

**NATIONAL URBAN LEAGUE**  
*Virtual* **CONFERENCE**  
**2021**

**PARTNERSHIP  
BROCHURE**



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# NATIONAL URBAN LEAGUE Virtual CONFERENCE 2021



SEPTEMBER 28–OCTOBER 1, 2021

The nation's largest and most influential civil rights and urban advocacy organization continues to mobilize to advance economic empowerment.



## OVERVIEW

Each year, business leaders, policy makers, thought leaders, community activists and social justice advocates gather to explore the issues and initiatives that deeply affect the communities served by the National Urban League and its nationwide network of 90 affiliates. From the President and Vice President of the United States to the latest social media influencers and entrepreneurs, the NUL conference is an opportunity to exchange ideas, gain insights, network & connect.

## OUR PARTNERS

This conference represents a spectacular consumer and influencer marketing opportunity for corporations, advocacy organizations, and individuals that share National Urban League's commitment to equality. Engage virtually with Urban League leadership, young professionals, and an expansive network of community leaders, elected officials, corporate executives, policy experts, and activists.

## ATTENDANCE

The anticipated **50,000 attendees** represent every region of the United States, including the host city and surrounding regions, and will include executives, entrepreneurs, thought leaders, urban professionals, and media.

## THE GOAL

The National Urban League is determined to fulfill our mandate to advance equal opportunity in employment, to close racial disparities in income and health, and to fight discriminatory practices in housing and criminal justice. For over a century, the National Urban League has conducted its essential work in partnership with corporations, foundations, and individuals who have shared our commitment. The 2021 conference sets the stage for a new era of collaboration and progress.

Among the critical issues on the table:

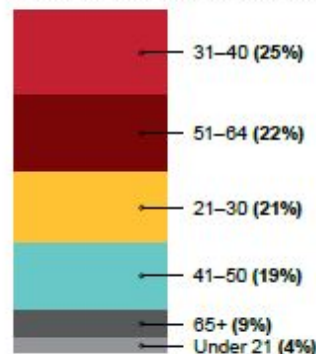
- Social and economic inequality
- Aggressive policing, racial profiling, and racism in sentencing
- Disparities in health care and quality of life and their impact on black lives
- New approaches to job training for a 21<sup>st</sup> century economy
- Improving access to quality education and affordable housing
- Generating opportunities for small business growth in minority communities and much more

