

**NATIONAL  
URBAN  
LEAGUE  
CONFERENCE  
2025**



*Cleveland*  
July 16-19

**PARTNERSHIP OPPORTUNITIES**

**NATIONAL  
URBAN  
LEAGUE  
CONFERENCE  
2025**



*Cleveland*  
July 16-19

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Dear Partner:

Thank you for partnering with the National Urban League for our upcoming national conference, **July 15-19, 2025**.

The most impactful civil rights and community activists and leaders in business, government, and media will convene in the great American city of Cleveland, Ohio, at the Huntington Convention Center. In addition to an ambitious slate of in-person events and activities, we are conducting an online virtual component that will extend the conference experience to participants everywhere.

Innovative and broad in scope, the National Urban League Conference will be the most important civil rights event of 2025, with content that promises to advance America's conversation about justice, opportunity, and the future of democracy at one of the most consequential moments in modern history.

Energized and encouraged by your support, we've invited an outstanding lineup of today's foremost business leaders, policymakers, community activists, and social justice advocates to connect and collectively move the needle toward equity.

Cleveland is a fitting setting for this conversation, having played a profound role in the Civil Rights movement and the evolution of Black thought and culture.

Today, Cleveland is a city on the rise, its GDP surpassing New York City, Chicago, Philadelphia, and other major metropolitan centers. The city's diverse community of business owners and creatives are an essential part of its economic success and cultural richness. The National Urban League is excited to bring dollars and opportunity to Cleveland – the conference will deliver an estimated \$4.7 million economic impact to the city.

Don't miss this opportunity.

Enclosed, you will find more information about the conference and partnership opportunities. We look forward to working with you.

Sincerely,

A handwritten signature in blue ink, appearing to read 'm morial', with a long, sweeping underline.

**Marc H. Morial**  
President and CEO  
National Urban League

# 2024 Recap

**11,024**  
IN PERSON  
ATTENDEES

**7,000**  
REGISTERED  
VIRTUAL  
ATTENDEES

**200**  
SPEAKERS





# 2024 Conference Survey Results In-Person & Virtual

**80%**  
WILL REGISTER  
AND ATTEND  
THE 2025 CONFERENCE

**78%**  
VERY SATISFIED/  
OVERALL SATISFACTION  
OF THE CONFERENCE

**59%**

NEW ATTENDEES NEVER  
PARTICIPATED IN AN URBAN  
LEAGUE CONFERENCE  
(LIVE OR VIRTUAL)



# 2024 National Urban League Conference

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

## Overview

Count on the National Urban League to deliver the largest and most consequential civil rights and social justice event of 2025. This national 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 2025 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 the United States, including the host city and surrounding regions, and will include executives, entrepreneurs, thought leaders, urban professionals, and media

# Our 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 2025 conference sets the stage for a new era of collaboration and progress.**

### *Among the critical issues on the table:*

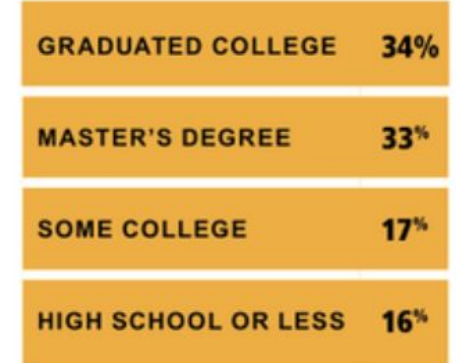
- Social and economic inequality
- Tech literacy and skills building
- Election integrity and protecting Black Voter access and participation
- Disparities in health care and quality of life and their impact on Black lives.
- Improving access to quality education and affordable housing
- Generating opportunities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

