attendees in games and giveaways.



## **President's Post-Gala Party**

**\$50,000 / Title**

**\$25,000 / Co-Sponsorships**

**Friday:** July 28,

**Expected Attendance:** 500-700

As the black tie gala wraps up, the President and guests will move to the post-gala party that will feature a DJ, desserts and dancing.

## **Chairman's Leadership Reception**

**\$75,000 / Title**

**\$50,000 / Co-Sponsorships**

**Thursday,** July 27

**Expected Attendance:** 400

This VIP reception offers sponsors a unique opportunity to engage the leadership of the Urban League Movement, donors and sponsors, elected officials, prominent civil rights leaders and heads of professional associations.

## **Community & Family Day**

**\$100,000 / Title**

**\$50,000 / Co-Sponsorships**

**Saturday, July 29**

**Estimated attendance: 8,000**

In 2016 we held the first conference Community Day & Family Expo. It was a huge success with over 10,000 attendees, parents and children. It began with a well-attended press conference with remarks from Marc Morial and the Community Day sponsors, along with the city's mayor. Community Day activities, held in the Expo Hall, included a pop-up barber shop offering free haircuts and manicures; free immunizations, story time with celebrity authors, including professional NBA and NFL players; visits from the GEICO Gecko and more. We distributed over 6000 backpacks filled with school supplies on Community Day. We expect to surpass this success in St. Louis and be able to provide much-needed items to more needy families.



## Health & Wellness Zone

**\$100,000 / Title**

**\$50,000/ Co-Sponsor**

- FREE Health Screenings
- Games and Prizes
- Fitness Demonstrations
- Empowering Seminars
- Product Sampling
- Spa Treatments
- Essential Health & Wellness Information
- Celebrity Meet/Greet
- Music and More!

## **Volunteer Zone**

**\$100,000 / Title**

**\$60,000 / Co-Sponsor**

### **Assembling packages for the community's needy:**

- Backpacks filled with back-to-school essentials
- Personal care packages for the homeless
- Newborn packages for expectant mothers

### **Corporate donations accepted:**

- Backpacks, pens, pencils, geometry sets, notebooks, rulers, coloring pencils, dictionaries, etc.
- Sample size soaps, lotions, deodorants, toothbrushes, toothpaste, combs and brushes, hand sanitizers
- Baby soaps, lotions, shampoos, powder, blankets, A&D ointment, comb and brush, vaseline, wash cloths, towels, etc.





Each year the National Urban League gives back to the community where they convene the conference. Hundreds of attendees volunteer a portion of their day to assemble hundreds of backpacks of school supplies for the community's needy population, personal care packages for the homeless living in shelters, and baby products for expectant mothers in the Volunteer Zone. A number of corporate partners donate thousands of items each year and their employees donate time to assemble the packages.

Company sponsorships and donations for the Volunteer Zone will be recognized on signage, appropriate e-blasts, on the Conference App and in an e-blast distributed to over 30,000 twitter followers. The sponsor will be given the opportunity to make remarks at a press conference which will be held on the final day of the Volunteer Zone - Saturday.

## Young Professionals

### YP L.E.A.D. SUMMIT

*Leadership. Entrepreneurship. Advocacy. Personal and Professional Development*

The National Urban League through its affiliate network educates, develops and prepares millennials and GenXers for leadership roles in the future, to be community advocates and to assist the affiliates in providing services in their respective communities. The National Urban League Young Professionals (NULYP) offers opportunities for these emerging leaders to participate in professional development programs, philanthropy and civic engagement. NULYP has built itself into a Movement. There are 64 affiliate Young Professionals chapters nationwide with over 6,000 members (ages 21 – 40) who have diverse careers and various levels of professional development.

The YP L.E.A.D. Summit, (previously the Young Professionals Summit) will be celebrating 18 years in 2017. It is a training ground for emerging leaders and each year it attracts 350-500 Urban League young professionals, HBCU alumni, and members of black fraternities, sororities and professional associations. We engage an additional 2 million+ young professionals via the Summit through social media and direct e-mail vehicles. As a sponsor, the Summit provides quality opportunities for your company executives and managers to network with the young professionals. The Summit agenda is filled with opportunities for the YPs to learn from civic leaders, social advocates and others who can share effective strategies for professional advancement.

