



National
Urban League



2018 NATIONAL URBAN LEAGUE CONFERENCE

Greater Columbus Convention Center • Columbus, OH • August 1 - 4

SPONSORSHIPS



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#naturbanleague

www.nul.org





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

- 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 on Wednesday evening, and ends with Community & Family Day on Saturday.
- **NUL PARTNERS** - It is the ultimate networking event. It offers NUL partners the opportunity to engage Urban League leadership and members, community leaders, elected officials, corporate executives, emerging leaders, the local community, experts and celebrities.
- **ATTENDANCE** - The conference attracts over 20,000 attendees from across the country and the host city and surrounding region.
- **GOAL** - The goal of the conference is to engage attendees in discussions of the pressing issues facing African Americans and solutions to address these challenges. Major issues that are the focus of the conference include social and economic inequality across America; racial injustice; improving education in disadvantaged communities; increasing jobs and job training programs; 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 for African American communities.



QUICK FACTS

- **MULTIPLE EVENTS** - The conference includes multiple events that are free and open to the local community including, the conference Kick off State of the Urban League Address by NUL president Marc H. Morial; the Career Fair; Expo; Small Business Matters One-day Entrepreneurship Summit; a Back-to-School Empowerment Festival offering free back to school supplies for local children; a Health & Wellness Zone providing free health screenings; and vital information on local community resources.
- **EXPO** - The Expo which lasts three days includes the Health & Wellness Zone, the Volunteer Zone, Community & Family Day including the Back to School Empowerment Festival; and a Mainstage featuring seminars, prizes, celebrities and entertainment. Over 18,000 visitors participate in activities in the Expo hall over the three days.
- **CAREER FAIR** - The Career Fair is a two-day event. More than 3,000 job-seekers stop by. It is a tremendous opportunity for face-to-face engagement with America's leading companies, government agencies and non-profit organizations. It offers a number of professional development workshops, power networking sessions, professional coaching, assistance with resume preparation and interviewing skills, and more. The Career Fair attracts a mostly Millennials crowd including members of Urban League Young Professionals Chapters, local HBCU alumni and members of African American professional associations.
- **DEMOGRAPHICS** - The fastest growing conference demographic is millennials. 350 to 500 21 to 40 year olds attend the Young Professionals YP L.E.AD. (Leadership. Entrepreneurship. Advocacy. and Personal & Professional Development) Summit which includes professional and leadership development training and a host of networking events. This is the place to be for young urban professionals.



2017 CONFERENCE REGISTRANTS

Registered Attendees: 5,528

Including –

Young Professionals Summit Registrants:	300
Small Business Matters Summit Registrants	350
Expo and Community & Family Day:	17,100
Career Fair:	2,000
Youth Leadership Summit	340 (Youth & Chaperones)

Total Attendance: 20,575

GENDER

Female 55%
Male 45%

AGE

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



DEMOGRAPHICS

RACE/ETHNICITY

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

EDUCATION

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

INCOME

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



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SIGNATURE EVENTS

State of the Urban League Keynote Address

\$125,000 (Each, 2 Co-Sponsors)

Conference Opening Session

Address By Marc H. Morial

Wednesday, August 1

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 the African-American 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.



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SIGNATURE EVENTS

Whitney M. Young, Jr. Awards Gala & Reception – Cocktail Attire

\$115,000 / Co-Sponsorships

Friday, August 3

Expected Attendance: 1200

Join over 1200 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.

Women of Power Awards Luncheon

\$75,000 / Co-Sponsorships

Thursday, August 2

Expected Attendance: 1000

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



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SIGNATURE EVENTS

Guilds Leadership Luncheon

\$60,000 / Co-Sponsorships

Friday, August 3

Expected Attendance: 900

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

Opening Plenary Session

\$100,000

Thursday, August 2

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 other experts on the topic of civil rights.



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SIGNATURE EVENTS

Plenary Sessions II, III, IV

\$65,000 Each

Thursday & Friday, August 2 & 3

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 featured. The sponsor's signature role at one of these Plenary Sessions is to give opening remarks.