## DEMOGRAPHICS

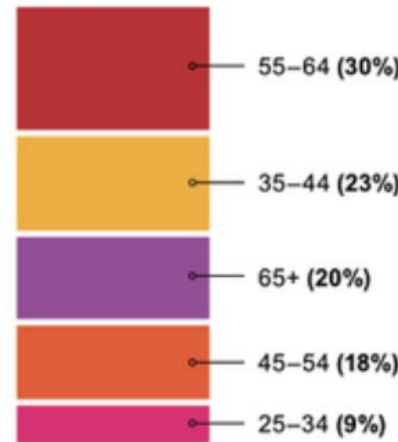
### GENDER



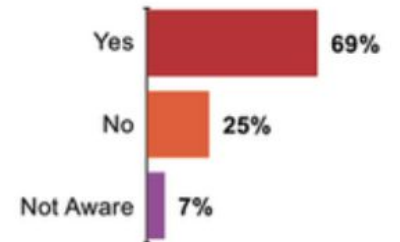
### EDUCATION



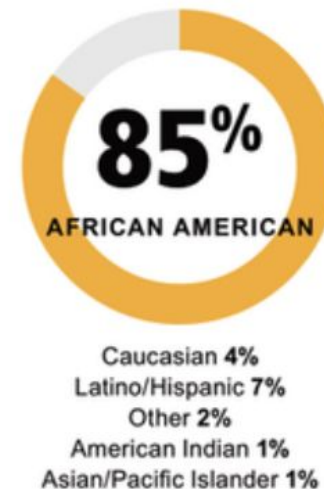
### AGE



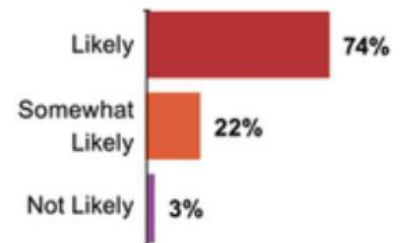
### ATTENDED VIRTUAL EXPO 2023



### RACE/ETHNICITY



### LIKELY TO ATTEND VIRTUALLY IN 2024





## Why Partner



### YOUR COMMITMENT

The conference is the most respected platform to affirm your commitment to diversity, equity and inclusion



### YOUR EMPLOYEE

An opportunity for your employees to give back and engage with the community they serve.



### YOUR CONSUMER

Doing good is always good business. This is an extraordinary opportunity for relationship building with a highly educated and influential audience.

## WHY CLEVELAND?

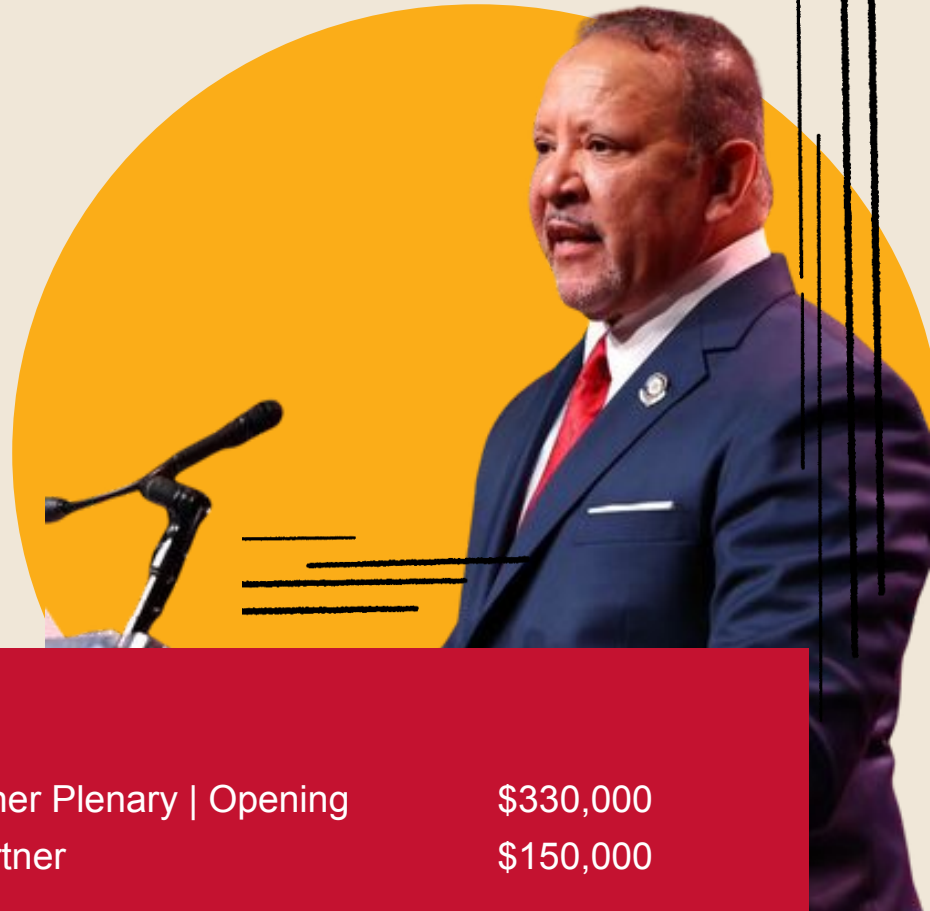
- Cleveland played a profound role in the Civil Rights movement and the evolution of Black thought and culture.
- Cleveland is a city on the rise, its GDP surpassing New York City, Chicago, Philadelphia, and other major metropolitan centers.
- Cleveland's diverse community of business owners and creatives are an essential part of its economic success and cultural richness.

