

**NATIONAL URBAN LEAGUE  
CONFERENCE**

★ **2020**

# **PARTNERSHIP OPPORTUNITIES**



## 2020 National Urban League Annual Conference August 5 - 8 / George R. Brown Center / Houston, TX

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## QUICK FACTS | ABOUT THE NATIONAL URBAN LEAGUE ANNUAL 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. The conference attracts over 20,000 attendees from across the country and the host city and surrounding region.

**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.

**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.

**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.

**NUL EXPERIENCE & 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 over the three days.

**CAREER AND NETWORKING FAIR** - The Career Fair is a two-day event. More than 2,500 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.

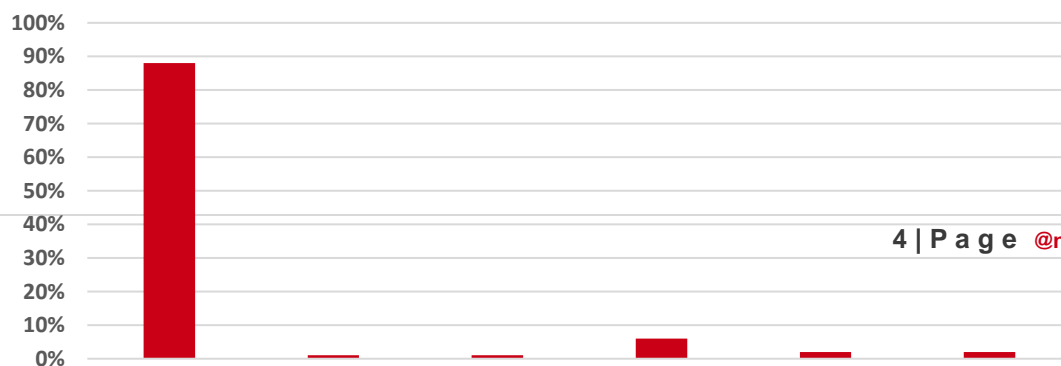
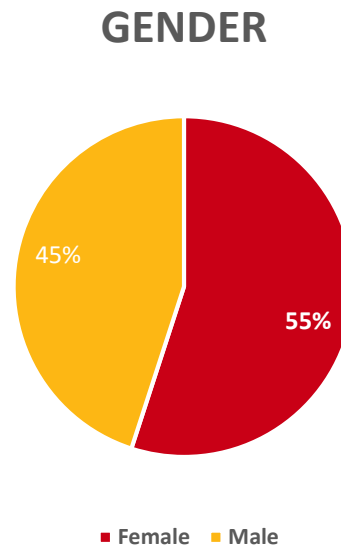
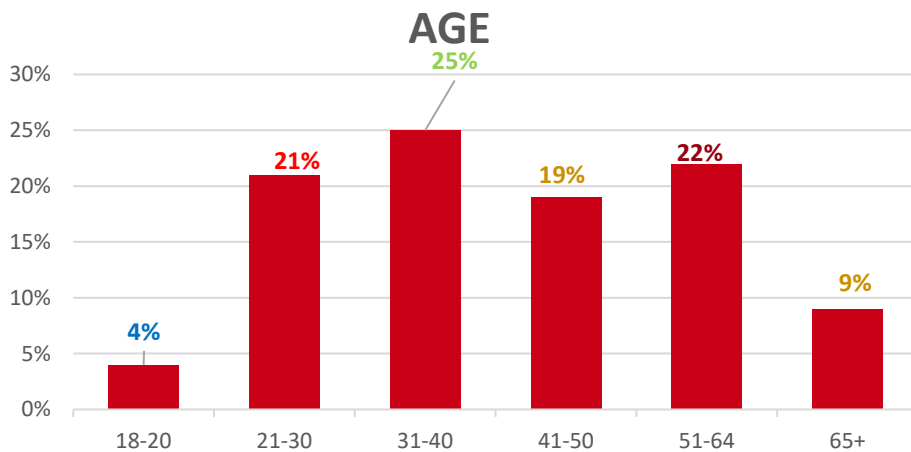
**DEMOGRAPHICS** - The fastest growing conference demographic is millennials. Over 350 young professionals (ages 21 to 40) attend the Young Professionals L.E.A.D. (Leadership. Entrepreneurship. Advocacy. and Personal & Professional Development) Summit which includes professional and leadership development training and a host of networking events. This is the place to be for young urban professionals.