Town Halls & Forums

\$55,000 Each

Thursday & Friday, August 2 & 3

Expected Attendance: 150-300

- Diversity & Inclusion Forum ● YP L.E.A.D.S. Town Hall or Forum
- Racial Healing Forum ● Healthcare Forum



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SIGNATURE EVENTS

Workshops

\$45,000

Thursday & Friday, August 2 & 3

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 Sponsorship

\$65,000 / Co-Sponsorships

Thursday, August 2

Estimated Attendance: 1000+

Urban League Live! is the ultimate interactive music experience. It is an old school hip hop, R&B concert and dance party. 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 prizes; photo ops; VIP seating; and a red carpet experience.



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SIGNATURE EVENTS

Chairman's Leadership Reception

\$75,000 / Title

\$50,000 / Co-Sponsorships

Thursday, August 2

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.

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 7,726 members (ages 21 – 40).

The YP L.E.A.D. Summit will be celebrating 19 years in 2018. 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.



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YP L.E.A.D. SUMMIT

\$100,000 / Title Sponsor

Wednesday – Saturday, August 1-4

Expected Attendance: 350-450

Four days of engagement with hundreds of young professionals, ages 21 to 40. This is a national audience with 98 percent membership in Urban League Young Professionals chapters. Title sponsorship will include one of the following.

Welcome Reception

\$75,000

Thursday, July 27

Expected Attendance: 350-500

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



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YP L.E.A.D. SUMMIT

Awards Luncheon

“NULYP Honors”

\$75,000

Saturday, August 4

Expected Attendance: 350-450

The luncheon is a main highlight of the summit. A number of Young Professional leaders are presented with awards of achievement. It will provide you with a special opportunity to engage the attendees.

Town Hall or Forum

\$55,000

Friday, August 3

Estimated Attendance: 300

Sponsor the town hall and you will have the opportunity to give remarks among other benefits.



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YP L.E.A.D. SUMMIT

Forums

\$55,000

Thursday & Friday, August 2 & 3

Estimated Attendance: 75 per session

Sponsor a workshop and you will have the opportunity to provide a panelist or give opening remarks.

“The Exchange” – A Networking Event

\$50,000 / Co-Sponsorship

Friday, August 3

Expected Attendance: 300-400

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



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YP L.E.A.D. SUMMIT

Conversations, Connections & Cocktails: Networking at the Next Level

\$60,000 / Lead Sponsor

\$35,000 / Co-Sponsorship

Friday, August 3

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

The Young Professionals speed networking event 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, August 2

Expected Attendance: 450

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.



YP L.E.A.D. SUMMIT

SPONSOR A TEAM OF YOUNG PROFESSIONALS \$10,000

A team consists of three to four members of an Urban League young professionals chapter. These scholarships will cover the attendees travel, hotel and registration.



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YP L.E.A.D. SUMMIT

YP L.E. A. D. S. SPONSORSHIP BENEFITS

In addition to the standard sponsor benefits, sponsors of any YP L.E.A.D.S. event or session will receive recognition in the YP's digital newsletter and e-blasts; and tickets to YP networking events such as the YP L/.E.A.D.S. Welcome Reception, Conversations, Connections & Cocktails Reception, The Exchange-A Networking Event, and the NULYP Honors Awards Luncheon, and more.



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, timely updates, as well as information on the Career Fair and exhibits, pre-conference and post-conference information, and more. 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. In 2016, over 45,000 people either downloaded or viewed the conference app. Sponsor the app and receive the following benefits: Brand inclusion on all collateral promoting the mobile app, on mobile app splash page, in mobile app- e-blast; signage throughout the event venue promoting the app; company branded page on the mobile app and hyperlink to company website; social media promotions of the mobile app; 10x10 footprint promoting the mobile app; opportunity for promotional giveaway via the app; banner ad on the daily schedule (specs: 600x110px;) custom push notifications; and mobile app analytics report.