## DEMOGRAPHICS

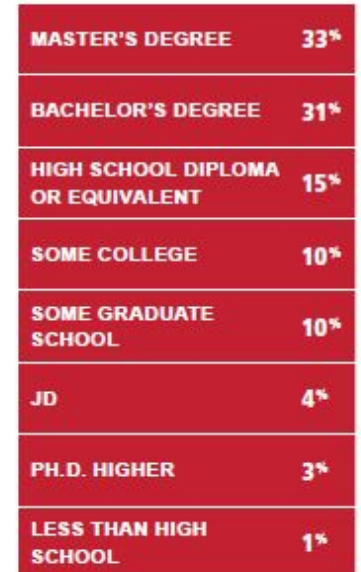
### GENDER



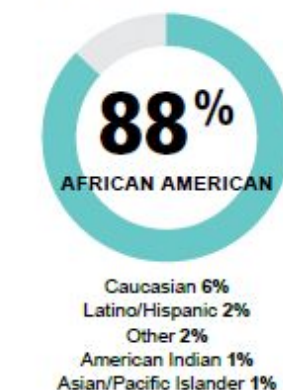
### AGE



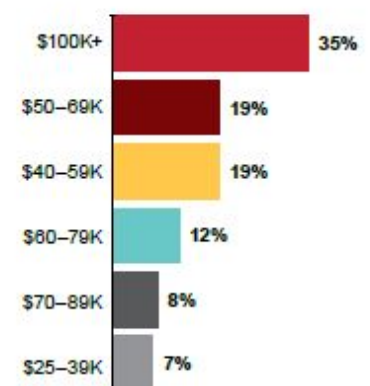
### EDUCATION



### RACE/ETHNICITY



### INCOME



# URBAN LEAGUE NOW! EXPERIENCE & EXPO

CREATE · CULTIVATE · CHANGE  
SEPTEMBER 28–OCTOBER 1, 2021

All virtual conference attendees are expected to visit the Urban League Now: Experience & Expo. The most popular features for attendees are the consumer products, including showcasing the latest technology products, free health screenings and demonstrations in the [Health & Wellness Space](#), [H.E.R. Space](#), [K.I.N.G.S. Corner](#), [Brilliant & Black-Owned Marketplace](#), the [Community Giveback](#), seminars with popular authors, actors, and entertainers on the [Expo Stage](#), a virtual photo booth, and the opportunity to win major prizes from exhibitors.

## HEALTH & WELLNESS SPACE *Invest in Your Mind Body & Soul*

Check-in for practical self-care tips, virtual screenings for high blood pressure and diabetes, nutrition coaching, and much more! This space is all about helping you be the healthiest version of yourself.

## H.E.R. SPACE *Healthy, Extraordinary, Radiant*

Celebrate your inner and outer beauty with virtual makeovers, expert styling tips, and coaching from today's top lifestyle bloggers and influencers. See this space for access to your favorite beauty brands and the latest products.

## K.I.N.G.S. CORNER *Strength, Confidence, Classic*

For the men in the house—this is your space. Find the latest in masculine grooming and fashion for work and play. Remake that first impression with a virtual makeover or check in with a lifestyle coach to help you discover your best self.

## COMMUNITY "GIVEBACK" *Where Success Finds Purpose*

The opportunity to support our local communities is always one of the highlights of the conference. This year's Community "Giveback" starts here with an innovative series of activations and engagement that will direct much-needed resources to underserved populations.

## BRILLIANT & BLACK-OWNED *Marketplace*

New and established Black-owned brands dominate this vibrant marketplace. The National Urban League spotlights the ever-expanding community of successful Black businesses, showcasing a broad and diverse range of products and services. Take a dive into the marketplace. It has what you need.

## TECHCONNECT *Showcasing What's New in Tech*

Learn from the top companies in FinTech, tech startups, digital branding, and more.

# Virtual CAREER & NETWORKING FAIR

WEDNESDAY, SEPTEMBER 29, 2021

There is no better time or reason to join us to help our entry-level, as well as experienced professionals, reach their full potential. Your participation will enable the National Urban League to continue its work and highlight your organization's commitment to diversity, equity, and inclusion. Recruiters can connect and engage with various diverse candidates to fill their employment opportunities.

## LED TALK *Leadership, Empowerment & Development*

As a highlight of the Career Fair, LED Talks are a platform for guest speakers to deliver 10–15 minute individual presentations on various issues facing diverse professionals today. Attendees are invited to join C-Suite executives as they share their most impactful success stories, biggest challenges, and career tips for professional growth.

## IMAGE OF SUCCESS *STYLE & BEAUTY LOUNGE*

The Style & Beauty Lounge is a one-stop-shop for job seekers to get beauty tips. Attendees can revamp their professional style and get advice on workplace fashion.

## COACHING CORNER *The Ultimate Career Counseling Location*

Job seekers can receive one-on-one 30-minute Career Coaching sessions with professional Career Coaches who offer insight on professional success. Discuss your dreams, ambitions, and lay out an action plan on how you can achieve your professional goals.

## RESUME CRITIQUES & *LINKEDIN PROFILE REVIEW*

This virtual destination is for jobseekers to get counseling on updating their digital presence including resume critiques LinkedIn Profile critiques and exploring the latest apps and digital job search tools.