**\$100,000** / Title Sponsor (2)

**Wednesday – Saturday**, July 26 - 29

**Expected Attendance:** 500

Four days of engagement with 500 young professionals, ages 21 to 40. This is a national audience with 98 percent membership in Urban League Young Professionals chapters.

Your benefits for sponsoring the Summit at the title level will include:

- Recognition throughout the Summit
- Premium seating at the appropriate events
- Remarks at key events
- Recognition in the NULYP digital newsletter
- Logo on the Website and Summit e-blasts
- Summit workshop panelist opportunities and the chance to welcome hundreds of Young Professionals at the Welcome Reception or other signature Summit event

## **Welcome Reception**

**\$75,000 (Included In Title Sponsorship)**

**Thursday, July 27**

**Expected Attendance:** 350-500

Included in the title sponsor package. This annual reception provides an opportunity for the sponsor to engage the hundreds of Young Professionals attending the summit.

## **Awards Luncheon**

**\$75,000 (Included in the title sponsorship level of \$100,000)**

**Saturday, July 29**

**Expected Attendance:** 350-500

The luncheon is a main highlight of the summit. There is usually a packed room for this event. It will provide you with a special opportunity to engage the attendees. E-blasts promoting the summit will reach over 4,000 members nationwide and thousands more via social media.



### **Town Hall**

**\$65,000**

**Friday, July 28**

**Estimated Attendance: 400**

### **Workshops**

**\$45,000**

**Thursday & Friday, Saturday July 27 -29**

**Estimated Attendance: 75 per session**

Your company will have a panelist opportunity for any workshop it sponsors.

### **Late Night Party**

**\$50,000 / Co-Sponsorships**

**Friday, July 28**

**Expected Attendance: 300-400**

This is an evening of music and networking that is held immediately following the Gala.



## **Speed Networking Event**

**\$50,000**

**Friday, July 28**

**Estimated Attendance:** 300 (Young professionals, members of local chapters of HBCUs, and Career Fair recruiters)

The Young Professionals Speed Networking Reception is an event that will allow your recruiters to network and have direct discussions with Young Professionals about opportunities at your company. Held in conjunction with the Career Fair, it is an invitation only event with guests including local professional association members and Urban League Young Professionals.

## **NULYP Annual Business Meeting**

**\$30,000**

**Thursday, July 27**

**Expected Attendance:** 500

This is the annual meeting of the Young Professionals and it is held at the Annual Conference each year. The Young Professionals Annual Service Report detailing the activities and accomplishments of the past year of the various chapters will be distributed at this meeting and electronically to those members not in attendance.



## HOST A TEAM OF YOUNG PROFESSIONALS

**\$10,000**

Host three to four members of an Urban League young professionals chapter and engage hundreds of 21-40 year olds from across America and 88 Urban League Affiliates. Provide them with an enriching experience that will help them to succeed as community volunteers, Urban League advocates, and emerging leaders.

## **SMALL BUSINESS MATTERS ONE-DAY ENTREPRENEURSHIP SUMMIT**

### ***Money, Management and Marketing***

**\$100,000 / Title Sponsor (2)**

**\$60,000 / Luncheon**

**\$50,000 / Pitch Competition**

**\$30,000 / Opening Plenary**

**\$25,000 / Each Workshop**

**\$25,000 / Empowerment Room**

**Saturday, July 29**

Do you want to engage minority entrepreneurs and would be entrepreneurs? The small business sessions will include discussions on Business financing and marketing; Small business certification; How to do business with Fortune 500 companies; Contract opportunities; Growing your business, and much more.