# State of the Urban League Address

## State of the Urban League Address

Address by Marc H. Morial

This year, the National Urban League brings the State of the Urban League Address back to the local community. Be there when Marc H. Morial presents the State of the Urban League. This is a can't-miss keynote address including topics around social justice, health, education, finance and employment, economic empowerment and criminal justice.



### CONCURRENT FORUMS

Forum 1 - Social Justice

Forum 2 - Health Equity

Forum 3 - Financial Empowerment

Lead Partner Plenary | Opening

Forum Partner

\$330,000

\$150,000

# Empowerment Day

Count on the National Urban League to deliver the largest and most consequential civil rights and social justice event of 2025. 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 2025 Annual Conference is the gathering place to network, exchange ideas, and move the needle toward equity.

## Opening Plenary Conference Opening Session



### CONCURRENT FORUMS

Forum 1 - Social Justice

Forum 2 - Health Equity

Forum 3 - Financial Empowerment

Lead Partner Plenary | Opening

Forum Partner

\$330,000

\$150,000

# Career & Networking Fair

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



Career &  
Networking Fair  
Lead Partner

**\$300,000**

Career &  
Networking  
Co-Sponsorship

2 Available  
**\$100,000**

Speed  
Networking  
Reception

**\$100,000**

LED TALKS:  
Leadership  
**\$75,000**

Empowerment &  
Development  
**\$75,000**

Career Coaching  
Mock Interviews  
Resume Critique  
LINKEDIN Profile Reviews  
Headshot Station

**\$75,000**

# Tech Connect 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 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.

Get ready for a competition battle royale for 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.



Session 1 - How to Fund Your Startup  
Session 2 - Monetize Your Social Media Conte  
Session 3 - Tech Innovators Showcase

- \$330,000 Lead Partner
- \$100,000 Session Partner
- **\$150,000 Demo Day Competition**



# SMALL BUSINESS MATTERS

## Entrepreneurship Summit

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 attendees for their next chapter. They will 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

Lead Partner

Forum Partner

\$330,000

\$150,000

# Community & Family Day

## New Orleans, Rise! Community Day 2025

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 dance fitness sessions, yoga, a men's grooming demo, makeup tutorials, and more!





**URBAN LEAGUE**  
**NOW!**  
EXPERIENCE & EXPO

All conference attendees are expected to visit the **Urban League Now: Experience & Expo**. The most popular features for attendees are the consumer product demos, including showcasing the latest technology products, free health screenings and demonstrations in the Health & Wellness Space, Community Giveback Corner, including seminars with popular authors, actors and entertainers on the stage, a 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.

