



Driving Excellence, Empowering Transformation

# 2024 Partnership Guide

NATIONAL  
BLACK  
**mba**<sup>®</sup>  
ASSOCIATION, INC.

## Sponsorships

NBMBAA<sup>®</sup> Partner Development  
[pd@nbmbaa.org](mailto:pd@nbmbaa.org)



## Exhibit Space

Event Advisory Group  
[nbmbaa@eagteam.com](mailto:nbmbaa@eagteam.com)



# Attract and Build Leaders That Make a Difference

*The National Black MBA Association® (NMBAA®) was conceived in 1970 to help Blacks coming into the corporate sector share experiences and insights to help make their journeys easier. This has carried on through the decades as the members who have followed found the same sense of connection and camaraderie among their colleagues and have continued to reach back to uplift new generations.*

## Career

NMBAA provides members access to professional development opportunities to acquire new skills and competencies and to advance in their career.

## Education

NMBAA develops members' capacity for learning to absorb knowledge and compete academically and professionally.

## Wealth-Building

NMBAA improves members financial literacy and wellness and increases access to entrepreneurship opportunities.

## Policy for Impact & Leadership

NMBAA develops members ability to utilize resources to achieve outcomes and to navigate challenges, including engaging with policy that impacts the black community.

## Lifestyle

NMBAA provides a sense of community to positively impact quality of life and personal growth.



# Affirm

2024 Washington, DC

Driving Excellence, Empowering Transformation



## Our Mission

*The mission of the National Black MBA Association® is to lead in the creation of educational, wealth-building and growth opportunities for those historically underrepresented throughout their careers as students, entrepreneurs and professionals.*

## Our Vision

*Empowering visionaries intellectually and economically to create a world where diversity and inclusion are universal.*

## Brand Values

### Integrity

We lead with integrity: demonstrating honesty, transparency and moral courage with our stakeholders at all times.

### Diversity & Inclusion

We serve as a champion for both diversity and inclusion: preparing future leaders and providing thought leadership to help our stakeholders recognize, develop and engage their talent.

### Economic Empowerment

We support the economic empowerment of our stakeholders: providing access to networks of resources and information about access to capital, entrepreneurship and wealth-building.

### Education

We promote education as the primary vehicle to economic mobility for our community. Our programming serves to enhance the preparation and competitiveness of our stakeholders during every phase of their careers.

### Excellence

All aspects of the organization are managed with excellence. We expect and deliver the very best whenever the NBMBAA® brand is involved.

### Service

We demonstrate servant leadership; we listen to the needs of our stakeholders and actively serve our communities while preparing our members to do so for life.



# What Does the NBMBAA® Deliver?

## An Evergreen Pipeline of Talent

### Students

UNDERGRADUATE GRADUATE PHD



### Professionals

ENTRY MID-LEVEL SENIOR-LEVEL EXECUTIVE

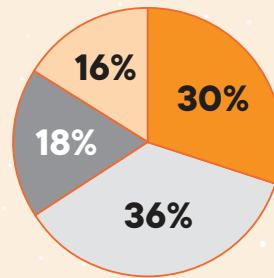


### Ethnicity



African/African American	85%
Asian/Asian American	5%
Caucasian/Euro American	5%
Hispanic/Latin American	2%
Mixed Race	2%
East Indian	1%

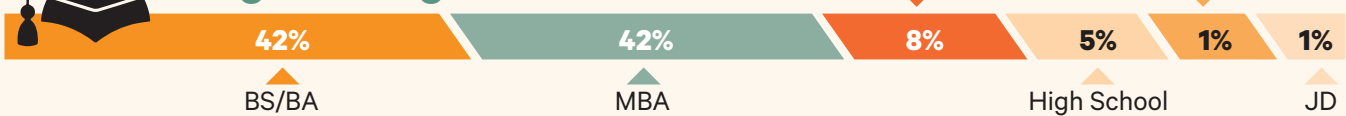
### Age



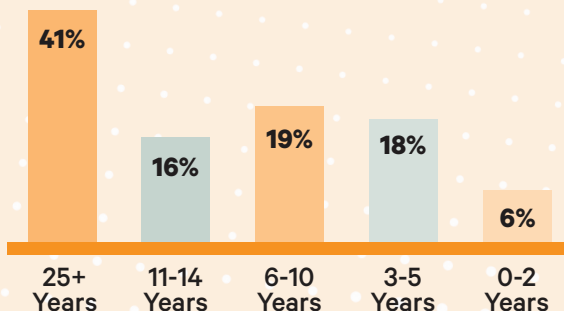
Under 25	30%
25-35	36%
36-45	18%
46+	16%



