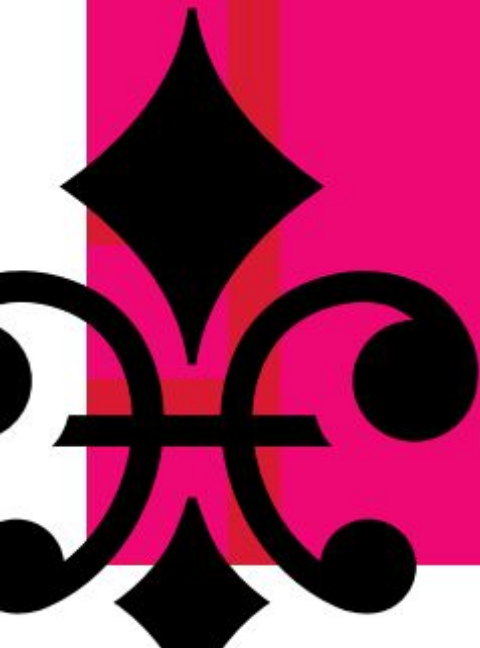


2024 NATIONAL URBAN LEAGUE CONFERENCE

# Partnership Opportunities

July 24-27



National  
Urban League

# NATIONAL URBAN LEAGUE CONFERENCE 2024

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



# NOLA

July 24-27



## OVERVIEW

Count on the National Urban League to deliver the largest and most consequential civil rights and social justice event of 2024. Our annual conference brings together leaders in government, business, culture, media, and grassroots advocacy to explore the challenges confronting Black communities and create opportunities for professional and economic advancement. From cutting-edge tech entrepreneurs to today's boldest thought leaders and influencers, the 2024 Annual Conference is the gathering place to network, exchange ideas, and move the needle toward equity.

## 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 **9,000 Live + 10,000 virtual 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 employment opportunities, erase racial disparities in income and health, and fight discriminatory housing and criminal justice practices. For over a century, the National Urban League has conducted its essential work in partnership with corporations, foundations, and individuals who share our commitment to equity and justice. The 2024 conference sets the stage for a new era of collaboration and progress.

*Among the critical issues on the table:*

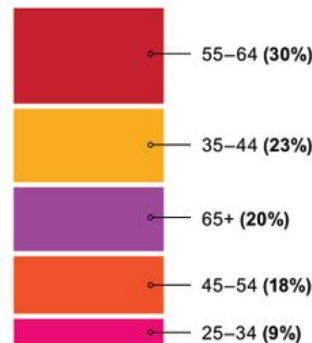
- Social and economic inequality
- Tech literacy and skills building
- Election integrity and protecting Black voter access and participation
- Disparities in health care and quality of life and their impact on Black lives
- Improving access to quality education and affordable housing
- Generating opportunities for small business growth and job creation