Live Streaming

\$50,000 Co-Sponsorships

Reach thousands of Urban League followers

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

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.



In America today, minorities make up less than 5% of the STEM-based workforce (U.S. Dept. of labor 2012). The National Urban League is committed to being a part of the solution. To that end, the TechConnect Summit and a Hackathon are incorporated as part of our annual conference.

TechConnect

Thursday & Friday, August 2 & 3

\$75,000 / Title Sponsor

\$50,000 / Co-Sponsorship

The two-day TechConnect Summit will include interactive seminars, a networking lounge and the hackathon. Participants will hear from tech creators and innovators on topics centered around emerging technologies, tech career opportunities and diversity in tech. In 2017, teams came from around the country to participate in the hackathon for social justice, the signature event of TechConnect.



Hackathon

\$100,000 / Title Sponsor

Or \$50,000 / Co-Sponsorships

This cutting edge activation will attract technology professionals, including computer programmers and others involved in software development. The Hackathon for Social Justice is the Summit's signature event, challenging innovators to conceive web or mobile applications to alleviate the most pressing social issues of our day, specifically those aligned with the Conference's theme. The event is open to developers, designers, civic leaders and creative thinkers to be amongst energetic and tech-savvy teams vying to create solutions for a chance to win a cash prize.



TechConnect Workshops

\$10,000

Thursday & Friday, August 2 & 3

Showcase your brand by conducting career development and industry-specific panels/workshops to help candidates find their next opportunity in tech. Workshops are 1 hour.

TechConnect Luncheon

\$10,000

Friday, August 3

Help fuel hackers with lunch and snacks during the two-day Hackathon. The sponsor logo will be displayed on the branded luncheon and snack station.



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TECHCONNECT

Digital Lounge

\$50,000 / Sponsorship

\$25,000 / Co-Sponsorship

Thursday & Friday, August 2 & 3

The Digital Lounge will be located in TechConnect will include the technology seminars, and more. The Digital Lounge will be a place to network with techies and other professionals. Beverages and light snacks will be served.





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SMALL BUSINESS MATTERS

SMALL BUSINESS MATTERS ONE-DAY ENTREPRENEURSHIP SUMMIT

Money, Management and Marketing

A one-day business event for established and aspiring entrepreneurs to engage with minority entrepreneurs and would be entrepreneurs. The event will feature keynote speakers, successful entrepreneurs, major brands, some of the world's largest companies, a pitch competition, and networking events such as an opening breakfast, a luncheon and the Empowerment Room for face-to-face discussions with small business owners about doing business with your company. One of the more popular sessions is the supplier diversity workshop. 2018 will mark the **8th anniversary** of this important summit. There have been over **2,400 participants** over the past 8 years. The Pitch Competition is a major highlight of the summit and in 2017, the Shark Tank Casting Call attracted over 145 small business owners and aspiring entrepreneurs. The Empowerment Room offers your supplier diversity managers a prime opportunity to meet face-to-face with entrepreneurs from across the country.

\$100,000 / Title Sponsor

\$60,000 / Luncheon & Pitch Competition

\$30,000 / Opening Session

\$25,000 / Each Workshop

\$25,000 / Empowerment Room

Saturday, August 4

Estimated attendance: 300

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. **Recent Small Business Matters Sponsors and participating companies include the following:**

Wells Fargo (Title Sponsor 2017); AARP; Black Enterprise; The Coca-Cola Company; Google; Hudson Group; Shell; T Rowe Price; U.S. Black Chambers Inc.; MBDA; SBA



EXPO SPONSORSHIPS

Over 20,000 registered attendees and community residents are expected to visit the expo hall during the 2018 Conference. The most popular features for the visitors at the three-day expo are the consumer products, including the latest technology products, free health screenings, demonstrations and product sampling in the Health & Wellness Zone, the Volunteer Zone, empowerment seminars with popular authors, actors and entertainers on the Main Stage and photos with celebrity panelists and authors, and the opportunity to win major prizes from exhibitors.