## 2016 Small Business Matters Sponsors

Wells Fargo (Title Sponsor)

AARP

Black Enterprise

The Coca-Cola Company

Hudson Group

Lyft

Shell

T Rowe Price

# EXPO SPONSORSHIPS

Similar to 2016, over 7,000 attendees and community residents are expected to visit the expo hall during the 2017 Conference in St. Louis. The most popular features for the visitors at the three-day expo are the consumer products, the latest technology products, free screenings, demonstrations and sampling in the Health & Wellness Zone, the Volunteer Zone, empowerment seminars with favorite authors, actors and entertainers on the Main Stage and photos with celebrity panelists and authors, and the opportunity to win major prizes from exhibitors.

Attendees will help to assemble backpacks of back-to-school supplies donated by sponsors and exhibitors. The backpacks will be distributed to children and their families in the local community through an organization that serves the neediest of local families and selected by the local Urban League.

Admission to the expo is free. Sponsor one of these Expo events and activities and your **company will receive** complimentary booth space, registrations, booth passes for booth workers, free ad space in the Expo and Employment Guide, signage and more.



## **Health & Wellness Zone**

**\$ 100,000 / Title**

**\$60,000 / Co-Sponsorships**

- FREE Health Screenings
- Fitness Demonstrations
- Sampling
- Interactive Seminars
- Celebrities
- Massages
- And More

**Sponsor will receive free booth space.**



## **Volunteer Zone**

**\$90,000**

In-kind donations welcome. In addition to school supplies, we distribute homeless personal care packages that include sample sizes of soap, lotion, deodorant, toothbrush, toothpaste, comb and brush, etc. We also distribute packages of baby products to expectant mothers in shelters or special housing. Sponsors and those who donate product will be recognized on signage and at the press conference on the final day of the conference.

## **N.U.L. Experience Main Stage & Celebrity Hot Spot**

**\$50,000 /Co-Sponsorships**

The Mainstage is a hub of excitement in the expo hall, featuring celebrity panelists, entertainers, thought leaders, exhibitor announcements, major giveaways, and seminars. Celebrities and influencers who graced the stage in 2016 include Janelle Monae, Bevy Smith, MC Lyte, Raheem DeVaughn, Miko Branch, Dee Marshall, Shaun T, Michaela Angela Davis, and many more. Sponsor benefits include free booth space, signage, logo on printed and digital material promoting the Mainstage, photos with celebrities, Website presence, remarks, and more.



## **Photo Lounge**

### **\$40,000 / Co-Sponsorships**

Take an I AM EMPOWERED color digital photo with your logo embedded on the green screen that attendees can share with family and friends! It's a fun activity that connects your brand to adults of all ages and walks of life. Sponsor benefits will include:

## **Beauty & Grooming Lounge**

### **\$50,000**

### **Or \$25,000 Co-Sponsorships**

Attendees who want to look their best everyday will visit the Beauty and Grooming Lounge for free make-overs, and fashion tips on creating a professional look for work and social events. Your experts will have many opportunities to interact with the visitors.

## **Travel & Leisure Lounge**

### **\$50,000**

A premiere opportunity to engage young and mid-career professionals eager to explore the world. These professionals are looking for hot places to visit and stay in for their next vacation.

## **Title & Co-Sponsorships**

**\$75,000 / Title Sponsorship**

**\$40,000 / Co-Sponsorships**

**Event/Activity Sponsorships: \$7,000 to \$30,000**

**Expected Participation: 3000+**

## **Sponsor Benefits**

Following are some of the benefits that your company could expect to receive for sponsoring the Career and Networking Fair (depending on activity, event and level of sponsorship):

- 10x10 recruitment booth
- Entrance unit branding, activity/event signage, Website branding, and company logo on e-blasts
- Full-page color ad in the Expo & Employment Guide
- Job postings
- Access to resume database
- Digital media exposure
- Digital activations
- Opportunity to lead a professional development workshop



## **Brand U Studio**

### **\$25,000 / Exclusive Sponsorship (Included in Title Sponsor Package)**

The Brand U Studio is the hot-spot on the Career Fair floor. What's more, experts will provide free resume critiques; mock interviews; 30-minute power sessions about networking and career development; one-on-one private career coaching; and the location of professional developing workshops.