## DEMOGRAPHICS

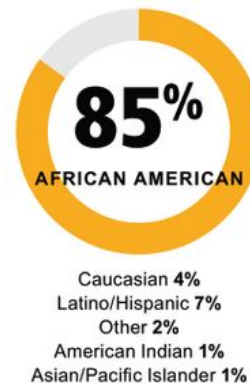
### GENDER



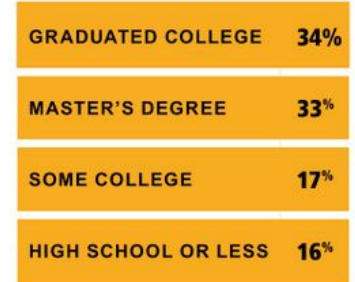
### AGE



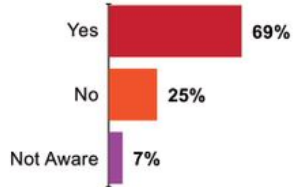
### RACE/ETHNICITY



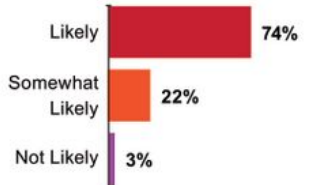
### EDUCATION



### ATTENDED VIRTUAL EXPO 2023



### LIKELY TO ATTEND VIRTUALLY IN 2024



# URBAN LEAGUE

# NOW

## EXPERIENCE & EXPO



All virtual conference attendees are expected to visit the Urban League Now: Experience & Expo. The most popular features for attendees are the **consumer product**, including showcasing the latest technology products, free **health screenings and demonstrations** in the **Health & Wellness Zone**, the **Community Giveback Corner**, 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 and Soul* - Check-in for practical self-care tips, virtual screenings for high blood pressure, 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, 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 "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** - *Trading Space* 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.
- **TechSpace** - *Showcasing what's new in Tech* Learn from the top companies in Fintech, tech startups, digital branding, and more.
- **GenZone** – *A Knowledge and Rec Hub for Urban League Teen Leaders* We've dedicated this space to young people who are ready to tackle knowledge goals, network, and recreate. We've got a budget/credit counseling, and an exclusive session on the benefits of trade school vs. a university degree in today's economy. And we don't skip the fun. Join the TikTok Dance Off and dazzle the competition with your best steps. The GenZone has all that and plenty more surprises.
- **BIZ Experts Corner** Success isn't a solo endeavor. Everyone requires the benefit of expertise along the way. Maybe you need sound tax advice for your start-up venture? Perhaps you want to know the best strategies for low-cost marketing. Or you're looking to tap knowledgeable minds to help strategize your business development plan. Whatever advice you need, the place to find the answers is right here in The Business Experts Corner. Connect, one-on-one, with some of today's sharpest business minds around in this exclusive information hub.

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

### 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



# EMPOWERMENT DAY

Count on the National Urban League to deliver the largest and most consequential civil rights and social justice event of 2024. Our annual conference brings together leaders in government, business, culture, media, and grassroots advocacy to explore the challenges confronting Black communities and create opportunities for professional and economic advancement. From cutting-edge tech entrepreneurs to today's boldest thought leaders and influencers, the 2024 Annual Conference is the gathering place to network, exchange ideas, and move the needle toward equity.

## OPENING PLENARY

**Conference Opening Session**  
**Address by Marc H. Morial**

Be there when Marc H. Morial presents the National Urban League's State of Black America. This can't-miss keynote address marks the release of the Urban League's eagerly awaited annual report on the status of African Americans across all equity metrics – health, education, finance and employment, and criminal justice.

## Concurrent Forums

- Forum 1- Social Justice
- Forum 2- Health Equity
- Forum 3- Financial Empowerment

• **\$330,000**

**Lead Partner | Opening  
Plenary**

• **\$150,000**

**Forum Partner**



# CAREER & PROFESSIONAL DEVELOPMENT DAY



Job seekers and career-minded professionals take note. The National Urban League devotes Day 2 of its 2024 hybrid conference to helping our attendees seize opportunity and prepare to scale the corporate ladder. Today's employment and entrepreneurial landscapes are like no other in modern history. The COVID crisis continues to evolve unpredictably, along with the business and political realities surrounding it. Where are the jobs and opportunities going to be in the months ahead? What skills will prove essential to success? Which accepted "truths" and norms are no longer relevant? And what are the next frontiers for business ownership, building wealth, and closing the racial disparities in the workforce? Prepare for a day-long deep dive into career prep and secure your professional future.

## PLENARY

T

The 2023 Conference boasts the year's most impressive gathering of influencers, newsmakers, and experts on the issues and struggles confronting communities of color. Exclusive plenaries, info sessions, and forums will focus on business, technology, advocacy, legislative work, the ongoing impact of COVID, and strategies to close the racial wealth gap, among other timely topics. Plenary sponsors play a direct, high-profile role in all sessions. Your engagement will guarantee access to thousands of attendees.

<b>Concurrent Forums</b>	<b>• \$330,000</b> <b>Lead Partner   Plenary</b>
• Forum 1 - Diversity, Equity, and Inclusion	
• Forum 2 - Career & Professional Development	<b>• \$150,000</b> <b>Forum Partner</b>
• Forum 3 - Solutions & Opportunities for Black Men	



# TECHCONNECT & DEMO DAY

We can rebuild our aspirations. We have the technology ... The potential of Black Americans to craft our own destinies has never been greater. The key is broader access to emerging technology. The National Urban League opens the door to the possibilities with our annual TechConnect and Demo Day. We invite innovators and content creators from all corners for an exclusive series of info sessions and tutorials, plus a fast-paced pitch competition for those ready to monetize that next great idea. Our experts will help identify new revenue streams, better market your concept, and expand your online reach. Come and connect with peers, potential partners, and nontraditional funding sources.