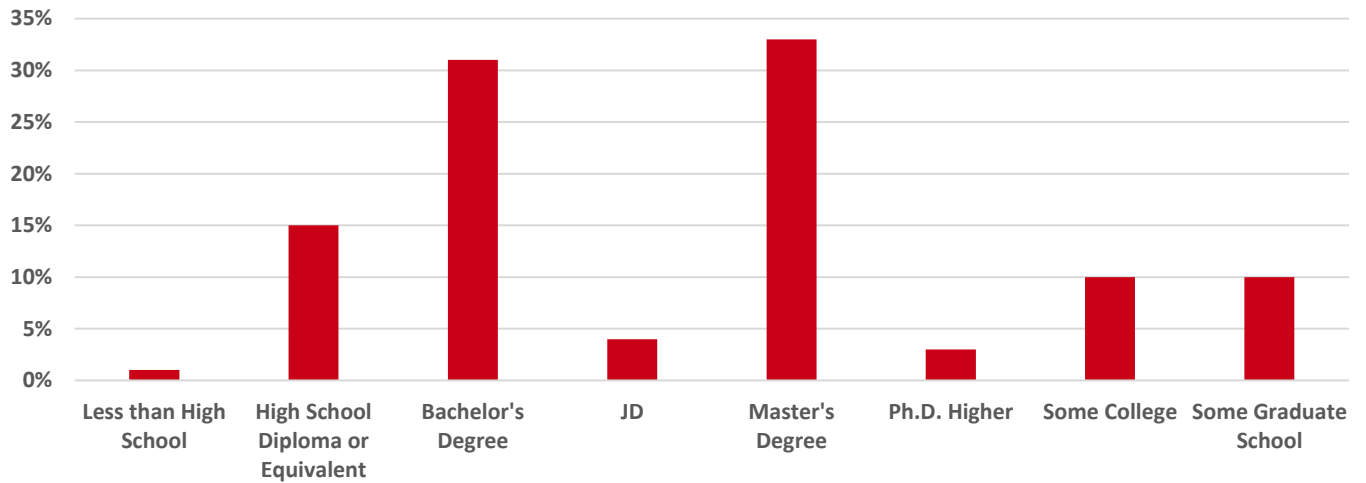
## 2019 CONFERENCE ATTENDANCE

<b>Total Attendance:</b>	15,449
<b>Registered Attendees:</b>	4,258
 Career & Networking Fair:	2,300+
Volunteer Zone:	285+
 TechConnect Summit:	1,690+
Small Business Matters Summit:	400+
Back to School Community & Family Day:	11,000+

