

**NATIONAL
URBAN
LEAGUE
CONFERENCE
2026**

PARTNERSHIP OPPORTUNITIES

JULY 29 - AUGUST 1



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Letter from Marc H. Morial

Dear Partner,

Thank you for partnering with the National Urban League for our upcoming 2026 National Conference, **July 29 – August 1**.

Civil rights and community activists from across the country, along with leaders in business, government, and media, will convene in the great American city of **Nashville**. This Conference will convene at the spectacular **Music City Center** and will be one of the most significant civil rights events of 2026.

Expect an extraordinary lineup of business innovators, policymakers, community leaders, and social justice advocates to connect, collaborate, and move the needle forward. In addition to an ambitious slate of in-person events and activities, we will once again offer an online virtual experience extending the conference's reach to participants nationwide.

Nashville provides a powerful backdrop for our purpose. Having earned its place as one of the great epicenters of culture, education, and entrepreneurship, Nashville is home to four historically Black colleges and universities—**Fisk University, Meharry Medical College, Tennessee State University, and American Baptist College**—and a thriving community of businesses, artists, and changemakers. Today's Nashville is more than "Music City," it's a cradle of innovation, advocacy, and economic success.

The National Urban League is proud to bring the Conference—and its economic impact—to Nashville. Together, we'll generate millions of dollars in local business revenue, elevate entrepreneurs, and celebrate a profound cultural legacy.

Don't miss this opportunity.

Enclosed, you'll find more information about the Conference and partnership opportunities. We look forward to collaborating with you to make this year's event unforgettable.

Warm regards,



Marc H. Morial
President & CEO
National Urban League

2025 Conference Recap

11,024

IN PERSON
ATTENDEES

7,000

REGISTERED
VIRTUAL
ATTENDEES

200

SPEAKERS



2026 National Urban League Conference



The nation's largest 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 impactful event of 2026. This National Conference brings together leaders in government, business, culture, media, and community advocacy to address today's most pressing challenges and create pathways for professional and economic advancement. From cutting-edge tech entrepreneurs to influential thought leaders and innovators, the 2026 National Conference is the premier gathering to network, exchange ideas, and drive meaningful progress.

Our Partners

This Conference represents a spectacular consumer and influencer marketing opportunity for corporations, advocacy organizations, and individuals that share the 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 4,000 live + 10,000 virtual attendees represent every region of the United States, including the host city and surrounding regions, and will include executives, entrepreneurs, thought leaders, young professionals, and media.

Our Goal

The National Urban League is determined to fulfill our mandate to advance employment opportunities, erase disparities in income and health. 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 2026 Conference sets the stage for a new era of collaboration and progress.

Among the critical issues on the table:

- Tech literacy and skills building
- Improving access to quality education and affordable housing
- Generating opportunities for small business growth and job creation



DEMOGRAPHICS

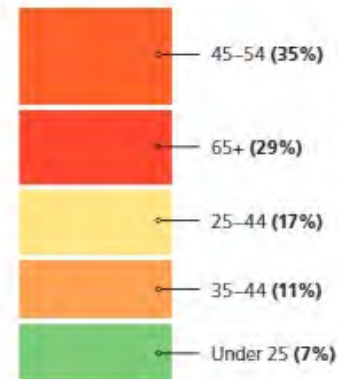
GENDER



EDUCATION

GRADUATE DEGREE	57.5%	HIGH SCHOOL OR LESS	15%
GRADUATED COLLEGE	25%	POST-GRAD	2.5%

AGE



WILL ATTEND 2026 CONFERENCE



Why Partner

1

YOUR COMMITMENT

The Conference is the most respected platform to affirm your commitment to corporate social responsibility.

2

YOUR EMPLOYEE

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

3

YOUR CONSUMER

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

WHY Nashville?

- It's the birthplace of cultural innovation, where the legacy of Fisk Jubilee Singers lives on through many of today's artists who continue to create and redefine the sound and soul of "Music City".
- Nashville's thriving community is a place where entrepreneurship, culture, and leadership drive progress and redefine the path forward.
- As we approach the 2026 midterm elections, Nashville will be a critical stage for meaningful dialogue and decisive action.