## **Image of Success Photo Booth**

### **\$25,000**

A jobseekers' career starts here in the Image of Success Suite as they take their free professional headshot. Career & Networking Fair attendees will receive their headshots to refresh their LinkedIn profiles.

## **Image of Success Style and Beauty Lounge**

### **\$30,000**

The Style & Beauty Lounge is a one-stop-shop for jobseekers to get glammed and groomed. Special features include: free make-overs, hair-cuts and trends in work fashion. Sponsoring company is expected to provide the appropriate experts and equipment.

## **Young Professionals Speed Networking Reception**

**\$30,000**

The speed networking event provides young professionals, an opportunity for quick interactions with recruiters in the Career Fair.

## **Executive Session**

**\$20,000**

**Estimated Attendance:** 90 TO 150

Engage with Urban League Young Professionals across the country and local pre-screened talent at the Executive Session. Receive exclusive access to quality candidates by engaging in panel discussions showcasing key executives or in networking sessions.

## **Professional Development Workshops**

**\$10,000**

**Estimated Attendance:** 25 to 40

Showcase your executives; select your preferred topic and description. Workshops will be 45 minutes long.



## **Power Networking Sessions – Meet-Ups**

**\$7,000**

**Estimated Attendance: 25 - 40**

At the Power Networking Meet-Ups, recruiters will have the opportunity to engage with unique groups such as the Divine 9 Greek organizations, HBCU alumni and Urban League Young Professionals. Sessions will be 45 minutes long.

## **The Urban League JobsNetwork**

The National Urban League online jobs board, found at [www.NULjobsnetwork.com](http://www.NULjobsnetwork.com), is a one-stop resource and central location for employers and jobseekers nationwide.

The Jobs Network attracts thousands of highly-educated urban professionals and should be an integral part of the strategy for companies committed to diversity recruiting.

Activate your social media presence with benefits designed to highlight your events, booth and jobs, and to increase awareness of your brand with National Urban League members. Benefits are available both during the Annual Conference and year-round, and includes posting on Facebook, Twitter, LinkedIn and more.

## **Mobile App**

**\$50,000**

The Conference Mobile App will be in heavy use by attendees as it will be the official conference guide. It will feature the conference schedule, updates, as well as information on the Career Fair and exhibits and more pre-conference, and post-conference information. Thousands will use the App to get information in an effort to “go green” that replaces a hard copy program guide. Your company will be prominently featured on the App giving your brand increased exposure.

## **Live Streaming**

**\$50,000 Co-Sponsorships**

**Reach thousands of Urban League followers**

The streaming of the keynote sessions and other major sessions post-conference.

## **Lobby Video Monitors**

### **\$25,000 Co-Sponsorships**

Monitors placed around the convention center will play video content about the Urban League, its donors and sponsors. Thousands of attendees and guests will be exposed to the video content on the monitors as they make their way around the convention center for the three and a half days.

## **Hack-A-Thon**

### **\$100,000**

### **or \$50,000 Co-Sponsorships**

This cutting edge activation will attract technology professionals, including computer programmers and others involved in software development. Teams will develop innovative solutions for challenges and problems Urban Leagues address daily in the communities we serve. The sponsor will have the opportunity to develop a tailored plan to engage with participants during and post-event.

## **Backstage Pass**

### **\$35,000**

The Backstage Pass features behind the scenes interviews with top speakers and celebrities. Branding opportunities for the Backstage Pass will include pre-roll commercials, special partner messages and branded promotions throughout the conference.

## Digital Lounge

**\$50,000 / Sponsorship**

**\$25,000 / Co-Sponsorship**

The Digital Lounge will be located in TechConnect which will include the hackathon, technology seminars, and more.

## **Pocket Agenda**

**\$25,000**

**Size:** 8x4.5

**Print Run:** 5000

The 8x4.5 agenda will be a quick reference to the conference. You will receive thousands of impressions with this sponsorship! Your logo will be prominently displayed on the cover and other pages of the guide which attendees will use daily to follow the events taking place during the conference.