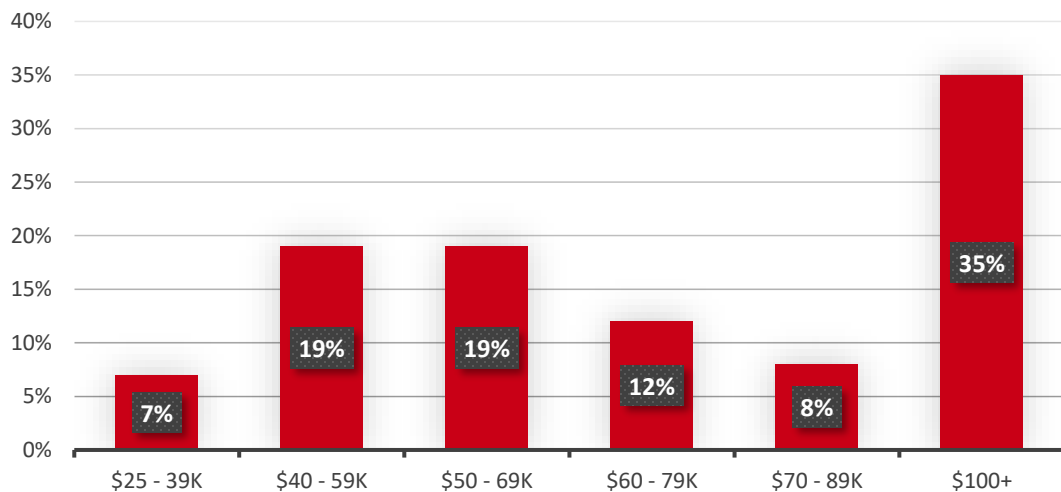
## 2019 CONFERENCE DEMOGRAPHICS



## EDUCATION



## INCOME



## SIGNATURE EVENTS & LUNCHEONS

### State of the Urban League Address

**\$150,000 (Exclusive)**

**Conference Opening Session**

***Address by Marc H. Morial***

**Wednesday, August 5, 2020**

**Expected Attendance: 700**

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.



### Whitney M. Young, Jr. Awards Gala

**\$125,000 | Co-Sponsorships**

**Friday, August 7, 2020**

**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

**\$90,000 | Co-Sponsorships**

**Thursday, August 6, 2020**

**Expected Attendance: 900-1000**

The Women of Power Luncheon attracts a powerful corporate audience, 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.



### Legacy Leadership Luncheon

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

**Friday, August 7, 2020**

**Expected Attendance: 900-1000**

Hosted by the National Council of Urban League Guild, this keynote luncheon with an audience of approximately 900 guests, features a prominent thought leader.



## PLENARIES & FORUMS

### Opening Plenary Session

**\$110,000**

**Thursday, August 6, 2020**

**Expected Attendance: 700**

This Plenary 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.

### Plenary Sessions II & III

**\$65,000 Each**

**Thursday Afternoon & Friday Morning, August 6 & 7, 2020**

**Expected Attendance: 700**

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.



### Forums

**\$60,000 Each**

**Thursday & Friday, August 6 & 7, 2020**

**Expected Attendance: 150-300**

Sponsors will have the opportunity to participate in provocative conversations or select curated discussions on topics important to our community. These forums will feature panelists who are leaders and experts in their space.



## ENTERTAINMENT EVENTS & RECEPTION

### Urban League Live!

**\$100,000 /Title Sponsorship**

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

**Thursday, August 6, 2020**

**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 partygoers, 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.

**Chairman's Leadership Reception**

**\$75,000 / Title**

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

**Thursday, August 6, 2020**

**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.

**One Movement Gospel Brunch**

**\$50,000 | Exclusive or \$25,000 | Co-sponsorships**

**Saturday, August 8, 2020**

**Expected Attendance: 200**

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 Breakfast**

**\$50,000 | Exclusive or \$25,000 | Co-Sponsorships**

**Thursday, August 6, 2020**

**Expected Attendance: 200**

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.



## YOUNG PROFESSIONAL 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 as community advocates and affiliate volunteers. The National Urban League Young Professionals (NULYP) offers opportunities for these emerging leaders to participate in **professional development programs, philanthropy and civic engagement**. 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 is a training ground for emerging leaders and each year it attracts 350-450 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.

**Title Sponsor | \$100,000**

**Wednesday – Saturday, August 5-8, 2020**

**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, August 6, 2020**

**Expected Attendance:** 350-450

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

**NULYP Honors | Awards Luncheon**

**\$75,000**

**Saturday, August 8, 2020**

**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.

**Young Professionals L.E.A.D. Summit Forums**

**\$55,000**

**Thursday & Friday, August 7 & 8**

**Estimated Attendance:** 100

Sponsor a Young Professionals L.E.A.D. Summit Forum and you will have the opportunity to give remarks and provide a panelist, among other benefits.



**Young Professionals Speed Networking Reception****\$60,000 | Lead Sponsor****\$35,000 | Co-Sponsorship****Friday, August 7, 2020****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 6, 2020****Expected Attendance:** 350

This is the annual meeting of the Young Professionals 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.

**NULYP Annual Report****\$25,000**

An exclusive branding opportunity, the Young Professional Annual Report provides a comprehensive look on the group's activities throughout the past year.

**SPONSOR A TEAM OF YOUNG PROFESSIONALS****\$15,000 | Group of 4****\$45,000 | Group of 15**

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

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

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

## TECHCONNECT

**Thursday & Friday, August 6 & 7**

**Title Sponsorship | \$175,000**

**\$87,500 | Co-Sponsorship**

The two-day TechConnect Summit will include interactive seminars, a networking lounge and the Demo Day. Participants will hear from tech creators and innovators on topics centered around emerging technologies, tech career opportunities and diversity in tech.