## **Tech Connect Demo Day (Tech Startup Competition)** **Friday, July 26**

Back live and in-person after two years! Get ready for a competition battle royale for tech entrepreneurs. Be there as promising startups from across the country enter the breach and pitch innovative solutions to a judge's panel of tech industry all-stars. The stakes? Only the destinies of the competing ventures. Opportunity is knocking for those with the richest pitch. Don't miss the excitement.

### **TechConnect Pitch Competition** **(Live + Virtual Event)**

- HYBRID FORUM SESSIONS
- Forum 1- How to Fund Your Startup
- Forum 2- Monetize Social Media Content
- Forum 3- Black Women in Tech

- **\$330,000**  
**Lead Partner**
- **\$150,000**  
**Forum Partner**
- **\$200,000**  
**Demo Day Competition**



# SMALL BUSINESS MATTERS

There's nothing "small" about small business. The driving force behind pandemic recovery both locally and nationwide, small business ownership creates jobs, grows the economy, and provides economic stability to struggling communities – especially communities of color. Day 3 of the National Urban League Conference unpacks the profound impact and still-untapped potential of small business for African Americans. For veteran entrepreneurs, the side hustle masters, and those on the brink of making that leap, Day 3 is packed with brand-new sessions and networking opportunities to prepare you for your next chapter. Learn where to access capital, which products and services are on the brink of a demand surge, and how to build a strategic plan that will open possibilities for new and growing ventures.

## Concurrent Workshops

- Workshop 1 Marketing
  - Workshop 2 Management
  - Workshop 3 Operations
- **\$330,000**  
**Lead Partner**
  - **\$150,000**  
**Workshop Partner**



# Community & Family Day

**New Orleans, Rise! Community Day 2024** – The National Urban League supports community and, once again, rises to the opportunity to give back to our host city. This year, we dedicate Community Day to the children of New Orleans. Working together with the city’s children’s hospitals, shelters, and family support organizations, as well as the Urban League’s corporate partners, we are conducting an ambitious backpack giveaway and delivering baby blankets provided by leading African American designers. Community Day activities include a dance fitness session, yoga, men’s grooming demo, makeup tutorial, and more!







# SIGNATURE EVENTS & LUNCHEONS

## Women of Power Awards Luncheon Thursday, July 25

Women of Power continue to shape and define policy, culture, and social advancement locally, nationally, and across the globe. The National Urban League honors trailblazing women of color who have excelled in government, corporate America, media, community leadership, and the arts. The Women of Power Awards Luncheon is a perennial draw for VIPs and influencers of every arena. **Estimated attendance 1,000 guests.**

## Whitney M. Young, Jr. Awards Gala Friday, July 26

Join more than **1,200 Urban Leaguers**, corporate partners, culture influencers, community leaders, and special celebrity guests as the National Urban League honors the individuals who made the most significant impact over the past year. Prepare for a night of excitement and surprises as we celebrate the leaders and activists who set the bar for social equity, economic justice, and community service.

## Legacy Leadership Luncheon Friday, July 26

**An estimated 900 guests** will attend this year's Guilds Leadership Luncheon. As in years past, the keynote events will feature one of the nation's most notable thought leaders.

### Luncheons

\$100,000 each | 4 available

### Awards Gala

\$250,000 each | 3 available



# ENTERTAINMENT EVENTS & RECEPTIONS

## **Chairman's Leadership Reception**

**Thursday, July 25**

This VIP reception is an opportunity for sponsors to engage directly with National Urban League leaders. Sponsors will also network with high-end donors and supporters, elected officials, prominent figures in the civil rights movement, and the heads of the national professional associations.

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

**Thursday, July 25**

This annual event honors the stalwarts of the Movement – staff members and volunteers who have given a minimum of 25 years' outstanding service to the League. We will also acknowledge new members with induction into the Quarter Century Club. Members past and present will be on hand to celebrate their peers.

## **Family Session**

**Saturday, July 27**

The National Urban League invites our extended community of friends and partners to an inspirational, high-energy celebration of family – our Urban League family. Join us as we honor Urban League affiliates for their achievements and notable milestones, recognize retiring giants, and welcome new leaders. Spectacular gospel music and praise highlight the hour. Traditionally a popular event, we expect more than 500 to participate.

## **Power Walk with Marc!**

**Saturday, July 27**

Can you keep pace with Marc Morial? Yes, that's a challenge! Join Marc for a brisk and energizing morning power walk! The exercise is a plus, but this is also an informal opportunity to network with an incredibly motivated community of attendees. Urban League members, partners, and special guests will be among the early risers. Marc will be there, setting the pace.