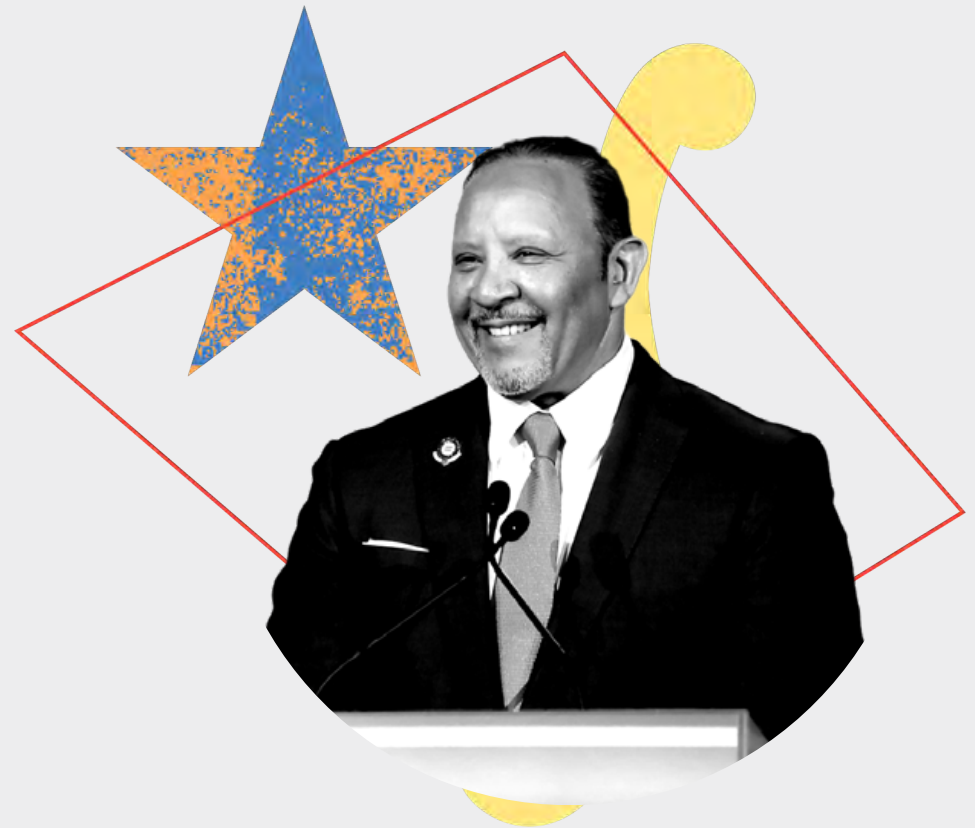
State of the Urban League Address

Presented by Marc H. Morial

Wednesday, July 29



This year, the National Urban League will present the State of the Urban League Address, delivered by Marc H. Morial, to the local community. The keynote will address social justice, health, education, finance, employment, economic empowerment, and criminal justice.



Presenting Sponsor

\$250,000

Co-Sponsor

\$100,000

Empowerment Day

Thursday, July 30



Empowerment is the theme for Day 1 of the National Urban League Conference. The first day includes the Opening Plenary and State of Black America®. It sets the tone for the conference as we prepare to unveil and explore the challenges confronting economic disadvantaged communities while creating opportunities for professional and economic advancement.



CONCURRENT FORUMS		
Forum 1 - Social Justice	Lead Partner Plenary Opening	\$330,000
Forum 2 - Health Equity	Forum Partner	\$150,000
Forum 3 - Financial Empowerment		

Career & Networking Fair



Now is an ideal time to partner with us to support entry-level and experienced professionals in achieving their potential. Recruiters can connect with qualified candidates in person or virtually to fill open positions.