## **Expo & Employment Guide**

**\$30,000**

(Sponsors advertising included)

**Size:** 6x9

**Print Run:** 6000

The official guide to the Expo and the Career & Networking Fair will be a “6 x 9” printed resource to happenings in the exhibits and the job fair, including agendas for the Career Fair and the Empowerment Stage, workshops and seminars, highlights in the Health & Wellness Zone, the Volunteer Zone, Community Day and other key information that will keep the brochure in the hands of attendees for the duration of the event. Complimentary copies of the Guide will be placed in the registration bags of attendees and distributed at the Expo Hall and the Career & Networking Fair to visitors and jobseekers from the community. Only companies with a booth in the expo hall or the Career Fair will be able to have an ad in the guide. The sponsor will have prominent ad placement. With 6,000 guides in circulation your company will receive thousands of impressions.



Sponsor the guide and your company will receive a premium ad, a 10 x 20 Expo booth, a 10 x 10 Career Fair booth, a private interview booth, complimentary registrations, exhibit booth passes and free job postings on the online employment network.

## **Family Session**

**\$30,000**

**Saturday, July 29**

**Expected Attendance: 300+**

We invite our Urban League friends and partners to join us (the Urban League Family) as we honor affiliates celebrating special milestones; give social recognition to retiring leaders; and welcome new leaders to the Movement. In addition, a leader from the religious community will offer a blessing; and a gospel choir will lift us up in song. Hundreds will attend this inspiring event.

## **Quarter Century Club's Mahlon T. Puryear Dinner**

**\$50,000 / Exclusive or co-Sponsorships**

**Thursday, July 27**

**Expected Attendance: 250+**

This annual event is held to honor the stalwarts of the Movement – those individuals, staff or volunteers, who have given a minimum of twenty-five years of service to the League. New members are acknowledged and inducted in the Quarter Century Club that evening. Membership in the Quarter Century Club includes national and local Board Members, as well as affiliate presidents and volunteers. Members, past and present, attend the dinner annually.



## **Power Walk with Marc!**

**\$50,000**

**Saturday, July 29**

**Estimated Participation:** 100-150

Attendees will join Marc Morial for an early morning power walk! This will be a unique opportunity for you to engage and network with attendees. Urban Leaguers and partners are among the individuals who will rise early for this special activity.

## **Conference Shuttle**

**\$20,000** / Co-Sponsorships

Buses will be shuttling attendees between the hotels and the convention center giving your company daily exposure to thousands of attendees. Your company will also increase its visibility with branding on the shuttle bus schedules (individual copies per attendee and signage at the hotels and the convention center,) and be able to engage attendees by providing greeters at the bus pick-up and drop-off locations and your employees riding the buses in your branded tee-shirts and engaging the attendees in games to win prizes. This sponsorship will also feature social media and digital activations, branded commercials or content displayed on shuttle bus screens and at pick-up and drop-off locations.



## 28th Annual Youth Leadership Summit

Washington University in St. Louis

St. Louis, Missouri

Tuesday – Sunday, July 25 – 30

**Expected Attendance:** 500 youth and chaperones

Celebrating its **28th year**, the National Urban League Youth Leadership Summit is a college-based conference that brings together nearly 400 Urban League youth and their chaperones from across the nation. This five-day event will immerse young people in a college setting that will provide them with a unique educational and developmental experience focused on building important skills for **success in college, work and life.**

The summit is the annual culminating event for all National Urban League Education & Youth Development programs, and reinforces the goals and practices of the affiliates' work with middle and high school youth from across the country. While youth participants learn to navigate the college experience, Urban League affiliate program staff and leadership will attend structured professional development and capacity building workshops.



## Premium Opportunities

### Lead Sponsor

**\$100,000**

Your company will be the lead sponsor of this very rich and exciting annual five-day Summit that brings together 400 to 500 Urban League youth from across the country. The lead sponsor will have special speaking roles, the opportunity to present awards, premium signage, major branding at the adult conference, opportunity to participate as a judge in the Case Competition, attend the Legacy of Success Luncheon, and more.