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

\$50,000/ Co-Sponsorship

- FREE Health Screenings (Vision, Dental, Cholesterol, etc.)
- Games and Prizes
- Fitness Demonstrations
- Empowering Seminars Featuring Celebrity Panelists
- Product Sampling
- Spa Treatments
- Essential Health & Wellness Information
- Celebrity Meet/Greet
- Music and More!

Sponsors of the Health & Wellness Zone will receive free booth space, 10x20 or larger.



Volunteer Zone

\$100,000 / Title

\$50,000 / Co-Sponsorship

\$25,000 / Co-Sponsorship

The Volunteer Zone is the place for assembling packages for community donations. Conference attendees volunteer a portion of their time to package and distribute the items. Members of groups such as the Young Professionals, Guilds, Urban League Leadership and others give of their time over three days, Thursday to Friday. Donations of the following items are arranged through the local Urban League:

- Backpacks filled with back-to-school essentials for children accompanied by parents
- Personal care packages for the homeless distributed at a local shelter
- Newborn packages for expectant mothers distributed at a local program serving low income families

Corporate donations of the following are accepted:

- Backpacks, pens, pencils, geometry sets, notebooks, rulers, coloring pencils, dictionaries, etc.
- Sample size soaps, lotions, deodorants, toothbrushes, toothpaste, combs and brushes, hand sanitizers, shampoos and conditioners, etc. for the homeless
- Baby soaps, lotions, shampoos, powder, oil and blankets, as well as A&D ointment, comb and brush sets, vaseline, wash cloths, towels, pampers, etc. for expectant mothers.



Community & Family Day

Back to School and Community Empowerment Festival

\$100,000 / Title

\$50,000 / Co-Sponsorships

Saturday, August 4

Estimated attendance: 21,000

In 2016, we held the first conference Back to School and Community Empowerment Festival (then referred to as Community & Family Expo) for families from the host community. It was a huge success then as it was in 2017. We distributed over 20,000 back packs filled with school supplies to call families. The day began with a well-attended press conference with remarks from Marc Morial, the host Urban League CEO, title sponsor GEICO and the other Community Day sponsors. In addition to back to the distribution of school supplies, Community Day activities which were held in the Expo Hall, included a pop-up barber shop offering free haircuts for the families, visits from the GEICO Gecko, dental and vision screenings, games and prizes, entertainment, and more. We expect to surpass this success in Columbus and be able to provide much-needed items to more low-income families with children.



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. Hundreds line-up each day to have their photo taken. As a sponsor of this activity you will receive signage and thousands of impressions.

Beauty & Grooming Lounge

\$50,000 Title Sponsor

\$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. As a sponsor of this activity you will have significant engagement with attendees.



N.U.L. Experience Main Stage

\$50,000 /Co-Sponsorships

The Mainstage will be the hub of excitement for 3 days in the expo hall. It will feature celebrity panelists, entertainers, thought leaders, exhibitor announcements, major prizes, and seminars. Celebrities and influencers who have 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.



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CAREER & NETWORKING FAIR

An integral part of our annual conference is the Career & Networking Fair. The Fair helps to connect thousands of qualified candidates, especially young professionals, with companies like yours. The group includes experienced professionals and recent college graduates. These candidates are from the host city as well as conference attendees from across the nation interested in advancing professionally or making a career change.

In addition to a recruitment booth, the Career & Networking Fair offers a variety of options for companies to participate such as job postings on the league's online Jobs Network, focused workshops in the Brand U Studio, makeovers in the Image of Success Style & Beauty Lounge, headshots at the Digital Branding Station, a Virtual Career Fair, a speed networking reception with our Young Professionals, an opportunity to feature top talent during our Executive Session and a chance to connect with local talent.

Thursday & Friday, August 2 & 3

\$100,000 / Title Sponsor

\$40,000 / Co-Sponsorships

\$10,000 to \$50,000 / Event/ Activity Sponsorships

Estimated Participation: 3,000+



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CAREER & NETWORKING FAIR

Digital Branding Station

Thursday & Friday, August 2 & 3

\$35,000 + In-Kind

(provide the laptops, tablets, and company personnel trained in doing LinkedIn profiles and using digital job search tools).