### Highest Degree Earned



### Years of Work Experience



### Career Level

Students	52%
Mid-Level Management	21%
Professional/Technical Level	8%
Entry Level	5%
Executive Level	3%
Entrepreneur	3%
Other	7%







# NBMBAA® Sponsor Lifecycle Value Proposition

Partner With The NBMBAA® For Maximum Brand Exposure

## 02 Talent Pipeline

Access to a pipeline of talented Black professionals for recruitment and development

## 04 Leadership Recognition

Speaking opportunities and thought leadership highlighting your key executives

## 06 Employee Engagement

Volunteer experiences, leadership development workshops, and cultural competency training for your workforce

01

## 01 Diversity

Annualized engagement across all NBMBAA programs and initiatives, in support of your diversity strategy

02

03

## 03 Brand Visibility

Building your brand awareness including logo placement on key marketing materials, website, social media mentions and select promotional campaigns

04

05

## 05 Corporate Social Responsibility

Showcase your shared commitment to equity, serving as a champion of the Black community

06

# 2024 Year-Round Sponsorship Opportunities

## Students

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Leaders of Tomorrow<sup>®</sup></b>	<p>The program provides roughly 400 students annually with resources and support that enables them to properly prepare for their future career and educational goals.</p> <p>The curriculum involves a 9-month journey, consisting of virtual, face-to-face and event based experiential learning in STEM, leadership, career preparation, college readiness, financial literacy, and life skills.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Corporate Social Responsibility:</b> Provide scholarships for post-secondary education.</li> <li>• <b>Employee Engagement:</b> Volunteer experiences for your workforce.</li> </ul>	\$25K – \$100K
<b>"Tech Trek"</b>  <i>*Sponsor contingent. Deadline April 30, 2024.</i>	<p>Trek to a tech-rich city (i.e., Silicon Valley) to expose high school students to career possibilities and expand their network within the tech field over an extended weekend (Thursday night – Sunday).</p> <p>Sample itinerary includes company visits, career panel discussions, networking, and workshops</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Host events</li> <li>• Logo recognition on marketing materials</li> </ul> </li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Employee Engagement:</b> Volunteer experiences for your workforce.</li> </ul>	\$15K – \$20K
<b>LOT Summit</b>	<p>The culmination of the Leaders of Tomorrow program, including leadership tracks and case competition held over 4-day experience for 125 – 150 students.</p> <p>Includes the Blue Blazer Ceremony, a formal event allowing the Association to recognize and honor outstanding students, graduating seniors and case competition winners.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Corporate Social Responsibility:</b> Provide technology, program Blazers, or scholarships for post-secondary education.</li> <li>• <b>Employee Engagement:</b> Volunteer experiences for your workforce.</li> </ul>	\$50K – \$100K
<b>HBCU Initiative</b>	<p>To increase career readiness for HBCU students, we provide a variety of digital and in person programming on HBCU campuses, engaging students, alumni, local chapters, and corporate sponsors.</p> <p><b>HBCU Scholar Cohort</b> – Scholars receive access to extensive professional development pre-conference, complimentary membership to NMBAA, Conference registration, the opportunity to interview for internships/full-time roles, and forge meaningful relationships. All sponsors will receive access to Scholar Profiles, and have opportunities to engage pre, during and post Conference.</p> <p><b>HBCU Career Crash Courses</b> (digital + in person) – Professional development series exposing students to career opportunities and preparing them for recruiting success. Delivery model includes 30 minute – 1-hour digital platform, as well as a multi-day in-person immersive experiences with NMBAA<sup>®</sup> staff, local chapter leadership, sponsors, and alumni.</p>	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Access to undergraduate and graduate Black students</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Corporate Social Responsibility:</b> Provide students funding to attend Conference.</li> <li>• <b>Employee Engagement:</b> Volunteer experiences for your workforce.</li> </ul>	<p>\$25K – \$100K HBCU Scholar Cohort</p> <p>\$15K Per Digital HBCU Crash Course</p> <p>\$40K Per In-Person HBCU Career Crash Course</p>

## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>AI Summit</b>  <i>*Sponsor contingent. Deadline April 30, 2024</i>	<p>A 1-day immersive summit on the West Coast providing a platform for young Black business professionals to learn about the latest advances in AI, explore its potential impact on business, and network with other professionals in the field.</p>	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Access to talent</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> </ul>	<p>Presenting Sponsor: \$150K</p> <p>Co-Sponsor: \$75K</p> <p>Contributing Sponsor: \$20K</p>
<b>Inside Look</b>	<p>Providing an inside look into corporate partner culture and available opportunities. The program includes a panel of sponsor employees, in addition to prerecorded interviews and footage providing a "day in the life" for nationwide exposure. Networking reception to follow.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Talent Pipeline:</b> Access to talent</li> </ul>	<p>\$15K – \$30K</p>
<b>C-Suite Conversations</b>	<p>C-Suite Conversations provides a space for members and community to reach for the unimaginable by sharing a roadmap to this role including the success stories and hurdles where respected local C-suite executives will discuss their path during either a Fireside chat or panel discussion. Networking reception to follow.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Talent Pipeline:</b> Access to talent</li> </ul>	<p>\$15K – \$30K</p>
<b>PortCo Exec Pool</b>	<p>The Association facilitates the matching of vetted C-Suite executives with private equity firms looking for talent, providing portfolio companies with access to a wider pool of talent than they could find on their own.</p> <p>Program management includes tracking of executives' availability, role matching, support and training.</p>	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Access to talent</li> </ul>	<p>\$15K</p>
<b>Gold Key Access</b>	<p>A 1-day immersive summit on the West Coast providing a platform for young Black business professionals to learn about the latest advances in AI, explore its potential impact on business, and network with other professionals in the field.</p>	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Access to talent</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> </ul>	<p>\$50K</p>
<b>Mind, Body &amp; Soul</b>	<p>Programming aimed at the complete wellness of membership, activated either virtually or in-person.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Talent Pipeline:</b> Access to talent</li> </ul>	<p>\$10K – \$25K</p>
<b>Travel &amp; Treasures</b>	<p>Members will embark on culture-rich journeys, connecting with fellow trailblazers, creating experiences to last a lifetime. Target programs include: Essence Fest, Kentucky Derby, and a year-end cruise.</p> <p>Proceeds benefit LOT<sup>®</sup> Scholarships.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Corporate Social Responsibility:</b> Supporting post-secondary education for Black students.</li> </ul>	<p>\$15K – \$50K</p>

## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Board Readiness</b>	Intensive board readiness training provided throughout the year to experienced professionals through a variety of formats, including in-person workshops, online courses, and self-paced learning modules. Individuals will develop the knowledge and skills that they need to be effective board members, network with other potential board members and build their reputation as a qualified board candidate.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Host events</li> <li>• Logo recognition on marketing materials</li> </ul> </li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> <li>• <b>Talent Pipeline:</b> Access to undergraduate and graduate Black students</li> </ul>	\$15K – \$25K

## Entrepreneurs

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Entrepreneurial Institute<sup>®</sup></b>	Created to offer training for entrepreneurs. The full-day program provides challenging, intensive learning encounters conducted by some of today's most sought-after experts in business leadership, entrepreneurship, and education as well as exposure to wrap-around services providing a community of support.	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Access to undergraduate and graduate Black students</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives to share company's expertise and insight on session topics.</li> </ul>	Speaking Opportunity: \$25K  Branding Opportunity: \$15K
<b>Black Angel Network</b>	A platform that connects startups and small businesses with investors. Startups can post their investment opportunities and investors can search for deals that match their interests.  Services provided include: <ul style="list-style-type: none"> <li>• Matching investors with entrepreneurs</li> <li>• Providing information and educational resources, workshops, and networking opportunities</li> <li>• Access to company financials</li> <li>• Monitoring investments</li> </ul>	<ul style="list-style-type: none"> <li>• <b>Diversity:</b> Annualized engagement in support of your diversity strategy</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> </ul>	\$15K
<b>Franchise Opportunities</b>	The Association facilitates matching franchise opportunities with vetted interested members.	<ul style="list-style-type: none"> <li>• <b>Diversity:</b> Annualized engagement in support of your diversity strategy</li> <li>• <b>Brand Visibility:</b> Logo recognition on promotion of sponsored program</li> </ul>	\$15K