**HER Space - Healthy, Extraordinary, Radiant**

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

**KINGS Corner - Strength, Confidence, Classic**

For the men in the house – this is your space. Find the latest in men's grooming. Remake that first impression with a makeover, or learn the techniques, tips, and recipes for producing world-class grill and barbecue cuisine.

**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. 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. 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.

**POTENTIAL PARTNERS**

- Hospitality
- Technology
- Beauty
- Fashion
- Entertainment

Lead Partner   Per Space	\$150,000
Co-Sponsor   Per Space	\$75,000





## Signature Events & Luncheons



### AWARDS GALA

\$150,000 each  
5 available

### LUNCHEONS

\$125,000 each  
4 available



### Women of Power Awards Luncheon Thursday, July 17

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 18

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

**Estimated attendance: 1,200 guests**

### Legacy Leadership Luncheon Friday, July 18

Every year, the National Council of Urban League Guild hosts the Legacy Leadership Awards Luncheon to pay tribute to Guild members who are leading the charge and have dedicated their lives to advocating for those who need the most help. We proudly recognize a diverse ensemble of trailblazing individuals who inspire and motivate their communities to strive for greatness in every way.

**Estimated attendance: 900 guests**

# Entertainment Events & Reception

## Chairman's Leadership Reception Thursday, July 17

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 17

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 19

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 19

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  
& DINNER

\$100,000 each  
4 available

QUARTER  
CENTURY CLUB

\$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 hip hop and R&B dance party. Align your brand with a premier music event and connect with thousands of party-goers, including hundreds of corporate executives and entrepreneurs. Execute branded activations throughout the event, offering you the chance to captivate attendees through interactive games, prizes, digital photo booths, and data capturing entertainment experiences.

## Urban League Live! will be the most anticipated Interactive Music Experience of the year.

*The event will feature the following components:*

- 1,500 Estimated Attendance
- DJ Performance by a Celebrity DJ
- Social Media Contests + Coverage
- Digital Photo Booth Experience
- Live Hashtag / Photo Feed on Event Screens
- Custom Contest or Giveaway

# REACH

**Age:** 25-40

**Gender:** Female 60% Male 40%

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

\$200,000  
Title Sponsorship

\$100,000  
Co-Sponsorship





## YOUNG PROFESSIONALS

**YP 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.

<b>Lead Partner   Plenary</b>	<b>\$300,000</b>
<b>Forum Partner</b>	<b>\$150,000</b>
<b>Reception</b>	<b>\$150,000</b>
<b>Late Night Event</b>	<b>\$100,000</b>
<b>Luncheon</b>	<b>\$200,000</b>



## OPPORTUNITIES

- 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, Technology, Fintech

- Young Professional's Summit Welcome Reception (Invitation Only)
- Young Professional's Plenary
- National Urban League Young Professional's Late Night
- Event 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.



# 2025 Partnership Benefits

PARTNERSHIP BENEFITS	LEADER (\$330K+)	ADVOCATE (\$250K+)	CHAMPION (\$150K+)	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	5			
Summit Registration				
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	●	●	●	●

# 2025 Partnership Benefits

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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	●	●	●	●