## **Reception and Dinner**

\$100,000 each  
4 available

## **Family Session**

\$50,000 each  
4 available

## **Power Walk**

\$25,000 each  
4 available



# URBAN LEAGUE LIVE!

Urban League Live! is the ultimate interactive music experience and old school hip hop and R&B dance party. You can align your brand with a premier music event and connect with thousands of party-goers, including hundreds of 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.

## 1500 Estimated Attendance

**Urban League Live!** will be the most anticipated Interactive Music Experience 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
- Custom Contest or Giveaway
- Virtual Giveaways

### REACH

**10,000 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**

- **\$200,000**  
Title Sponsorship Main Stage
- **\$100,000**  
Co-sponsorship-  
Opening Night Party



# CAREER & NETWORKING

There is no better time or reason to join us to help entry-level and 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 in-person or virtually to fill their open positions.

The Career and Networking Fair will feature the following:

- LED Talks: Leadership, Empowerment & Development
- Career Coaching (Virtual)
- Mock Interviews
- Resume Critiques (Virtual)
- LINKEDIN Profile Reviews
- Headshot Station

**\$330,000 | Career & Networking Fair Lead Partner | Plenary**

**\$100,000 EACH | Career & Networking Fair Co-Sponsorship | 2 AVAILABLE**

**\$100,000 | Speed Networking Reception**

**\$75,000 Each | LED TALKs: Leadership, Empowerment & Development**

**\$75,000 EACH | Career Coaching | Mock Interviews | Resume Critique | LINKEDIN Profile Reviews | Headshot Station**



## YOUNG PROFESSIONALS

**L.E.A.D. stands for Leadership, Entrepreneurship, Advocacy, and Professional Development.**

Young Professionals L.E.A.D. is the National Urban League’s training ground for tomorrow’s leaders. Through its vast affiliate network, L.E.A.D. grooms millennials and **Gen Xers** to take on future leadership roles as community advocates and affiliate volunteers. The program offers myriad opportunities for these emerging influencers to participate in **professional development programs, philanthropy, and civic engagement.**

Each year, YP L.E.A.D forums and plenaries serve as a training ground for emerging leaders, drawing Urban League young professionals, HBCU alumni, and members of Black fraternities, sororities, and professional associations nationwide. Beyond physical attendance, these events attract an additional 2 million+ young professionals through social media and e-mail. Event partnership provides quality opportunities for your company executives to network and engage with this important demographic.

### Thursday

- YP L.E.A.D. – Forum 1 Social Justice / Social Impact
- YP L.E.A.D. – Forum 2 Career
- YP L.E.A.D. – Forum 3 Entrepreneurship
- YP L.E.A.D. – Forum 4 Wealth Building, Technology, Fintech

- **\$300,000**  
Lead Partner |  
Plenary

- **\$150,000**  
Forum

### Young Professional’s Summit Welcome Reception: (Invitation Only)

- **\$150,000**  
Reception

### Friday

- Young Professionals Plenary
- National Urban League Young Professionals Late Night Event

- **\$100,000**  
Late Night Event

- **\$200,000**  
Luncheon

### Saturday

- YP Luncheon



# CONFERENCE ESSENTIALS OPPORTUNITIES

## **Backstage Pass \$100,000**

Backstage Pass is your access to exclusive behind-the-scenes interviews with conference speakers, celebrities, and principals. Backstage Pass also provides unique branding opportunities throughout the conference, including pre-roll commercials, partner messages, and special promotions.

## **Pocket Agenda \$75,000**

The 2024 pocket agenda is your reference for all conference events. Expect thousands of individual impressions with your sponsorship! Find your logo prominently displayed on the cover and inside pages of the guide, which attendees use daily and often to find and follow conference happenings.

## **Conference Shuttle \$50,000**

Buses will shuttle attendees between the hotels and the convention center, providing your company daily exposure to thousands of attendees. Increase visibility with a brand presence on hand-out shuttle bus schedules for all attendees or provide in-person greeters at the bus pick-up and drop-off locations. Employees can share rides with attendees, sport branded swag, and conduct contests and giveaways. Shuttle sponsorship also features social media and digital activations, and branded content displays on-board and at pick-up/drop-off locations.