### Demo Day

**\$100,000 | Title Sponsor**

This cutting-edge activation will attract technology professionals, including computer programmers and others involved in software development. The Demo Day 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 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

**\$25,000**

**Thursday & Friday, August 6 & 7, 2020**

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

**\$100,000 | Sponsorship**

**\$50,000 | Co-Sponsorship**

**Friday, August 7, 2020**

Help fuel tech creators with lunch and snacks during the two-day Demo Day. The sponsor logo will be displayed on the branded luncheon and snack station.

### Life, Love, & Learn Lifestyle 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 makeovers, 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.

### **Digital & Networking Lounge**

**\$50,000 | Sponsorship**

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

**Thursday & Friday, August 6 & 7**

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

### **N.U.L. Experience Innovations 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 include Janelle Monae, Bevy Smith, MC Lyte, Raheem DeVaughn, Whodini, and Michaela Angela Davis. Sponsor benefits include free booth space, signage, logo on printed and digital material promoting the Mainstage, photos with celebrities, Website presence, remarks, and more.

### **Photo Lounge**

**\$40,000 | Co-Sponsorship**

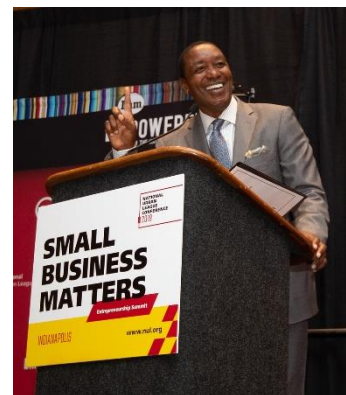
Take a color digital photo with your logo embedded on the green screen that attendees can share with family and friends! It's a fun activity that connects your brand to adults of all ages and walks of life. Hundreds line-up each day to have their photo taken. As a sponsor of this activity you will receive signage and thousands of impressions.

## SMALL BUSINESS MATTERS

### SMALL BUSINESS MATTERS ONE-DAY ENTREPRENEURSHIP SUMMIT

#### *Money, Management and Marketing*

The Entrepreneurship Center Program (ECP) provides management counseling, mentoring and training services for entrepreneurs looking to start, grow or scale their business. The implementation of the skills learned will enable minority entrepreneurs to create jobs and obtain financing and/or contracts that will generate wealth for themselves and their family to sustain viable businesses in the community. One of the ways entrepreneurs can obtain those skills is by attending the Small Business Matters Entrepreneurship Summit.



It is a one-day Summit with dynamic workshops on money, management and marketing in 3 tracks (start-up/pre-venture, growth, and accelerated) designed to provide entrepreneurs access to information/resources needed to grow and networking opportunities with industry leaders, potential investors, and other entrepreneurs.

The day consists of a Networking Breakfast, a Luncheon, a Pitch Competition - where entrepreneurs pitch their business to win funding, and the Connection Zone where entrepreneurs can obtain resources from major public and private sector organizations on how to help elevate their business. The Pitch Competition, a major highlight, creates opportunities for entrepreneurs to scale their business, provide jobs in their community, increase their brand, and in some cases, obtain major contracts.

2020 will mark the 10th anniversary of this Summit impacting cities across the country by providing entrepreneurs with relationships, experiences, and the knowledge needed to obtain self-sufficiency and create viable businesses in their communities.

**\$125,000 / Title Sponsor**  
**\$125,000 / Luncheon & Pitch Competition**  
**\$30,000 / Opening Session**  
**\$25,000 / Each Workshop**  
**\$25,000 / Connection Zone**  
**Saturday, August 8, 2020**  
**Estimated attendance: 300**



The workshops will include topics such as business financing and marketing; small business certification; how to do business with Fortune 500 companies; contract opportunities; growth strategies and much more. Recent Small Business Matters Sponsors include: Wells Fargo (Title Sponsor 2019); AARP; Black Enterprise; The Coca-Cola Company; Google; Facebook; Hudson Group; Shell; and, T Rowe Price. Participating companies include: U.S. Black Chambers Inc.; SBA; MBDA, EXIM Bank and Regions Bank.