A job seekers' career change starts in the Digital Branding Station. As they take their free professional headshot in the **Image of Success Photo booth** and immediately upload their headshot to their LinkedIn profile. Trained personnel stand by with laptops to assist attendees in refreshing or creating their LinkedIn profile, and their resume, and critiquing and exploring the latest apps and digital job search tools.

Brand U Studio

Thursday & Friday, August 2 & 3

\$30,000 / Exclusive Sponsorship

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



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CAREER & NETWORKING FAIR

Image of Success Style and Beauty Lounge

Thursday & Friday, August 2 & 3

\$30,000/Exclusive Sponsorship

The Style & Beauty Lounge is a one-stop-shop for jobseekers to get glammed and groomed, can revamp their professional style and get advice on workplace fashion. Special features include: free make-overs, hair-cuts and trends in work fashion. As the sponsor your company is expected to provide the appropriate experts and equipment.

Conversations, Connections & Cocktails: Networking at the Next Level

Estimated Attendance: 350

Friday, August 3

\$60,000/Lead Sponsor

\$35,000/Co-Sponsorship

The speed networking event provides young professionals with an opportunity for quick interactions with recruiters in the Career Fair. You will network with hundreds of young professionals, community residents and fellow corporate executives and managers.



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CAREER & NETWORKING FAIR

Urban Professionals Social

Expected Attendance: 200

Thursday, August 2

\$30,000/Exclusive Sponsorship

Casually engage with members of unique groups such as the Divine 9 Greek organizations, HBCU alumni, Urban League Young Professionals and other African American professional Organizations during networking mixer on the Career Fair floor. Feature raffles, activities and ice breakers in your recruitment boot to showcase your company.

Executive Session

Expected Attendance: 150 TO 250

Friday, August 3

\$25,000/Exclusive Sponsorship

The audience for this session will consist of Urban League Young Professionals from across the country and local pre-screened talent. As a sponsor of this annual highlight, your executives will enjoy panelist opportunities, open remarks and engagement with professionals eager to climb the ladder of corporate success. Your company will have a chance to engage with this talent one-on-one in the networking session that follows this event.



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CAREER & NETWORKING FAIR

Professional Development Workshops

Thursday & Friday, August 2 & 3

Estimated Attendance: 30 to 50 Each Session

\$10,000/Exclusive Sponsorship

These workshops are excellent opportunities to meet quality candidates and to showcase your company executives and managers. If your company sponsors a Professional Development Workshop, you will have the option of selecting your preferred topic and description and making panelist recommendations. . Workshops are one hour long.

Coaching Corner

Thursday & Friday, August 2 & 3

\$20,000/Exclusive Sponsorship

The Coaching Corner will include group sessions and panel presentations by professional coaches who will offer insights and strategies on career success. Jobseekers are invited to sign up for one-on-one 30-minute coaching sessions.



CONFERENCE ESSENTIALS

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 such as health screenings , the Volunteer Zone, 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 attendee 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 3,000 guides in circulation your company will receive thousands of impressions.

Sponsor the guide and your company will receive the following: 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 (5,10, 20, 30, or 40 depending on sponsorship level) on the online employment network.



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CONFERENCE ESSENTIALS

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.



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ADDITIONAL SPONSORSHIPS

Family Session

\$30,000

Saturday, August 4

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, August 2

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.



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ADDITIONAL SPONSORSHIPS

Power Walk with Marc!

\$50,000

Saturday, August 4

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.



SPONSORSHIP BENEFITS

STANDARD BENEFITS

The following benefits are standard, therefore, all sponsors will receive these benefits. according to a sponsor's level of support.