10,000+  
JOB-SEEKERS



# WHY PARTNER?

- **Your Audience:** It's a fact. Consumers want the companies they support with their dollars to reflect their values. The National Urban League Annual Conference is where core principles like equity and social justice translate into direct action. Your sponsorship demonstrates a shared interest in the issues that matter to your audience.
- **Your Employees:** The best employees and professionals seek opportunities to give back and be more effective citizens. Sponsorship of the National Urban League is an ideal opening for greater involvement. Locally and at the national level, we thrive on the wealth of expertise and dedication from our corporate partners' ranks.
- **Your Commitment:** Corporate responsibility in 2021 means no one sits on the sidelines. When voting rights are under attack or when systemic inequality is exposed, America's business community is increasingly called upon to speak up and act. The Conference is the most respected, high-visibility platform to affirm commitment to the democratic process and realize a more just nation.
- **Your Visibility:** The National Urban League Annual Conference is the biggest civil rights event of the year. An estimated 50,000 people are expected to participate virtually, primarily professionals. Some of the nation's most important and influential figures in the public and private sectors will be in attendance. This is an extraordinary opportunity for networking, brand awareness, and relationship building with a highly educated, influential audience.
- **Your Partnership:** Sponsorship breeds partnership- and boundless opportunities for mutual benefit. The National Urban League has a stellar track record of working with corporate partners to help them meet internal equity benchmarks while advancing broader social justice goals in communities across the country.
- **Your Bottom Line:** Doing good is always good business. Sponsorship of the National Urban League Annual Conference brings it all together. The audience you want. The issues your consumers care about. The brand visibility that defines, not just a corporate image, but a legacy of lasting value.

# EMPOWERMENT DAY



The National Urban League comes together with the urgent purpose to execute the most ambitious agenda in its history. The twin pandemics of COVID and structural inequity, police brutality, and the fight to see justice for its victims, the most virulent attacks on voting rights since Reconstruction – these and other challenges have awakened a new spirit of advocacy from the grassroots to the corporate suite. We dedicate Opening Day to galvanizing our movement and our allies into a powerful force for empowerment.

## OPENING PLENARY

### Destination Equity: Charting the Path Forward

African Americans continue to be tested by raging pandemic, voter suppression, and the threat of police violence, but we are meeting these challenges head on in our march toward equity. An energized grassroots movement engaged the democratic process and delivered fresh leadership and a promising new direction for the country. Now the real work begins. Join the broad-ranging discussion on how we will capture the moment, heal the divisions that have stood in the way of progress, and cut a fresh path toward equity and social justice.

## FORUMS

### Forum I - An Uncharted Future – Where Do We Go From Here?

Topic(s) Social Justice, Fair & Inclusive Economic Recovery, Voting Rights, COVID-19 Recovery

### Forum II - Black Men: Fact vs. Fiction

Topics(s) Racial Bias, Discrimination in the Work Place, Workforce Development

### Forum III - The America We Strive For – Realizing The Promise of Equitable Justice

Topic(s) Social Justice, Economic & Public Health and Equality, Corporate Social Responsibility, Strategic Collaboration

- **\$250,000**  
Lead Partner | Opening Plenary (SOLD)
- **\$125,000**  
Lead Partner
- **\$62,500**  
Co-Sponsorship | 2 Available per forum

# CAREER & PROFESSIONAL DEVELOPMENT DAY

WEDNESDAY, SEPT. 29

Get ready for a special event for job seekers and career-minded professionals looking to prepare to take that next step up the corporate ladder. The National Urban League devotes Day 2 of its annual conference to a forward-looking slate of workshops tailored to enhanced job success and economic independence. From LinkedIn profile critiques and mock interviews, to getting a jump on tomorrow's career trends and the corporate diversity and inclusion agenda, here's your opportunity to find your place in the nation's post pandemic workforce.

## OPENING PLENARY

### Diversity, Inclusion and The Recovery

As the economy recovers and hiring expands, how do we ensure a strong commitment to D, I, and E. A panel of senior diversity officers discuss efforts and approaches to ensure a more diverse, inclusive, and equitable future.