## N.U.L. EXPERIENCE & EXPO

Over 20,000 registered attendees and community residents are expected to visit the N.U.L. Experience expo during the 2020 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**, seminars with popular authors, actors and entertainers on the **Innovations Stage** and photos with celebrity panelists and authors, and the opportunity to win major prizes from exhibitors.

Admission to the N.U.L. Experience 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, signage, and more.

### Health & Wellness Zone

**\$110,000 / Exclusive**

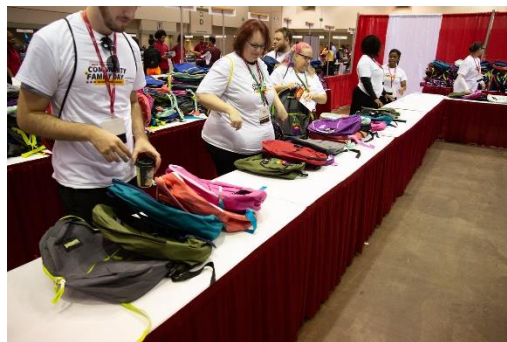
- FREE Health Screenings (Vision, Dental, Cholesterol, etc.)
- Games and Prizes
- Fitness Demonstrations
- Product Sampling
- Essential Health & Wellness Information
- Celebrity Meet/Greet



### Volunteer Zone

**\$50,000 / 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, Legacy, Urban League Leadership and others give of their time over two 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.

## BACK TO SCHOOL COMMUNITY & FAMILY DAY

Back to School Community & Family Day

Title Sponsorship | \$125,000

\$50,000 | Co-Sponsorships

Saturday, August 8, 2020

Estimated attendance: 20,000



Every year, we distribute over 20,000 back packs filled with school supplies to all families in the city of the host affiliate. The day begins with an opening press conference with remarks from Marc H. Morial, the host Urban League CEO, the event title sponsor and the other Community & Family Day sponsors. In addition to the distribution of school supplies, Community Day activities held in the Expo Hall, included a pop-up barber shop offering free haircuts for the families, dental and vision screenings, games and prizes, entertainment, and more. Last year, we distributed more than 6,500 back backpacks on Community Day and throughout the City of Indianapolis. We expect to surpass this success in Houston and be able to provide much-needed items to more low-income families with children.

## CAREER & NETWORKING FAIR

Each year, the National Urban League Career & Networking Fair attracts over 2,000 diverse job seekers that include experienced professionals and recent college graduates from across the country. The 2020 Career & Networking Fair in Houston will feature a variety of professional development and networking opportunities for talented jobseekers to take advantage. Companies will have the opportunity to engage with the National Urban League's diverse pool of talent at their recruitment booth, share career insights during a career workshop or make a connection during one of our signature networking events!

### Recruitment Booths

Companies are invited to connect with individuals at their branded recruitment booth for two days during the career fair. Recruitment booths include pipe and drape, 6ft table, 2 chairs, booth sign, waste-basket, 2 complimentary job postings on the National Urban League Job Board [nuljobsnetwork.com](http://nuljobsnetwork.com), a company profile in the conference mobile app, 2 complimentary registrations and 2 exhibit badges.

### LED TALK: Leadership, Empowerment, & Development

\$30,000 | Exclusive Sponsorship

Expected Attendance: 30 – 50

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



**Digital Branding Station****Thursday & Friday, August 6 & 7****\$35,000 + In-Kind**

This location is the destination for jobseekers to get coaching and counseling on updating their digital presence including LinkedIn Profile critiques and exploring the latest apps and digital job search tools. A jobseekers' career starts here as they take their free professional headshot to refresh their LinkedIn profiles.

**Brand U Studio****Thursday & Friday, August 6 & 7****\$30,000 / Exclusive Sponsorship**

The Brand U Studio is the hot-spot on the Career Fair floor where experts share career building insight with eager job seekers. What's more, human resource professionals will provide free resume critiques and mock interviews. The Brand U studio offers attendees an opportunity to learn in 45-minute power sessions about networking and career development.

**Image of Success Style and Beauty Lounge****Thursday & Friday, August 6 & 7, 2020****\$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.