CUSTOMIZED BENEFITS

Benefits will be **customized** according to the special event or activity your company sponsors. For example, if you sponsor a luncheon you will receive an opportunity for remarks and 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 SPONSOR – LEVEL: \$300,000

BENEFITS:

Conference Chair

- Company CEO designated as conference chair
- Chair's quote in press release; (Max 60 words)
- Chair's greeting on the conference website;
- Chair's greeting on the mobile App (250 words)
- Chair's bio on the mobile app (250 words,)
- Chair's high res headshot and signature for greeting



SPONSORSHIP BENEFITS

(TITLE SPONSOR BENEFITS - CONT'D)

Speaking Opportunities

- Remarks at opening press conference (2 minutes) (CEO or other senior company executive);
- Remarks at the State of the Urban League Address Opening Conference Session (2 minutes);
- Remarks at signature event that company sponsors (2 minutes)
- Workshop panelist opportunity as appropriate

Signage/Branding

- Logo on the conference Website Homepage w/link to dedicated partner page
- Logo on the partner page w/ link to dedicated partner page
- Logo on the Wall of Sponsors; in the conference pocket guide; on hotel key cards; on conference e-blasts
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Session and the Awards Gala)
- Signage at signature event your company sponsors (sessions, luncheons, Career Fair, etc.)
- Banners for display in the conference lobby areas (4)
- Banners for display at individual event that you sponsor (4)

Advertising

- Premium full page color ad in the Expo & Employment Guide

Videos

- 60-sec video to be shown at the State of the Urban League Address (Non-commercial); 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 (Non-commercial; corporate social responsibility themes)



(TITLE SPONSOR BENEFITS - CONT'D)

Social Media/Digital Opportunities

- Dedicated partner page on Conference Website (Ex. logo, links, company overview, executive profiles, promotion of partner's events/activities; and social media profiles)
- Dedicated partner page on Mobile App (Ex. logo, links, company overview, executive profiles, promotion of partner's events/activities; and social media profiles)
- Banner ad on Conference Mobile App (600x110 pixels)
- One (1) Promotional push notification on conference mobile app
- Opportunity to survey audience in conference mobile app (3 survey questions)
- Logo on conference app dashboard and splash page
- Inclusion in social media messages (2 pre-, 2 during-, and 2 post-conference)
- One (1) Dedicated E-blast (pre or post-conference)
- One (1) E-blast highlighting partner's participation / activation (pre-conference)
- Mention in digital photo gallery (Facebook)
- Logo on Annual Conference monthly E-blasts



(TITLE SPONSOR BENEFITS– CONT'D)

Expo Booth

- 30x30 premium booth

Career & Networking Fair

- 10X20 Career Fair booth
- Opportunities to participate in Professional Development Workshops

Registrations, Tickets & Reception Invitations

- 42 complimentary registrations
- 20 complimentary premium tickets (2 tables each) for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, and the Awards Gala
- 20 tickets for Urban League Live! (a concert and dance party)
- 5 YP L.E.A.D. Summit registrations (includes conference badges and the following tickets: YP L.E.A.D.S. Welcome Reception, Luncheon, “The Exchange”, Speed Networking Reception, Forums, 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 hospitality room/office



National
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SPONSORSHIP BENEFITS

Giveaways

- Giveaway (Premium item or small brochure) in registration bags (Qty. 4,000)
- Prizes for your company's signature sponsored event (TBD depending on the event such as receptions, luncheons, plenary sessions, etc.)

Other

- Access to green rooms for photo ops (pre-arranged)
- Head table seating at luncheons and the Awards Gala
- Photo op with Marc Morial
- On-site office/hospitality room for company staff and guests (Company to provide special furniture, food and beverage, flowers, and internet as preferred)