## FORUMS

### Forum I - Time to Stop, Pivot, and Win: How to Know Change Is the Right Choice

Topics(s) Changing Careers and Career Advancement

### Forum II - Owning Your Digital Footprint: The Future of Personal Branding

Topics(s) Personal Branding, Creating a Digital Presence to Advance Career

### Forum III - At Home with Hybrid: The New Normal for the Workplace

Topic(s) Future of Work, Hybrid Workplace, Professional Growth in a Hybrid World

- **\$250,000**  
Lead Partner | Opening Plenary
- **\$125,000**  
Lead Partner
- **62.5K**  
Co-Sponsorship | 2 Available per forum

# SMALL BUSINESS MATTERS

ENTREPRENEURSHIP DAY

THURSDAY, SEPT. 30



Successful black owned businesses are one of the most important catalysts of African American independence, and they've never faced a more critical period of challenge and transformation. Day 3 is all about helping new and veteran entrepreneurs find opportunities and leverage their strengths for long-term success. Find out how to tap into recovery assistance and new sources of capital. Also, get the opportunity to learn from master entrepreneurs what strategies produce healthy returns for new and growing ventures.

## OPENING PLENARY

### State of Black Business: Understanding the Landscape & Driving Systemic Change

Our panel will explore the cost of historical racial discrimination on Black owned businesses, the accountability of the public and private sector in creating equitable landscapes, and breaking down systemic barriers to build sustainable, wealth generating business.

## FORUMS

Forum I - PPP Is Finished – Now What?

Topic(s) Accessing critical capital post-COVID-19

Forum II - Strategize To Win – Masterclass Session

Topic(s) Launch and start your business

Forum III - Elevate Your Business to Success

Topic(s) Turning a lightbulb moment into a booming business

• \$250,000

Lead Partner | Opening Plenary

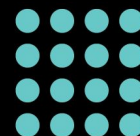
• \$125,000

Lead Partner

• 62.5K

Co-Sponsorship | 2 Available per forum





# VIRTUAL CAREER FAIR



There is no better time or reason to join us to help our entry-level, as well as experienced professionals reach their full potential. Your participation will enable the National Urban League to continue its work and highlight your organization's commitment to diversity, equity, and inclusion. Recruiters can connect and engage with various diverse candidates to fill their employment opportunities. The Virtual Career Fair will feature the following:

- LED Talk: Leadership & Development
- Coaching Corner
- Mock Interviews
- Resume Critiques
- LINKEDIN Profile Review
- Image Of Success Style and Beauty Lounge

**\$150,000 | Virtual Career Fair Lead Partner**

**\$75,000 EACH | Virtual Career Fair Co-sponsorship | 2 AVAILABLE**

**\$75,000 | Lead Partner | Speed Networking Reception**

**\$100,000 | Career Fair Networking Lounge**

**\$50,000 | LED TALK: Leadership, Empowerment & Development**

**\$50,000 EACH | Coaching Corner | Mock Interviews | Resume Critique | LINKEDIN Profile Review**

**\$50,000 | Image Of Success Style and Beauty Lounge**



# TechCönnect & DEMO DAY



Calling all innovators and content creators: TechConnect and Demo Day is back! The National Urban League closes out its 2021 conference with a fresh lineup of information-packed sessions and a pitch competition for creatives in the tech field ready to monetize their next great idea. Our experts will help you identify new revenue streams, better market your concept, and expand your digital footprint. This is the year's best opportunity for innovators to connect with peers, potential industry partners, and nontraditional sources of funding.

## OPENING PLENARY

### Artificial Intelligence and The Black Economy

Artificial intelligence (AI) can solve the world's biggest challenges, it can pose risks and perpetuate injustices and bias, it can eliminate jobs and negatively impact the Black community. AI tools can also support economic growth, enhance healthcare, and improve stability in local communities. We all use AI everyday without realizing how it impacts our lives. The key is to increase awareness about the opportunities and challenges with AI. Join this conversation focused on how AI impacts our local economy. A group of leading experts will discuss the societal impacts of technology and highlight the potential for good.