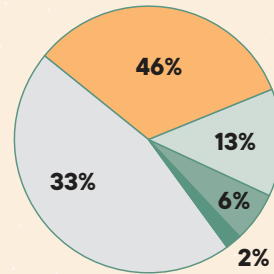
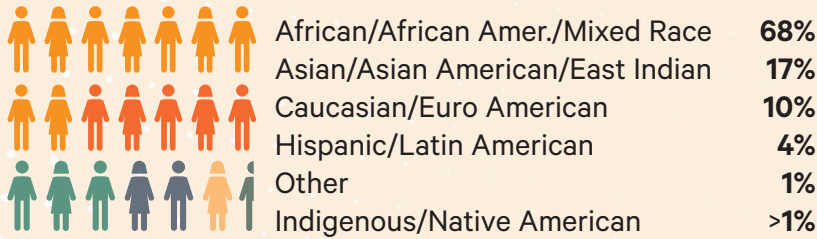






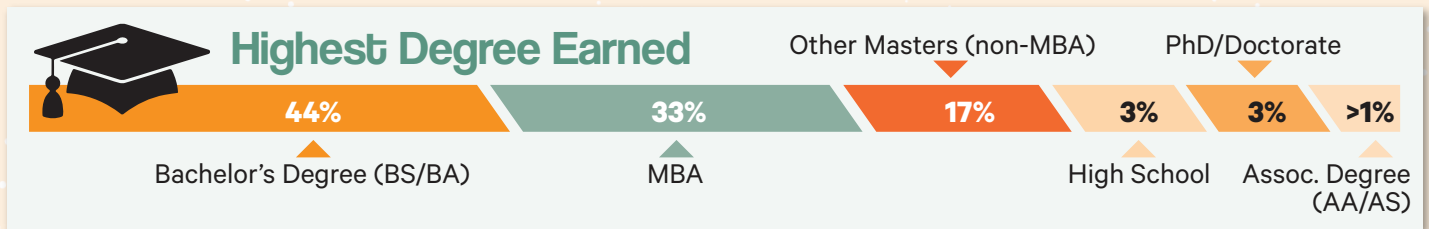
# 2023 Conference Demographics

## Ethnicity

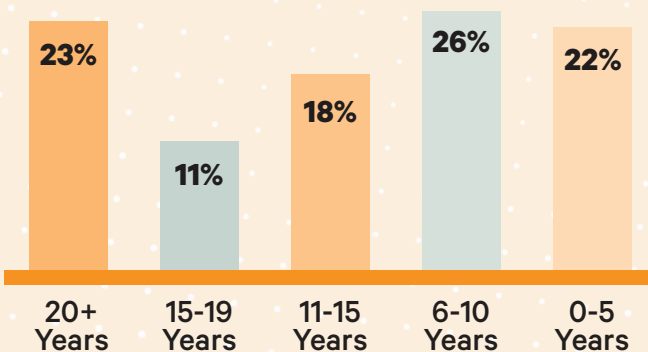


## Age

Under 21	2%
21-30	46%
31-40	33%
41-50	13%
50+	6%



## Years of Work Experience



## Career Level

Graduate Student	53%
Mid-Level Management	16%
Mid-Career Professional	11%
Senior Level Mgmt. (VP/SVP)	7%
Executive Level (C-Suite)	4%
Undergraduate Student	3%
Entry Level (less than 5 years)	3%
Other	3%