**Coaching Corner****Thursday & Friday, August 6 & 7, 2020****\$20,000/Exclusive Sponsorship**

The Coaching Corner is the ultimate career counseling location where job seekers can receive one-on-one 30-minute Career Coaching sessions with professional Career Coaches who offer insight on professional success. Discuss your dreams, ambitions and lay out an action plan on how you can achieve your professional goals.

**Executive Session****Friday, August 7, 2020****\$25,000/Exclusive Sponsorship**

Expected Attendance: 150 to 250

The Executive Session provides an exclusive opportunity to engage with Urban League Young Professionals across the country and local pre-screened talent. The panel is comprised of top executives who share views on trending corporate issues.

**YP Speed Networking Reception****Friday, August 7, 2020****\$60,000/Lead Sponsor****\$35,000/Co-Sponsorship**

Estimated Attendance: 200-250

The Speed Networking Reception provides young professionals an opportunity for quick interactions with Career Fair recruiters in a social environment. Special activities are organized to create continuous engagement between the recruiters and professionals.

### **Hiring Lounge**

**Thursday & Friday, August 6 & 7**

**\$10,000/ Sponsorship**

The Hiring Lounge provides 10 companies the opportunity to connect with pre-selected young professionals. Companies can provide job seekers with professional development tips as well as have on the spot interviews with qualified candidates.

### **Virtual Career Fair**

**\$15,000/ Sponsorship**

**\$995/ Virtual Career Fair Booth**

For maximum reach, companies can take advantage of the Virtual Career Fair. Recruiters can take part in live interactions with candidates who are not present for our face-to-face event but are eager to engage with recruiters. Attendees can upload their resume, apply for jobs and have chats with potential employers.

### **ONLINE JOBS BOARD**

The National Urban League online jobs board, found at [www.nuljobsnetwork.com](http://www.nuljobsnetwork.com), is a one-stop resource and central location for employers and jobseekers nationwide. The Jobs Network attracts thousands of highly-educated urban professionals and should be an integral part of the strategy for companies committed to diversity recruiting. Sponsoring companies receive a number of free Job posting included in their sponsorship package.

### **THE URBAN LEAGUE JOBS NETWORK JOB POSTINGS**

Job Postings are an ideal way to reach thousands of interested job-seekers beyond the conference. Post your job vacancies online pre- and post-conference and link to your company's employment page. Connect to the thousands of jobs seekers attending the conference and those who are not attending but are interested in the companies at the Career Fair.

### **PRIVATE INTERVIEW BOOTH - \$595**

A branded 10 x 10 private space for your recruiters to interview candidates.

### **SOCIAL MEDIA PACKAGE - \$2,500**

Take advantage of advance promotion of your company's presence at the Career & Networking and your company's job openings on the @ULJobsNetwork LinkedIn, Twitter, Facebook, Instagram and career newsletters.



## YOUTH LEADERSHIP SUMMIT

Celebrating over 30 years, the National Urban League's Youth Leadership Summit engages up to 400 middle and high school students from over 30 Urban League affiliates and, over four days, immerses them in a unique educational and developmental experience.

The Summit functions as the annual culminating event for all of the National Urban League's local and national Education & Youth Development programs. It provides our youth participants and youth-worker staff with key access to national presenters and to vital content that will nurture and further develop their skills and capacities.

### YOUTH LEADERSHIP SUMMIT

Title Sponsorship | \$100,000

Events and Activities

11th Annual *Project Ready* Invitational College Fair and College Success Workshops

\$75,000 | Exclusive Sponsorship

\$25,000 | Panel Discussion (Co-sponsorship)

Colleges, universities, financial aid and college access organizations will participate in this annual event, which is also open to the public. This features panel discussions to help middle and high school students envision college success, and hear from current students, professors and University leaders, while visiting key academic departments matched to their interests.



12th Annual *Project Ready* Case Competition

\$50,000 | Exclusive Sponsorship

Sponsorship support assists Project Ready affiliate sites to empower their youth to compete to develop the best solution to a critical issue impacting their community

The Annual Inspiring the Next Generation of Innovators: STEAM Day

\$50,000 | Exclusive Sponsorship

This event increases young learners' understanding of real-world applications of Science, Technology, Engineering, Arts and Math (STEAM) through experiential learning and hands-on activities at host sites both on campus and throughout Indianapolis.