The Career and Networking Fair will feature the following:

- LED (Leadership, Empowerment & Development) Talks
- Career Coaching (Virtual)
- Resume Critiques (Virtual)
- LINKEDIN Profile Reviews
- Headshot Station
- DCSS (Digital Career Success Series) Live | Professional Development Programming



Career &
Networking Fair
Lead Partner

\$330,000

Career &
Networking Fair
Co-Sponsorship

\$100,000

Speed
Networking
Reception

\$100,000

LED TALKS

\$75,000

Career Coaching
Resume Critiques
LINKEDIN Reviews
Headshot
DCSS Live

\$75,000

URBAN LEAGUE CONNECT

Urban League Connect: Experience & Lounge is the ultimate destination at the National Urban League Conference. This space offers more than networking; it fosters culture, conversation, and meaningful connections. Recharge with coffee, network in the coworking zone, or take advantage of complimentary headshots. Attendees can also enjoy exclusive product launches, celebrity appearances, interactive sessions, and engaging activities.

This year, Urban League Connect Experience & Lounge is fully integrated, featuring Health & Wellness, HER Space, KINGS Corner, Creators Suite, and Mom's Village. Community Marketplace and AI Innovation Station are available in the lounge, during Community Day, and in the virtual environment. Attendees can join remotely and access content after the event concludes.



- **Lead Partner** **\$330,000**
- **Supporting Partner** **\$100,000**

URBAN

LEAGUE

CONNECT

BRAND ACTIVATIONS



CAREER SUCCESS SUITE



HER SPACE



HEALTH & WELLNESS LOUNGE



CREATORS SUITE



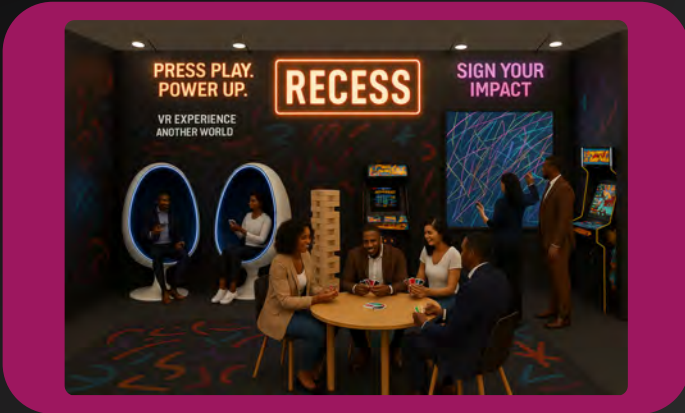
KINGS CORNER



GLAM & GROOMING SUITE



THE MONEY LAB



RECESS



MOM'S VILLAGE



AI INNOVATION STATION



BUSINESS EXPERTS CORNER



EMPOWER HOUSE



COMMUNITY MARKETPLACE



THE BRAND CONNECT

Small Business Matters Entrepreneurship Summit Saturday, August 1



There's nothing "small" about small business. As we continue to face an uncertain economy, the driving force to sustainability is small business and entrepreneurship. Small business ownership creates jobs, grows the economy, and provides economic stability to communities.

Small Business Matters unpacks the profound impact and still-untapped potential of small businesses. For veteran entrepreneurs and those looking to launch a second revenue stream, the day is packed with unlimited information to help them excel. 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	Lead Partner	\$330,000
Workshop 2 - Management	WorkshopPartner	\$150,000
Workshop 3 - Money		



Community & Family Day Expo Saturday, August 1



Each year, the National Urban League dedicates Community Day to giving back to our host city. In 2026, we focus on the youth of Nashville—celebrating their creativity, curiosity, and capacity to lead. Working alongside the city’s schools, youth organizations, and family service partners, as well as our corporate allies, we will host a backpack giveaway.

Community Day will also feature interactive activities designed to uplift the next generation, including:

- Fun Workshops like candle making and make-your-own charm bracelet, offering creative outlets for self-expression.
- Fitness and Wellness Sessions to promote healthy minds and bodies.
- Women + Men’s Grooming and Beauty Demos, providing tips and skills for self-care.

This day is all about providing resources, fostering talent, and investing in future generations.