# 2024 Partnership Benefits



## PARTNERSHIP BENEFITS

	LEADER (\$330K+)	ADVOCATE (\$250K+)	CHAMPION (\$125K+)	PARTNER (\$75K+)
<b>REGISTRATION &amp; LIVE EVENT TICKETS</b>				
Full Conference Registrations	20	10	6	4
Whitney M. Young, Jr. Awards Gala	20	10	6	4
Women of Power Awards Luncheon	20	10	6	4
Legacy Leadership Luncheon	20	10	6	4
Urban League Live	30	20	10	6
Chairman's Leadership Reception	10	6	4	2
Full Conference Young Professionals Summit Registration	5			
Young Professionals Summit Welcome Reception	5			
Young Professionals Summit Honors Luncheon	5			
Speed Networking Reception	5			
<b>EXECUTIVE SPEAKING OPPORTUNITY   VIDEOS</b>				
Remarks at Signature Event(s) that Company Sponsors (:60)	✓	✓	✓	
Video at Signature Event that Company Sponsors (:60)	✓	✓	✓	✓
Video Remarks in Virtual Environment (:60)	✓	✓		
Video Welcome Message on Conference Website (:30)	✓			
Executive Bio & Headshot on Conference Website & Virtual Platform	✓	✓	✓	✓
<b>PRESS   MEDIA</b>				
Quote Inside Press Release (60 words max)	✓			
<b>CONFERENCE WEBSITE BRANDING</b>				
Sponsor Welcome Page on Conference Website	✓			
Logo on Conference Website Homepage	✓	✓		
Sponsor Logo and Hyperlink Inclusion on Conference Sponsors' Recognition Page	✓	✓	✓	✓

**PARTNERSHIP****BENEFITS** CONTINUED**LEADER**  
(\$330K+)**ADVOCATE**  
(\$250K+)**CHAMPION**  
(\$125K+)**PARTNER**  
(\$75K+)**VIRTUAL PLATFORM BRANDING**

Logo on Virtual Conference Homepage	✓	✓		
Logo on External Environment	✓	✓		
Logo on Banner in Virtual Environment	✓	✓		
Opportunity to Survey Audience	✓	✓		
2 Broadcast Messages to Virtual Conference Attendees	✓	✓		
Promotional Broadcast Messages (push/day)	✓	✓		
Sponsor Information in Virtual Environment (Logo, Overview, Promotion of Sponsor's Events/Activities and Social Media Profiles)	✓	✓	✓	✓
Opportunity to Participate in Gamification	✓			

**SOCIAL MEDIA**

Sponsorship Recognition in 9 Social Media Posts (3 pre, 3 during, 3 post-conference)	✓			
Sponsorship Recognition in 6 Social Media Posts (2 pre, 2 during, 2 post-conference)		✓		

**E-BLASTS**

Logo Inclusion on All Conference Promotional E-blasts	✓			
Partnership Logo Inclusion in NUL's Weekly Newsletter—ReMarcs	✓			
Partnership Recognition in 1 Themed E-blast (Empowerment Day, Career & Professional Development Day, Small Business Matters Entrepreneurship Day, TechConnect)	✓			

**GIVEAWAYS**

Opportunity to Provide Giveaways (Premium Items)	✓	✓	✓	
Opportunity to Provide Branded Items at Your Company's Signature Sponsored Event	✓	✓	✓	✓





**PARTNERSHIP BENEFITS** CONTINUED

**LEADER (\$330K+)**

**ADVOCATE (\$250K+)**

**CHAMPION (\$125K+)**

**PARTNER (\$75K+)**

**ADDITIONAL BENEFITS**

Access to Green Rooms for Photo Ops (pre-arranged)	✓			
Head Table Seating at Luncheons and Gala (1 representative per head table)	✓			
VIP Photo Op	✓			
On-site Office/Hospitality Room for Company Staff and Guests. (NUL provides standard tables and chairs. Company to provide special furniture, food, beverage, flowers and internet as preferred. Fern will provide services.)	✓			

**URBAN LEAGUE NOW: EXPERIENCE / EXPO / CAREER & NETWORKING FAIR / COMMUNITY DAY**

NUL Lounge & Experience Brand Activation (Thursday & Friday)	✓	✓		
Community Day Booth (Saturday)	✓	✓		
Virtual Career Fair Booth	✓	✓		