The Annual *Legacy of Success* Luncheon

\$75,000 | Exclusive Sponsorship

\$50,000 | Co-Sponsorship

Youth Leadership Summit participants will have an opportunity to engage with successful women and men across various professions, and higher-level degree holders



**Youth Town Hall****\$40,000 | Exclusive Sponsorship****\$25,000 | Co-Sponsorship**

This event, which is also open to the public, will engage youth, youth advocates and leaders in a dialogue about current events, providing an opportunity to gain insight and commentary from young people on the challenges they face in their lives and in their communities.

**Jazz at Lincoln Center *Syncopated Leadership*****\$35,000 | Exclusive Sponsorship**

Youth Leadership Summit participants will explore the inner workings of a jazz ensemble within a team-building context and apply the lessons of jazz performance and improvisation to develop their leadership skills, enhance their listening and build trust with their peers. Musicians from Jazz at Lincoln Center lead the event which includes a jazz performance.

**Youth Leadership Scholarships****\$10,000 | Co-Sponsorship**

An opportunity to sponsor three students and one chaperone to attend the Youth Leadership Summit. Meals and lodging are covered.

**Snack Breaks****\$10,000 | Co-Sponsorship**

Your sponsorship dollars will provide snacks and beverages for students during their on-site college experience.

**DIGITAL OPPORTUNITIES**

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****\$60,000**

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 2019, over 1,535 people either downloaded or viewed the conference app.

**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.

## CONFERENCE ESSENTIALS

**Pocket Agenda**

**\$30,000**

**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.

## PARTNERSHIP BENEFITS AND SPONSORSHIP LEVELS

### 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, and a seat at the head table, in addition to the **standard** benefits below.

### LEADER – \$350,000

#### CONFERENCE CHAIR DESIGNATION

- Company CEO designated as conference chair
- Conference Chair's quote in conference press release (Max 60 words)
- Chair's Welcome page on the conference website

#### Speaking Opportunities

- Remarks at the State of the Urban League Address Opening Conference Session (2 minutes)
- Remarks at signature event that company sponsors (2 minutes)
- Recognition at opening press conference (CEO or other senior company executive)
- Recognition at the Expo ribbon cutting

#### Signage/Branding

- Logo on the conference Website with hyperlink
- Logo on the Wall of Sponsors; in the conference pocket guide; on hotel key cards; on conference e-blasts
- Signage at signature event your company sponsors

#### Conference Website

- Sponsor Welcome page on Conference Website
- :30-second video message on conference Website
- Logo on conference Website homepage
- Sponsor logo and hyperlink on sponsor page of Conference Website

#### Mobile App

- Logo on Conference App dashboard
- Logo on splash page
- Banner Ad on Conference Mobile App w/ Hyperlink
- Opportunity to survey audience in conference mobile app
- Promotional push notification on conference mobile app (1 push/day)
- Sponsor page on Mobile App (logo, overview, promotion of sponsor's events/activities, and social media profiles)

#### Social Media

- Inclusion in social media messages (2 pre-, 2 during-, and 2 post-conference)
- Sponsored event promotions

#### E-Blasts

- Logo on conference e-blasts
- One Dedicated e-blast (Pre or Post)

### **N.U.L. Experience & Expo / Career & Networking Fair**

- 30 x 30 premium expo booth (Additional space available for purchase)
- 10 x 20 Career Fair booth

### **Registrations, Tickets & Reception Invitations**

- 20 complimentary registrations
- 20 complimentary premium tickets (2 tables each) for the Women of Power Awards Luncheon, Legacy Leadership Luncheon, and the Awards Gala (1 table will be prime)
- 20 tickets for Urban League Live! (a dance party)
- 5 YP L.E.A.D. Summit registrations (includes conference badges and the following tickets: YP Welcome Reception, “NULYP Honors” Luncheon, “The Exchange”, Speed Networking Reception, Plenary and Forums)
- 10 invitations for the Chairman’s Leadership Reception