Presenting Sponsor
Co-Sponsor

\$250,000
\$100,000

Awards Gala & Luncheons



AWARDS GALA

\$150,000 each
5 available

LUNCHEONS

\$150,000 each
4 available



Women of Power Awards Luncheon Thursday, July 30

Women of Power continue to shape and define policy, culture, and social advancement locally, nationally, and globally. The National Urban League honors trailblazing women 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 industry.

Estimated attendance: 1,000 guests

Whitney M. Young, Jr. Awards Gala Friday, July 31

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 31

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 an ensemble of trailblazing individuals who inspire and motivate their communities to strive for greatness.

Estimated attendance: 900 guests

Reception & Entertainment Events

Chairman's Leadership Reception Thursday, July 30

This VIP reception offers partners an opportunity to engage directly with National Urban League leaders. Corporate partners will also network with high-end donors and supporters, elected officials, prominent civil rights figures, and heads of national professional associations.

Quarter Century Club's Mahlon T. Puryear Dinner Thursday, July 30

This annual event honors the stalwarts of the Movement – staff members and volunteers who have given a minimum of 25 years of 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, August 1

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, this popular event attracts more than 500 participants.

Power Walk with Marc! Saturday, August 1

Can you keep pace with Marc H.Morial? Yes, accept the 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. More than 100 attendees will engage in this dynamic health and wellness session.

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!

Thursday, July 30



Urban League Live! is the ultimate interactive music experience, 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
- Digital Photo Booth Experience
- Celebrity DJ Performance
- Branded Activations
- VIP Lounge
- Sponsored contest & Giveaways

REACH

Age: 25-45

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. prepares millennials and Gen Zers to take on future leadership roles as community advocates and affiliate volunteers. The program offers a myriad of 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 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.



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 YP Luncheon

Lead Partner Plenary	\$330,000
Forum Partner	\$150,000
Reception	\$150,000
Luncheon	\$200,000

Conference Essential 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 2026 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 with daily exposure to thousands of attendees. Increase visibility by placing brand presence on shuttle buses or by providing in-person greeters at bus pickup and drop-off locations. Employees can share rides with attendees, sport branded swag, and conduct contests and giveaways. Shuttle sponsorship also includes social media and digital activations, as well as branded content displays on board and at pick-up/drop-off locations.



2026 PARTNERSHIP BENEFITS	LEADER (\$330k+)	ADVOCATE (\$250k+)	CHAMPION (\$150k+)	PARTNER (\$75k+)
REGISTRATION & LIVE EVENT TICKETS				
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
Youth Summit Registrations	5			
Young Professionals Summit Welcome Reception	5			
Young Professionals Summit Honors Luncheon	5			
Speed Networking Reception	5			
EXECUTIVE SPEAKING OPPORTUNITY VIDEOS				
Remarks at Sponsored Signature Event(s) (:60)	✓	✓	✓	
Video at Sponsored Signature Event(s) (:30)	✓	✓	✓	✓
Video Remarks in Virtual Environment (:60)	✓	✓		
Video Welcome Message on Conference Website (:30)	✓			
Executive Bio & Headshot on Conference Website & Virtual Environment	✓	✓	✓	✓
PRESS MEDIA				
Quote Inside Press Release (60 words max)	✓			

2026 Partnership Benefits Continued

PARTNERSHIP BENEFITS	LEADER (\$330K+)	ADVOCATE (\$250K+)	CHAMPION (\$150K+)	PARTNER (\$75K+)
CONFERENCE WEBSITE BRANDING				
Sponsor Welcome Page on Conference Website	✓			
Logo on Conference Website Homepage Sponsor	✓	✓		
Logo and Hyperlink Inclusion on Conference Sponsors' Recognition Page	✓	✓	✓	✓
ADDITIONAL BENEFITS				
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)	✓			
URBAN LEAGUE CONNECT EXPERIENCE / EXPO / CAREER & NETWORKING FAIR / COMMUNITY DAY				
NUL Lounge & Experience Brand Activation (Thursday & Friday)	✓	✓		
Community Day Booth (Saturday)	✓	✓		
Virtual Conference & Career Fair Booth	✓	✓		



Thank You

NASHVILLE