# 2025 Partnership Benefits Continued

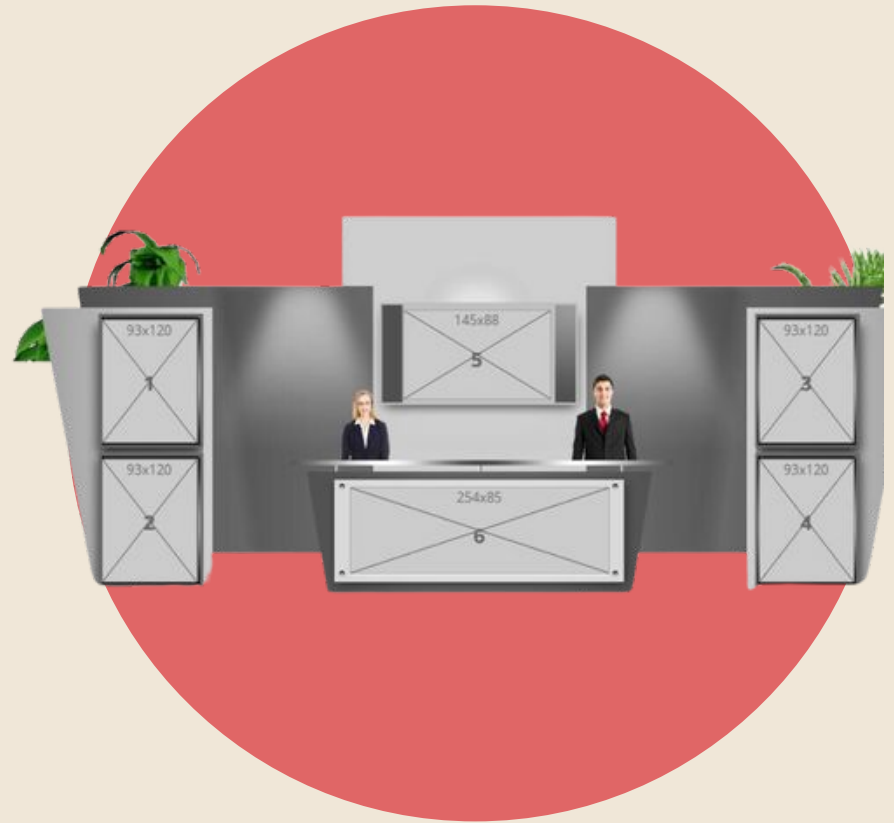
PARTNERSHIP BENEFITS	LEADER (\$330K+)	ADVOCATE (\$250K+)	CHAMPION (\$150K+)	PARTNER (\$75K+)
<b>ADDITIONAL BENEFITS</b>				
Access to Green Room for Photo Ops (Pre-arranged)	●			
Head Table Seating at Luncheon and Gala ( 1 representative per head table)	●			
VIP Photo Op	●			
On-site Office / Hospitality 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)	●			
<b>URBAN LEAGUE NOW: EXPERIENCE / EXPO / CAREER &amp; NETWORKING FAIR / COMMUNITY DAY</b>				
NUL Lounge & Experience Brand Activation (Thursday & Friday)	●	●		
Community Day Booth (Saturday)	●	●		
Virtual Career Fair Booth	●	●		