As the Lead Summit sponsor your benefits will include:

- Complimentary participation
- Branding on the Summit sponsors' banner, in the official program guide, on the Annual Conference Website and the Wall of Sponsors at the Convention Center with visibility to over 10,000 Urban League partners, leaders, members and visitors
- Logo on the Summit bag
- Giveaway included in the Summit bag
- Signage at a signature event/activity (You will be considered the sponsor of the event)
- Remarks at the signature event/activity
- Full page color premium ad in the Summit guide
- Recognition through social media sites
- Reserved seats for you and company guests at events you wish to attend
- Recognition at the Welcome Plenary Session



## **9th Annual Project Ready Case Competition**

**\$75,000**

The Case Competition is an annual event for youth teams from Urban League affiliates with Project Ready sites to compete for awards at the Summit. Each year, four finalists spend months developing, fine tuning and rehearsing their exhibition and at the same time demonstrating leadership, teamwork and research skills as they work to represent the best of the Urban League Movement. As the sponsor you or a colleague will be able to serve as a judge for the competition. The winning team is announced at the Awards Ceremony.

## **Inspiring the Next Generation of Innovators: Real World STEAM Day**

**\$75,000**

The annual STEAM DAY (Science. Technology. Engineering. Arts. and Math) exposes youth to college and real world learning opportunities early in life, and ignites their interest in going to college and pursuing diverse careers. Sponsor participation will help the youth to increase their understanding of STEAM and other science-related careers.



### **Legacy of Success Luncheon**

**\$75,000 / Exclusive or \$35,000 / Co-Sponsorships**

The annual Legacy of Success Luncheon is one of the highlights of the Summit. It was created in response to a past youth participant's excitement at meeting an actual Ph.D. recipient. By design, the Legacy of Success Luncheon provides Summit participants with an opportunity to meet and dine with successful women and men of color across various professional fields, who will share their personal, educational and professional journeys.

### **The Youth Leadership Summit Awards Ceremony**

**\$75,000**

The Awards Ceremony features a keynote speaker and honors outstanding youth and adults who exemplify the ideals of our mission and work in their everyday work lives. It recognizes excellence in academic achievement and a dedication to mentoring.

### **Annual Project Ready Invitational College Fair**

**\$75,000**

The Annual Project Ready Invitational College Fair is designed to provide young people with the opportunity to connect with scholarship organizations, college access programs, colleges and universities.

## **Youth Town Hall**

**\$50,000**

The Youth Town Hall will engage youth, youth advocates and leaders in a dialogue of current events. It will be an opportunity to gain insight and commentary from young people on the challenges they face in their day to-day lives and in their communities. The Town Hall will culminate with questions and reactions from the youth audience.

## **Project Wellness: Teen**

**\$50,000**

Project Wellness is our signature health program specifically designed to build the health and wellness of urban youth. Project Wellness: Teen - Healthy Bodies, Healthy Minds, Healthy Relationships is a half-day plenary and breakout sessions that focus on enlightening youth on how thoughts, behaviors, diet, exercise, experiences, and relationships all contribute to their development and overall well-being.

## **“Call To Action” Day Of Service**

**\$50,000**

The commitment to service will begin with a “Call to Action” kick off rally that will emphasize the importance of service to the community. Youth will then provide hands-on assistance to community-based service organizations throughout the day. It allows youth to develop additional skills; build youth leadership and voice; exposes youth to important social, political and community issues; and better prepares them to be more active and thoughtful citizens.

## **Welcome Plenary Session**

**\$35,000**

Be the first at the Summit to welcome the youth and their chaperones. The agenda will include giving an overview of the Summit and laying out what the youth can expect to experience during the five days. As a sponsor of this event you will have the opportunity to give keynote remarks related to the Summit theme and helping to set the tone for the week.

## **“Post-Secondary Success” Plenary Session**

**\$35,000**

This session will focus on college readiness and post-secondary success, and preparation for the College Fair. The goal is to provide participants with information and inspiration that will ignite the commitment, leadership and vision necessary for educational preparation and development and will also focus on the kinds of investments young people.