SPONSORSHIP BENEFITS

PRESENTING SPONSOR - \$250,000+

- Remarks at signature event that company sponsors (2 minutes)
- Workshop panelist opportunity
- Logo on the conference Website homepage w/link to dedicated partner page
- Logo on the Wall of Sponsors; in the conference pocket guide
- Logo on partner page with link to dedicated partner page
- Dedicated partner page on conference Website (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles); :15-:30 – second video message)
- Dedicated partner page on the Mobile App (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles);
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Sessions and the Awards Gala)
- Opportunity to survey audience in conference Mobile App
- Signage at signature event your company sponsors
- One (1) promotional push notification on conference Mobile App
- Inclusion in social media messages (1 pre-, 1 during, and 1 post-conference)
- Mention in digital photo gallery (Facebook)
- Logo on annual conference monthly E-blasts
- One (1) E-blast highlighting partner's participation/activation (pre-conference)
- Banners for display at signature event that your company sponsors (2-3) and in lobby areas (sponsor to provide banners)



SPONSORSHIP BENEFITS

PRESENTING SPONSOR - \$250,000+ (Cont.)

- 30-60-sec video to be shown at signature event that company sponsors (if it is a Luncheon, Awards Gala, Plenary Sessions and Urban League Live!) (Non-commercial; corporate social responsibility themes)
- 18 complimentary registrations
- 10 complimentary premium tickets (1 table each) for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- 5 invitations for the Chairman's Leadership Reception
- 20 x 20 Expo booth
- Full page color ad in the Expo & Employment Guide
- 8 expo booth passes
- Giveaway (tem , small brochure or flier in registration bags (4000 items)
- Prizes for your company's signature sponsored event



SPONSORSHIP BENEFITS

CHAMPION SPONSOR - \$100,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo on the conference Website, the Wall of Sponsors; and in the conference pocket guide (as appropriate)
- Logo on partner's page with link to company Website
- Dedicated partner page on the Mobile App (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles)
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Session and the Awards Gala)
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors (sponsor to provide banners); 2-3)
- 30-60-sec video to be shown at signature event that company sponsors (if it is a Luncheon, Awards Gala and Plenary Sessions) (Non-Commercial; corporate social responsibility themes)
- 10 complimentary registrations
- 10 complimentary premium tickets (1 table each) for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- 4 invitations for the Chairman's Leadership Reception
- 10 x 20 Expo booth
- Full page color ad in the Expo & Employment Guide
- Prizes for your company's signature sponsored event



SPONSORSHIP BENEFITS

PARTNER SPONSOR - \$50,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo on the Wall of Sponsors, the Website; and in the conference pocket guide (as appropriate)
- Logo on partner's page with link to company Website
- Dedicated partner page on the Mobile App (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles)
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Session and the Awards Gala)
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors (Company to provide 2-3 pull-up banners)
- 30-60-second video to be shown at signature event that company sponsors (Luncheons, Gala, Plenary Sessions and Urban League Live! Only (Non-commercial; corporate social responsibility themes)
- 5 complimentary registrations; 5 complimentary tickets each 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
- Prizes for your company's signature sponsored event



SPONSORSHIP BENEFITS

SUPPORTER SPONSOR - \$25,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo on conference Website; and on the Wall of Sponsors
- Logo on partner's page with link to company Website
- Dedicated partner page on the Mobile App (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles)
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Session and the Awards Gala)
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors (Company to provide 2-3 pull-up banners)
- 4 complimentary registrations; 4 complimentary tickets each for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- Prizes for your company's signature sponsored event

FRIEND SPONSOR - \$10,000+

- Remarks at signature event that company sponsors (2 minutes)
- Logo on Conference Website; on the Wall of Sponsors; and on partner's page with link to company Website
- Dedicated partner page on the Mobile App (Ex. logo, links, company overview, executive profiles, promotion of sponsor's events/activities, and social media profiles)
- Logo on the sponsors video reel to be played at the major events (Luncheons, Plenary Session and the Awards Gala)
- Signage at signature event your company sponsors
- Banners for display at signature event that your company sponsors (Company to provide 2-3 pull-up banners)
- 2 complimentary registrations
- 2 complimentary tickets each for the Women of Power Awards Luncheon, Guilds Leadership Luncheon, the Awards Gala and Urban League Live!
- Prizes for your company's signature sponsored event