# Virtual Conference Booth Example

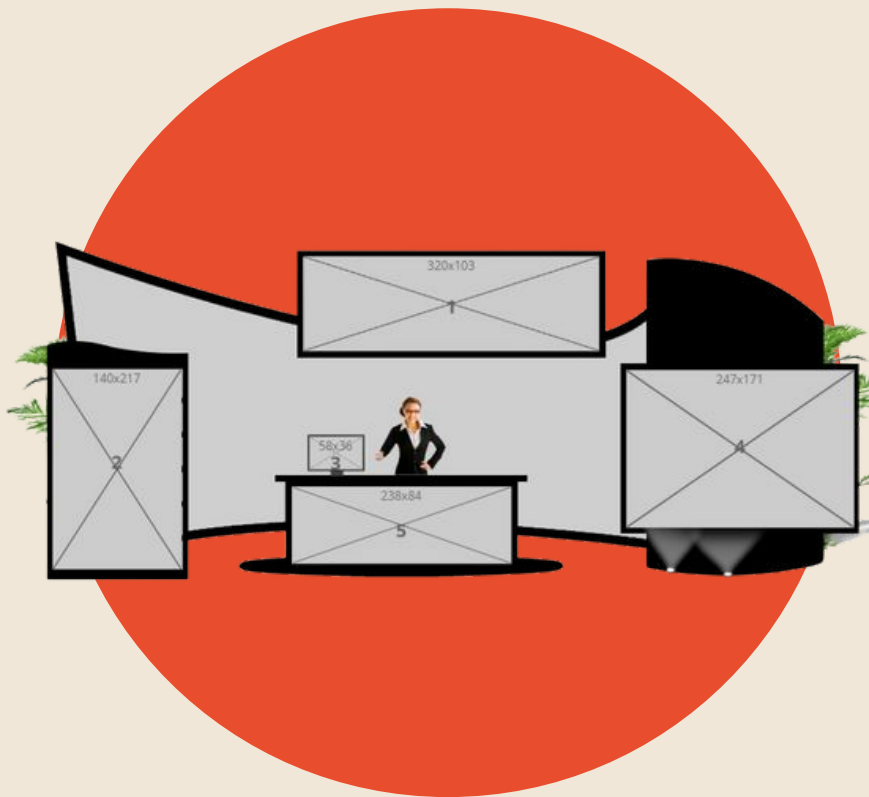


TEMPLATE 2

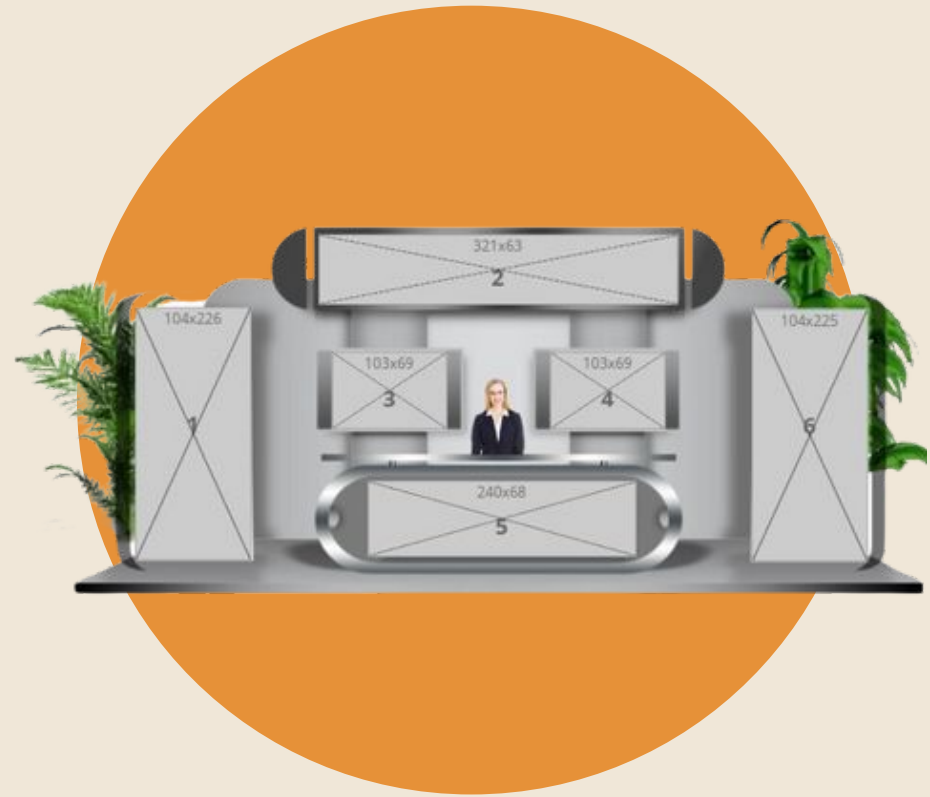


TEMPLATE 1

# Virtual Conference Booth Example