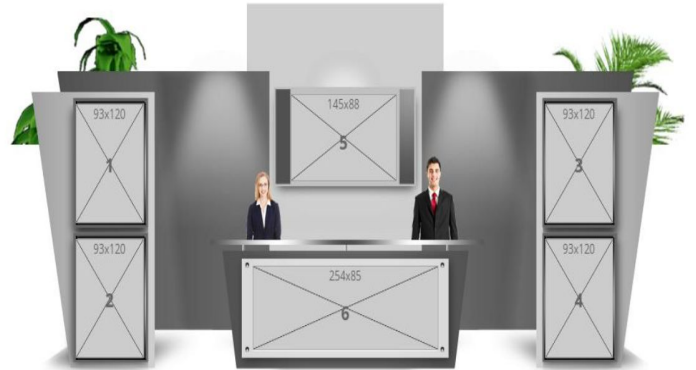


# VIRTUAL CONFERENCE BOOTH EXAMPLES

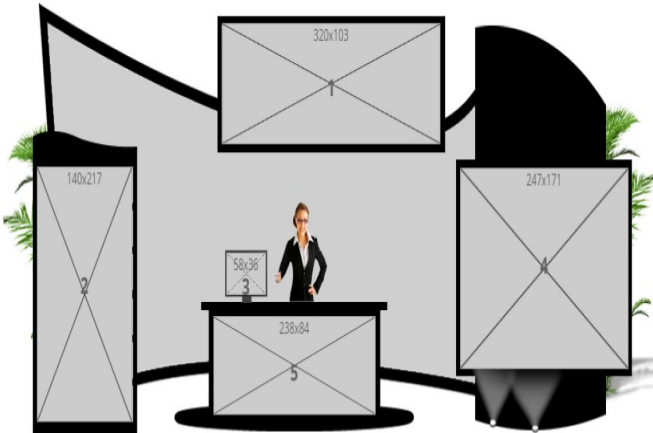
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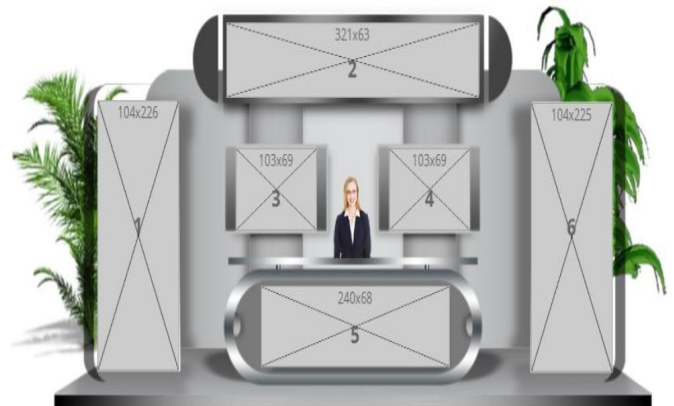
Template 3



Template 4



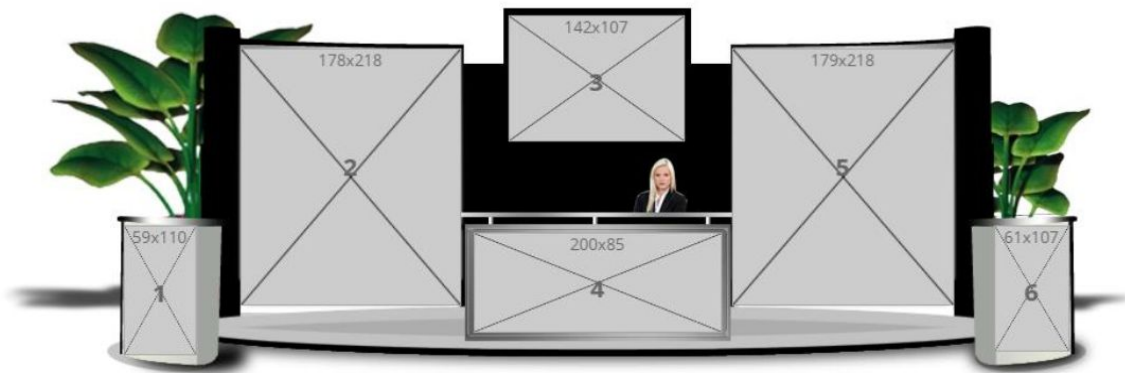
Template 5



# VIRTUAL CONFERENCE BOOTH EXAMPLES



Template 6



Template 8