- \$250,000  
Lead Partner  
|Opening Plenary
- \$125,000  
Lead Partner
- 62.5K  
Co-Sponsorship | 2  
Available per forum

### Demo Day Pitch Competition

- \$150,000  
Lead Partner
- \$100,000  
Prize Partner
- \$50,000 EACH  
Finalists  
Mentoring  
Sessions | 5  
Available

## FORUMS

Forum I - VC's Like Me: Black Venture Capitalists Share The Basics of Raising Capital

Topics(s) Raising Venture Capital

Forum II - 2021 Virtual Playbook: How Top Influencers Pitch Corporate Brands

Topics(s) Influencer Marketing, Partnering with Brands, Monetizing Content



## YOUNG PROFESSIONALS



### Young Professionals LEAD

Leadership. Entrepreneurship. Advocacy. Personal and Professional Development.

The National Urban League, through its affiliate network, educates, develops, and prepares millennials and **GenXers** for future leadership roles as community advocates and affiliate volunteers. The National Urban League Young Professionals (NULYP) offers opportunities for these emerging leaders to participate in **professional development programs, philanthropy and civic engagement.**

The YP L.E.A.D. is a training ground for emerging leaders. Each year it attracts Urban League young professionals, HBCU alumni, and members of black fraternities, sororities and professional associations. The event will engage an additional 2 million+ young professionals through social media and e-mail. As a partner, the events provide quality opportunities for your company executives to network with the young professionals.

### **FORUMS-** YP LEAD will present a forum daily during the virtual conference

YP LEAD Empowerment Day Forum - **Righteous vs. Radical, Revolution vs. Reform – There are Levels to This (aka Martin vs. Malcolm vs. Whitney)**

Topics(s) **Structural Racism, Achieving Social Equity, Policing, Voter Suppression**

YP LEAD Career & Professional Development Day Forum - **Crashing the 'C-Suite' - New Rules!**

Topics(s) **Career Advancement, Diversity, Equity, and Inclusion**

YP LEAD Small Business Matters Entrepreneurship Day - **Success and the Side-Hustle Struggle**

Topic(s) **Launching a new venture and transitioning to full-time entrepreneurship**

YP LEAD Techconnect & Demo Day Forum - **Real-World Problems: Tech Community Solutions**

Topic(s) **Tech access and Literacy and Closing the Racial Tech Gap**

- **\$125,000**  
Lead Partner
- **\$62,500**  
Co-Sponsorship
- **\$75,000**  
Young Professional Daily Networking Lounge

# URBAN LEAGUE

## Now

### EXPERIENCE & EXPO

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- **Health & Wellness Space** - *Invest in Your Mind Body and Soul* - Check-in for practical self-care tips, virtual screenings for high blood pressure and diabetes, nutrition coaching, and much more! This space is all about helping you be the healthiest versions of yourself.
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- **K. I. N. G. S. Corner** - *Strength, Confidence, Classic* For the men in the house – this is your space. Find the latest in masculine grooming and fashion for work and play. Remake that first impression with a virtual makeover, or check in with a lifestyle coach to help you discover your best self.
- **Community "Give-Back"** - *Where Success Finds Purpose* The opportunity to support our local communities is always one of the highlights of the conference. This year's Community "Give Back" starts here with an innovative series of activations and engagement that will direct much-needed resources to underserved populations.
- **Brilliant & Black-Owned** - *Marketplace Space* New and established African American-owned brands dominate this vibrant marketplace. The National Urban League spotlights the ever-expanding community of successful Black businesses, showcasing a broad and diverse range of products and services. Take a dive into the marketplace. It has what you need.
- **TechConnect** - *Showcasing what's new in Tech* Learn from the top companies in Fintech, tech startups, digital branding, and more.

#### REACH

**20,000 African American Consumers**

Age: 25-40

Gender: Female 60%  
Male 40%

Markets: Houston, Dallas, Austin, New York, Washington D.C., Los Angeles, Philadelphia, Atlanta, Chicago, Detroit

#### POTENTIAL PARTNERS

**Hospitality**

**Technology**

**Beauty**

**Fashion**

**Entertainment**

- **\$150,000**  
Lead Partner | Per Space
- **\$75,000**  
Co-sponsor | Per Space

# URBAN LEAGUE LIVE VIRTUAL PARTY

Urban League Live! is the ultimate interactive music experience and old school hip hop and R&B virtual dance party. You can align your brand with a premier music event and connect with thousands of 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 with games, prizes, digital photo booths and customized entertainment experiences.