### **Giveaways**

- Giveaway (premium item, small brochure or flyer) in registration bags (Qty. 3,500)
- Prizes for your company’s signature sponsored event (This depends 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 (1 representative per head table)
- Photo op with Marc Morial
- Photo op with Conference VIPs
- On-site office/hospitality room for company staff and guests (NUL provides 8 ft. tables and chairs. Company to provide special furniture, food and beverage, flowers, and internet as preferred)

## **ADVOCATE - \$275,000+**

### **Speaking Opportunities**

- Remarks at signature event that company sponsors as appropriate (2 minutes)

### **Signage/Branding**

- Signage at signature event your company sponsors
- Logo on the conference Website with hyperlink
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide

### **Conference Website**

- Logo on the conference Website homepage
- Sponsor logo and hyperlink on sponsor page of Conference Website

### **Mobile App**

- Banner Ad on Conference Mobile App with Hyperlink (600 x 110 pixels)
- Sponsor page on Mobile App (logo, overview, promotion of sponsor's events/activities, and social media profiles)

### **Social Media**

- Inclusion in social media messages (1 pre-, 1 during, and 1 post-conference)

### **E-blasts**

- Partner Spotlight E-blast in ReMarcs

### **N.U.L. Experience & Expo**

- 20 x 30 Expo booth

### **Career Fair Booth**

- 10 x 20 Career Fair booth

### **Registrations, Tickets & Reception Invitations**

- 10 complimentary registrations
- 10 complimentary tickets (1 table each) for the Women of Power Awards Luncheon, Legacy Leadership Luncheon, the Awards Gala and Urban League Live!
- 10 invitations for the Chairman's Leadership Reception

### **Giveaways**

- Giveaway (premium item, small brochure or flyer in registration bags (3,500 items)
- Prizes for your company's signature sponsored event



**CHAMPION - \$125,000+**

**Speaking Opportunity**

- Remarks at signature event that company sponsors as appropriate (2 minutes)

**Signage/Branding**

- Signage at signature event your company sponsors
- Logo on the conference Website with hyperlink
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide (as appropriate)

**Social Media**

- Inclusion in social media messages (1 pre-conference)

**Conference Website**

- Sponsor logo and hyperlink on sponsor page of conference Website

**Mobile App**

- Sponsor page on the Mobile App (logo, overview, promotion of sponsor's events/activities, and social media profiles)

**N.U. L. Experience & Expo**

- 10 x 20 Expo booth

**Registrations, Tickets & Reception Invitations**

- 10 complimentary registrations
- 10 complimentary premium tickets (1 table each) for the Women of Power Awards Luncheon, Legacy Leadership Luncheon, the Awards Gala and Urban League Live!
- 5 invitations for the Chairman's Leadership Reception

**PARTNER - \$75,000+**

**Speaking Opportunity**

- Remarks at signature event that company sponsors as appropriate (2 minutes)

**Signage/Branding**

- Signage at signature event your company sponsors as appropriate
- Logo on the conference Website with hyperlink
- Logo on the Wall of Sponsors
- Logo in the conference pocket guide (as appropriate)

**Conference Website**

- Sponsor logo and hyperlink on sponsor page of Conference Website

**Mobile App**

- Sponsor page on the Mobile App (logo, overview, promotion of sponsor's events/activities, and social media profiles)

**Registrations, Tickets & Reception Invitations**

- 5 complimentary registrations
- 5 complimentary tickets each for the Women of Power Awards Luncheon, Legacy Leadership Luncheon, the Awards Gala and Urban League Live! (**No Reserved Seating**)
- 5 invitations for the Chairman's Leadership Reception

**SUPPORTER - \$30,000+**

**Speaking Opportunity**

- Remarks at signature event that company sponsors as appropriate (2 minutes)

**Signage/Branding**

- Signage at signature event your company sponsors
- Logo on the conference Website with hyperlink
- Logo on the Wall of Sponsors

**Conference Website**

- Sponsor logo and hyperlink on sponsor page of Conference Website

**Registrations, Tickets & Reception Invitations**

- 2 complimentary registrations
- 2 complimentary tickets each for the Women of Power Awards Luncheon, Legacy Leadership Luncheon, the Awards Gala and Urban League Live!
- 2 invitations to the Chairman's Leadership Reception