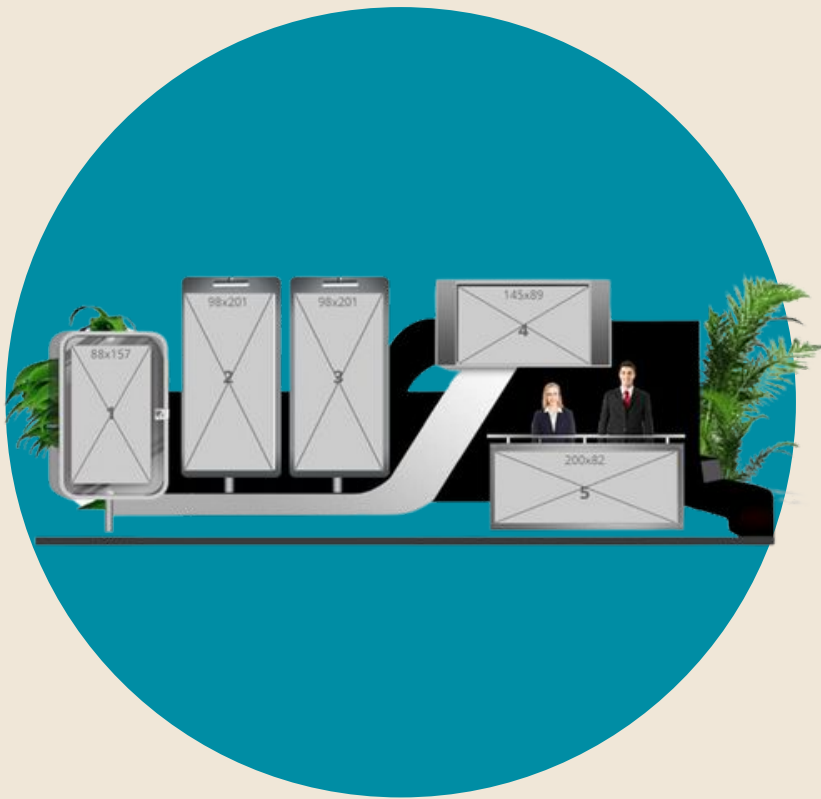


TEMPLATE 3

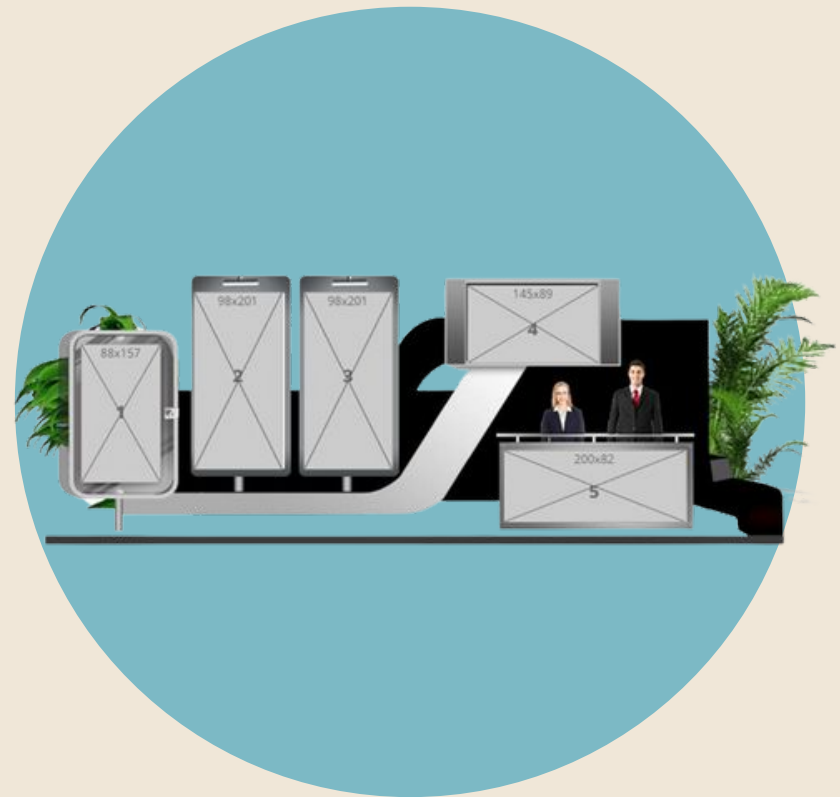


TEMPLATE 4

# Virtual Conference Booth Example



TEMPLATE 5



TEMPLATE 6



Philadelphia

**THANK  
YOU**