**Urban League Live** will be the most anticipated Interactive Music Experience and virtual event of the year.

The event will feature the following interactive components:

- DJ Performance by a Celebrity DJ
- Social Media Stream to Facebook, YouTube, and Twitter
- Digital Photo Booth Experience
- Live Instagram / Photo Feed on Event Screens
- Digital Opportunities for Engagement
- Branded Videos
- Custom Contest or Giveaway
- Virtual Giveaways

## REACH

**20,000 African American Consumers**

Age: 25-45

Gender: Female 60%  
Male 40%

Markets: Houston, Dallas, Austin, New York, Washington D.C, Los Angeles, Philadelphia, Atlanta, Chicago, Detroit

## POTENTIAL PARTNERS

**Hospitality**

**Technology**

**Beauty**

**Fashion**

**Entertainment**

- **\$175,000**  
Title Sponsorship Main Stage
- **\$87,500**  
Co-sponsorship- Opening Night Party

# PARTNERSHIP BENEFITS

*\*Benefits will be customized according to the special event or activity your company sponsors.*

## **LEADER (Lead Partner)– Level: \$300,000 +**

### **Urban League NOW: Experience & Expo / Career & Networking Fair**

- Premium Expo booth
- Premium Career Fair booth

### **Speaking Opportunity | Videos**

- Remarks at signature event(s) that company sponsors (2 minutes)
- :30-sec video welcome message on conference website
- :60-sec video in virtual environment
- Executive bio & headshot on conference website & virtual platform

### **Press | Media**

- Quote inside press release ( 60 words Max)

### **Conference Website BRANDING**

- Sponsor Welcome page on [Conference Website](#)
- Logo on conference Website homepage
- Sponsor logo and hyperlink inclusion on 2021 Conference Sponsors recognition page

### **Virtual Platform BRANDING**

- Logo on [Virtual Conference Homepage](#)
- Logo on external environment
- Logo on Banner in virtual environment
- Opportunity to survey audience
- Opportunity to participate in gamification
- Promotional broadcast messages (push/day)
- Sponsor information in virtual environment (logo, overview, promotion of sponsor's events/activities, and social media profiles)

### **Social Media**

- Sponsorship recognition in six social media posts (3 pre, 3 during, 3 post conference)

### **E-Blasts**

- Logo inclusion on all conference promotional e-blasts
- Partnership recognition in NUL's weekly newsletter – ReMarcs
- Partnership recognition in one themed e-blasts (Empowerment Day, Career & Professional Development Day, Small Business Matters Entrepreneurship Day, TechConnect & Demo Day)

### **Giveaways**

- Opportunity to provide Digital Giveaways (premium item, small brochure or flyer) to all conference attendees
- Opportunity to provide Prizes at your company's signature sponsored event

# PARTNERSHIP BENEFITS

## **ADVOCATE** - Level \$250,000+

### **Speaking Opportunities | Videos**

- Remarks at signature event(s) that company sponsors (2 minutes)
- :60-sec video to be shown at signature event that company sponsors as appropriate
- :60-sec video in virtual environment

### **Conference Website**

- Logo on conference Website homepage
- Sponsor logo and hyperlink inclusion on 2021 Conference Sponsors recognition page

### **Virtual Platform**

- Logo on [Virtual Conference Homepage](#)
- Logo In virtual environment
- 2 broadcast messages to virtual conference attendees
- Sponsor information in virtual environment (logo, overview, promotion of sponsor's events/activities, and social media profiles)

### **Social Media**

- Sponsorship recognition in six social media posts (2 pre, 2 during, 2 post conference)

### **E-Blasts**

- Partnership recognition in NUL's weekly newsletter – ReMarcs

### **Urban League NOW: Experience & Expo / Career & Networking Fair**

- Standard Expo booth
- Standard Career Fair booth

### **Giveaways**

- Opportunity to provide Digital Giveaways (premium item, small brochure or flyer) to all conference attendees
- Opportunity to provide Prizes at your company's signature sponsored event