## **Syncopated Leadership (Plenary & Workshops)**

**\$35,000**

### ***Live Performances, Interactive Discussions and Team Based Exercises***

Plenary and workshops sessions where Jazz at Lincoln Center musicians will explore the inner workings of a Jazz ensemble within the context of team building and apply the lessons of Jazz performance and improvisation toward teaching useful strategies for youth to develop leadership skills, enhance their listening and build trust with their peers.





### **Urban Voices Speakout**

**\$30,000**

Urban Voices Speakout offers the youth participants the opportunity to weigh-in on the most pressing topics of today. In small group breakout sessions, facilitators will lead the youth in discussions to tease their perspectives on various thought-provoking topics. The objective is to support the youth aspirational growth, promote their confidence, and enable them to navigate, address and prepare for their goals throughout their daily lives.

### **Celebrating Youth Success**

**\$30,000**

The Summit will culminate with a trip to an amusement park.

### **Historical & Cultural Literacy: St Louis**

**\$30,000 / Exclusive or 2 Co-Sponsorships**

Through this Historical & Cultural Literacy event, our mission is to spark in Project Ready youth the desire to increase their knowledge of self and community while learning about African American history in St Louis and the surrounding community. The opening presentation will be followed by casual dialogue in which participants will begin to consider action steps they can take in their own communities to help propel social, economic, political and cultural awareness and development.

## **Youth Entrepreneurship Pitch Competition**

**\$50,000**

We must ensure that all children are fully prepared for college, work and life. In order to accomplish this, we must put a laser-like focus on preparation, exposure and opportunities. Specifically, youth must be equipped with the necessary skills and knowledge to navigate in the areas of finance, financial management and entrepreneurship. We will be hosting a Youth Entrepreneurship Pitch Competition at the Summit and introducing youth to the National Foundation for Teaching Entrepreneurship's (NFTE's) award-winning curriculum on topics such as: Return on Investment, supply and demand, cost benefit analysis, and marketing and ethics. Each team in the competition will be assigned volunteer coaches who will work with them to prepare a pitch on a new product, idea or service.

## **Youth Development Workshops**

**\$20,000**

These are small group sessions that will focus largely on: Leadership, Efficacy, High School Navigation, and Postsecondary Success. The objective is to provide engaging content for young people and adults who are committed to identifying and addressing issues that greatly impact their communities and the world. Centered on the Youth Leadership Summit theme.

## **Wake Up and Work Out**

**\$25,000**

Wake Up and Work Out is an early morning fitness event designed to energize and engage the youth, as well as to promote overall wellness and healthy lifestyles and emphasize the role that being strong, both mentally and physically, plays in accomplishing one's goals.

## **Summit Program Guide**

**\$25,000 / Exclusive or 2 Co-Sponsorships at \$15,000 each**

Your company will receive thousands of impressions over four days as sponsor of the guide. Your logo will be visibly displayed in the program guide, on the Website and onsite banner, and on the Wall of Sponsors display at the general conference in the Convention Center with brand exposure to thousands of Urban League leaders, members, partners and sponsors, young professionals, members, and more.



## **Summit Shuttle Transportation**

### **\$20,000 / Exclusive or 2 Co-Sponsorships**

The Summit activities will be held at various locations in St Louis and shuttle buses will be used to transport the youth from the main campus to off-site venues. This will afford the sponsor of the shuttle service numerous opportunities to create thousands of impressions with the youth. Other exposure to the youth will come from signage, having your ad in the official program guide, and on the Conference Website.

## **Sponsor A Team**

### **\$7,500 per team of 4 to 5 youth and a chaperone**

We need your help in sponsoring Urban League youth members to send the Summit. You can select one or more cities that you wish to sponsor. Your company will receive a photo op of the team or you and your colleagues with the team or teams that you sponsor. You will receive recognition in the Summit guide and mention on the Webpage for your support, among other benefits.