# PARTNERSHIP BENEFITS

## **CHAMPION - Level \$100,000+**

### **Speaking Opportunity | Videos**

- Remarks at signature event that company sponsors as appropriate (2 minutes)
- :60-sec video to be shown at signature event that company sponsors as appropriate

### **Conference Website**

- Sponsor logo and hyperlink inclusion on 2021 Conference Sponsors recognition page

### **Virtual Platform**

- Sponsor information in Virtual Environment (logo, overview, promotion of sponsor's events/activities, and social media profiles)

### **Giveaways**

- Opportunity to provide Digital Giveaways (premium item, small brochure or flyer) to all conference attendees
- Opportunity to provide Prizes at your company's signature sponsored event

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

### **Speaking Opportunities | Videos**

- :60-sec video to be shown at signature event that company sponsors as appropriate

### **Conference Website**

- Sponsor logo and hyperlink on sponsor information of conference website

### **Virtual Platform**

- Sponsor information in Virtual Environment (logo, overview, promotion of sponsor's events/activities, and social media profiles)

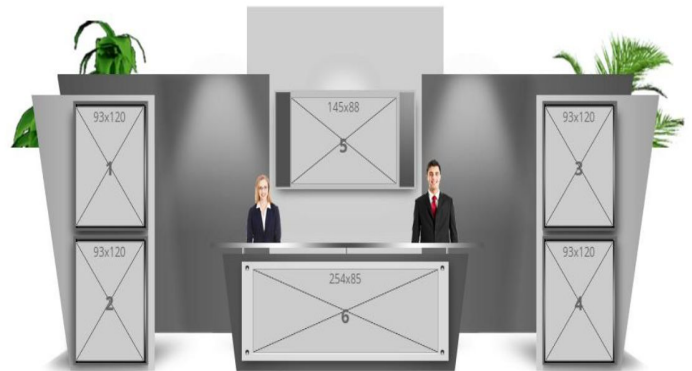


# PREMIUM BOOTH EXAMPLES

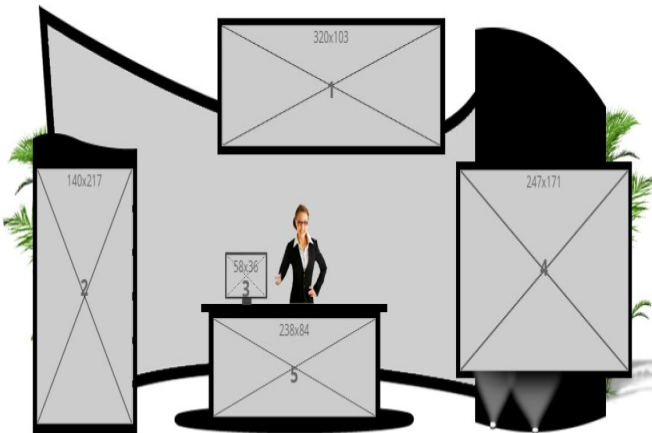
Template 2



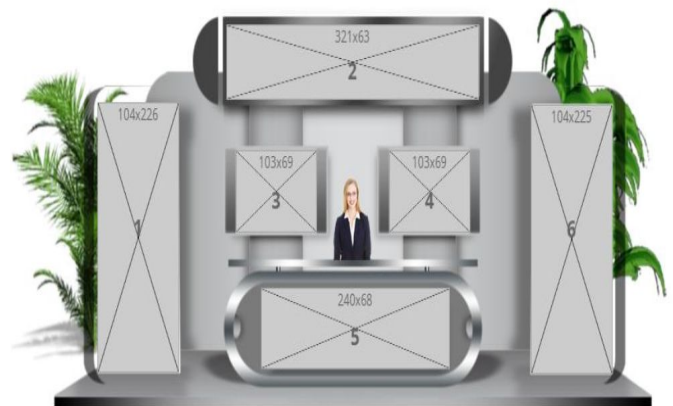
Template 3



Template 4

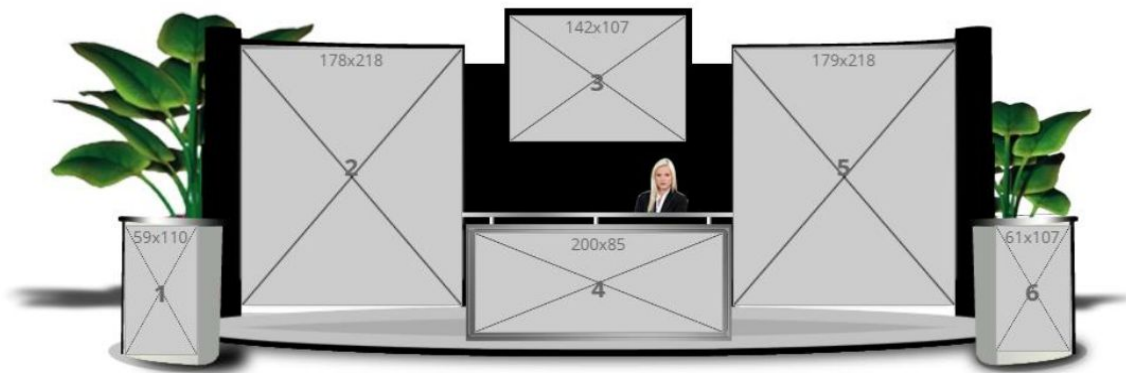


Template 5

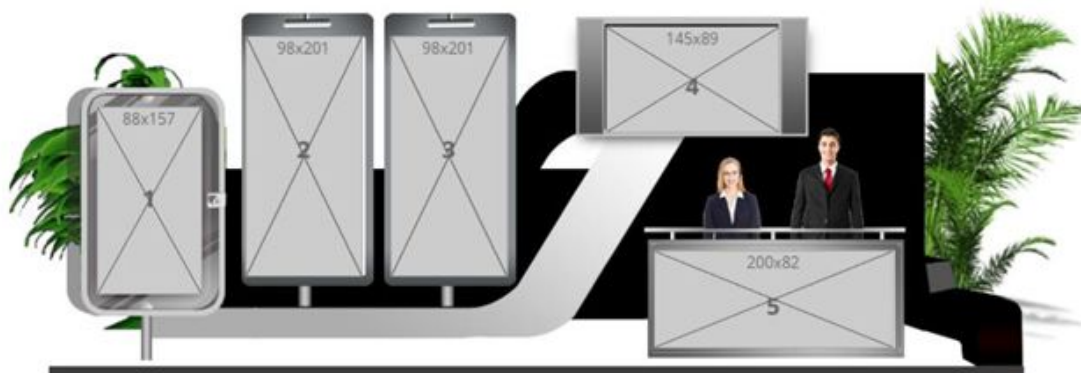


# PREMIUM BOOTH EXAMPLES

Template 6

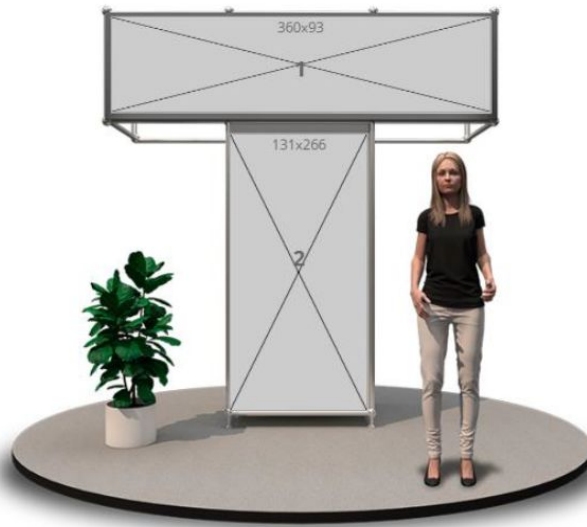


Template 8



# STANDARD BOOTH EXAMPLES

Template 9



Template 10