## In-Kind Donations

Your company's donations of any of the following items will give you recognition in the Summit program guide, on the Conference Website and the Wall of Sponsors. This will mean exposure to the full conference of adults and youth, even to those who do not attend the conference.

- Laptops (For registration and office use)
- A scanner
- A copier
- 5000 Beverages (Water, Juices, diet and regular sodas)
- 4000 individual healthy snacks (nuts, energy bars, fruit bars, chips, fresh fruit, etc.)

## Sponsorship Benefits

The following are standard benefits that Summit sponsors will receive for their support. You will receive additional branding, recognition and remarks according to the event that you sponsor.

### CHAMPION

#### \$50,000+

- Complimentary passes for you and your guests
- Branding on the Summit sponsor's banner, in the official program guide, on the Annual Conference Website and the Wall of Sponsors at the Convention Center
- Giveaway included in the Summit bag
- Opportunity to provide a giveaway for the event that you sponsor
- Signage at the event/activity that you sponsor
- Remarks at the event /activity that you sponsor
- Full page color ad in the Summit guide
- Recognition through social media sites
- Reserved seats for you and company guests at events you wish to attend



- Opportunity to attend and provide company executives for the Legacy of Success Luncheon
- Recognition at the Welcome Plenary Session
- 4 complimentary registrations and tickets to two luncheons and the Awards Gala for the general conference
- Photo op with youth attendees

## **ADVOCATE**

**\$35,000**

- Complimentary passes
- Branding on the Summit sponsor's banner, in the official program guide, on the Annual Conference Website and the Wall of Sponsors at the Convention Center
- Giveaway included in the Summit bag
- Opportunity to provide a giveaway for the event that you sponsor
- Signage at the event/activity that you sponsor
- Remarks at the event /activity that you sponsor
- Reserved seats for you and company guests at events you wish to attend
- Opportunity to attend and provide company executives for the Legacy of Success Luncheon
- Full page color ad in the Summit guide
- Recognition through social media sites
- 4 complimentary registrations and tickets to two luncheons and the Awards Gala for the general conference
- Photo op with youth attendees



## **SUPPORTER**

### **\$25,000+**

- Complimentary passes
- Branding on the Summit sponsor's banner, in the official program guide, on the Annual Conference Website and the Wall of Sponsors at the Convention Center
- Giveaway included in the Summit bag
- Opportunity to provide a giveaway for the event that you sponsor
- Signage at the event/activity that you sponsor
- Remarks at the event /activity that you sponsor
- Half page color ad in the Summit guide
- Recognition through social media sites
- Reserved seats for you and company guests at events you wish to attend
- Opportunity to attend and provide company executives for the Legacy of Success Luncheon (Limited to 2 people)
- Recognition at the Welcome Plenary Session
- 2 complimentary registrations and tickets to two luncheons and the Awards Gala for the general conference
- Photo op with youth attendees





## Friend

### \$10,000+

- Complimentary passes
- Branding or listing on the Summit sponsor's banner, in the official program guide, on the Annual Conference Website and the Wall of Sponsors at the Convention Center
- Giveaway included in the Summit bag
- Opportunity to provide a giveaway for the event that you sponsor
- Signage at the event/activity that you sponsor
- Remarks at the event /activity that you sponsor
- Half page color ad in the Summit guide
- Recognition through social media sites
- Reserved seats for you and company guests at select events you wish to attend
- Opportunity to attend and provide company executives for the Legacy of Success Luncheon (Limited to 2 people)
- Recognition at the Welcome Plenary Session
  - 2 complimentary registrations and tickets to two luncheons and the Awards Gala for the general conference
- Photo op with youth attendees

The following are the main contacts for questions about the Conference:

## **Sponsorships**

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## **Marketing & Communications**

Rhonda Spears-Bell  
Executive Producer  
& Senior Vice President  
Marketing & Communications  
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## **Career Fair**

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## **Expo**

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## **Media**

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**Small Business Matters**

One-Day Entrepreneurship Summit  
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**Youth Leadership Summit**

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