# 2024 Conference Sponsorship Opportunities

## Students

PROGRAM	DESCRIPTION	PROGRAM EXECUTION	PROGRAM IMPACT
<b>National Business Case Competition (Undergraduate &amp; Graduate)</b>	<p>Business students from the nation's leading schools compete for top-ranking, scholarship dollars and employment opportunities.</p> <p>Students will analyze a complex, real-world business case and recommend solutions to a panel of senior-level executives and academia.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> </ul> </li> <li>• <b>Leadership Recognition:</b> <ul style="list-style-type: none"> <li>• Provide Remarks (Exclusive &amp; Co-Sponsor)</li> <li>• Judge Seat Opportunity</li> </ul> </li> <li>• <b>Talent Pipeline:</b> Access to student profiles (Exclusive Sponsor, Co-Sponsor and Final Round Judge)</li> </ul>	\$15K – \$125K
<b>Mentor Conversations (8)</b>	Attendees will receive valuable mentor-mentee nuggets during these 20-minute conversations delivered by corporate executives and/or Lifetime members.	<ul style="list-style-type: none"> <li>• <b>Leadership Recognition:</b> Speaking opportunities for your executives</li> </ul>	\$15K Per Conversation
<b>Meet the Experts (8)</b>	An intense and interactive session to help individuals identify opportunities, interests, education, and career paths within their company of interest. MTE highlights subject matter experts from various fields within an organization.	<ul style="list-style-type: none"> <li>• <b>Talent Pipeline:</b> Receive profiles of registrants and participants.</li> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Logo recognition on all promotion of sponsored event</li> <li>• Exclusive Branding in Session Room</li> <li>• Giveaway Opportunity</li> </ul> </li> <li>• <b>Leadership Recognition:</b> Speaking Opportunity (45-minutes) for your executives to share company's expertise and insight</li> </ul>	\$50K
<b>"Money Stage"</b>	<p><i>"Investing 101: Demystifying Investing"</i></p> <p><i>"Harnessing the Collective Power of Crowdsourcing"</i></p> <p><i>"Pay Yourself First and Watch Your Wealth Grow: Achieving Financial Freedom"</i></p> <p>Fireside Chats – Hear directly from financial market Influencers and company executives about strategies they used to build wealth and how you can too.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> </ul> </li> <li>• <b>Leadership Recognition:</b> Speaking Opportunity for your executives (20 minutes)</li> <li>• <b>Talent Pipeline:</b> Access to Attendee Data</li> </ul>	\$25K Per Session





## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Breakout Sessions</b>	<ul style="list-style-type: none"> <li>• <i>“Empowering Informed Decisions: Cultivating Critical Thinking Skills for Success as a Black Professional”</i></li> <li>• <i>“Navigating the Maze of Barriers: Strategies to Overcome Challenges and Thrive”</i></li> <li>• <i>“Managing Career Crossroads: Transition with Confidence and Success”</i></li> <li>• <i>“Leading with Authenticity and Purpose: Unleashing Your Leadership Potential”</i></li> <li>• <i>“Mastering Negotiation Skills: Strategies to Achieve Win-Win Outcomes.”</i></li> <li>• <i>“Communication and Influence: Mastering the Art of Persuasion and Engagement”</i></li> <li>• <i>“Building a Strategic Mindset: Cultivating Habits and Practices for Effective Strategic Thinking.”</i></li> <li>• <i>“Commanding the Room with Executive Presence: Cultivating Confidence and Authenticity.”</i></li> <li>• <i>“Reflecting, Recalibrating, and Reinventing: Redefining Your Legacy”</i></li> <li>• <i>“Redefining Retirement: Exploring Lifestyle Options and Creating a Meaningful Second Act”</i></li> <li>• <i>“Harnessing the Power of Philanthropy: Strategic Giving and Impact Investing”</i></li> <li>• <i>“Insurance as a Financial Security Strategy: Understanding the Role of Insurance in Comprehensive Financial Planning”</i></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> </ul> </li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	<p>Speaking Opportunity: \$25K <i>(1 of 2 seats per session)</i></p> <p>Branding Opportunity: \$15K</p>
<b>Marketing Summit</b>	1-day Marketing Summit to provide Black professionals in the marketing industry with valuable insights and practical tools to help them succeed in their careers.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	<p>Presenting \$50K</p> <p>Co-Sponsor: \$25K</p>
<b>Sports &amp; Entertainment Summit</b>	1-day Sports & Entertainment Summit to provide Black professionals in the sports and entertainment industry with valuable insights and practical tools to help them succeed in their careers.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	<p>Presenting \$50K</p> <p>Co-Sponsor: \$25K</p>
<b>Networking Pods</b>	10 pods scattered through the Conference footprint to facilitate informal networking, idea exchange and relationship building.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo placement</li> </ul>	\$45K







## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Leadership Institute®</b>	<p>Often identified as “high potential” employees at their respective organizations, members of the Leadership Institute will be exposed to intense 1-day training to gain the skills needed to further advance their careers, as well as obtain continuing education credit. We secure our highly qualified faculty from some of the nation’s best business schools as well as from many Fortune 500 companies. Break-out sessions will be divided based on leadership experience.</p> <ul style="list-style-type: none"> <li>• <i>“Mastering the Art of Influence: Leading with Persuasion and Impact in the Executive Realm”</i></li> <li>• <i>“Embracing Innovation and Disruption: Leading with Agility and Vision in a Changing World”</i></li> <li>• <i>Executive Breakfast: “Harnessing the Power of Your Inner Voice”</i></li> <li>• <i>Executive Luncheon: “Celebrating Success and Inspiring the Next Generation”</i></li> </ul>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at Executive Breakfast or Executive Luncheon</li> </ul>	<p>Primary Sponsor: \$75K</p> <p>Co-Sponsors: \$25K</p>
<b>Thursday Keynote Luncheon</b>	<p>Brings together the brightest and most experienced business professionals, academic partners, and students from around the globe in an interactive format which examines a current challenge or industry.</p> <p><i>“Beyond Words: Affirming Our Culture, Heritage, and Legacy”</i></p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> <li>• <b>Leadership Recognition:</b> 3-minute remarks at event</li> </ul>	<p>Primary: \$175K</p> <p>Co-Sponsor: \$65K</p>
<b>Friday Keynote Luncheon</b>	<p>Brings together the brightest and most experienced business professionals, academic partners, and students from around the globe in an interactive format which examines a current challenge or industry.</p> <p><i>“Harnessing Your Passion and Purpose: Investing in Your Dreams and Aspirations”</i> – This session will encourage Black professionals to identify and pursue their passions and aspirations. Participants will learn strategies for aligning their careers with their personal values, exploring entrepreneurial opportunities, and giving back to their communities, creating a fulfilling and meaningful professional journey.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> <li>• <b>Leadership Recognition:</b> 3-minute remarks at event</li> </ul>	<p>Primary: \$175K</p> <p>Co-Sponsor: \$65K</p>
<b>Chapter Leadership Retreat</b>	<p>Chapter Leadership share best practices and receive professional development</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo placement on all promotions for sponsored event</li> <li>• <b>Leadership Recognition:</b> Speaking Opportunity (depending on location)</li> </ul>	<p>\$25K – \$50K</p>
<b>Town Hall</b>	<p>Town Hall discussion with policy makers and influencers to increase our members’ influence on the policies and practices affecting education, wealth building and growth opportunities in and for the Black community. The target audience includes political candidates, policy makers and influencers, graduate students and university partners participating in the case competition, DC Chapter membership, Institute and Summit participants and speakers, corporate sponsors, NMBAA® Chapter Leadership, Board Members, and staff.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul> </li> </ul>	<p>\$25K</p>





## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Black Think</b>	An invitation only think tank convening leaders from non-profits, academia, government agencies, and the public sector to address issues facing Black Professionals in Corporate America.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for event</li> </ul>	\$25K
<b>Welcome Reception</b>	The kick-off for the Annual Conference & Exposition sets the stage for our attendees to get focused and aligned for a well-rounded week of exploration and innovation.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• <b>Leadership Recognition:</b> 3-minute remarks at event</li> </ul>	Primary Sponsor: \$200K
<b>Wellness Space</b>	Wellness Space will integrate Conference attendee overall health screenings; (i.e., blood pressure, heart rate) wellness spaces (i.e., neck massages, deep breathing exercises); and product sampling. The Wellness Space will provide visibility for corporate partners while simultaneously giving Conference attendees a break to focus on their well-being.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Logo placement on all promotions for sponsored event</li> <li>• Product Placement</li> </ul>	\$25K – \$50K
<b>MBA Live</b>	This lifestyle event allows our attendees to unwind and balance their focused and aligned week of exploration and innovation with fun and excitement during a Thursday & Friday Night party.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> <li>• <b>Leadership Recognition:</b> Speaking Opportunity Via Social Media Platforms</li> </ul>	Primary: \$75K  Co-Sponsor: \$50K
<b>Fitting in Fitness</b>	Attendees start the day right with fitness classes, building a network of like-minded enthusiasts.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	\$15K
<b>Community Day</b>	<p>The NBMBAA® brings together businesses and the community to foster connections, promoting social cohesion and a sense of collective purpose. The day will encourage civic engagement and empower individuals to contribute to the betterment of their community.</p> <p>Enjoy games, special performances, food, vendors and fun for all ages.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> </ul>	\$10K - \$25K
<b>Meditation Sessions</b>	Pre-recorded meditation sessions to promote relaxation, reduce stress and enhance the well-being of Conference attendees.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo placement on all promotions for sponsored event</li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	\$15K
<b>Mental Health Session</b>	<p>Breakout session focused on mental health and well-being.</p> <p><i>"I Give Myself Permission"</i></p> <p>Speaker: Dr. George James</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b></li> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> <li>• <b>Talent Pipeline:</b> List of attendees and registrants</li> <li>• <b>Leadership Recognition:</b> Opening remarks or video at session</li> </ul>	\$15K



## Professionals

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>CEO Reception</b>	Invite only – President & CEO Henry Beecher III welcomes guests to DC	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Giveaway opportunity (Exclusive Sponsor)</li> <li>• Logo placement on all promotions for sponsored event</li> </ul> </li> <li>• <b>Leadership Recognition:</b> Remarks or provide video at the event</li> </ul>	Primary: \$85K  Co-Sponsor: \$25K

## Entrepreneurs

PROGRAM	DESCRIPTION	PROGRAM BENEFITS	INVESTMENT
<b>Entrepreneur Pavilion</b>	<p>The Entrepreneur Pavilion is a designated space that showcases the innovative ideas, products, and services of Black business owners. The pavilion provides a platform for Black entrepreneurs to connect with potential customers, investors, and mentors, and to gain exposure for their businesses. They can also help to foster a sense of community and support among Black entrepreneurs.</p> <p>Wrap-around services provided within the pavilion includes information regarding the Capital Formation Clearinghouse, connection to the Small Business Association, keys to successful MBDA grant applications.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> Logo placement on all promotions for sponsored event</li> <li>• <b>Leadership Recognition:</b> Speaking Opportunity (depending on location)</li> <li>• <b>Talent Pipeline:</b> Potential attendee lead retrieval</li> </ul>	\$25K – \$50K
<b>Scale-Up Pitch Challenge</b>	<p>A pitch competition with entrepreneurs pitching business ideas to judges for cash prizes to help make their big ideas bigger. Virtual preliminary rounds will lead up to the Final round which will be hosted at the Annual Conference &amp; Exposition.</p> <p>Cash prizes range from \$1K to \$50K.</p>	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Logo recognition on promotional material</li> <li>• Giveaway opportunity</li> </ul> </li> <li>• <b>Leadership Recognition:</b> <ul style="list-style-type: none"> <li>• Judge seat</li> <li>• Speaking opportunities</li> </ul> </li> <li>• <b>Corporate Social Responsibility:</b> Supporting community by providing funding to Black entrepreneurs.</li> </ul>	Primary: \$100K  Co-Sponsor: \$50K
<b>Entrepreneurial Institute®</b>	Created to offer training for entrepreneurs. The full-day program provides challenging, intensive learning encounters conducted by some of today's most sought-after experts in business leadership, entrepreneurship, and education as well as exposure to wrap-around services providing a community of support.	<ul style="list-style-type: none"> <li>• <b>Brand Visibility:</b> <ul style="list-style-type: none"> <li>• Logo recognition on promotional material</li> <li>• Giveaway opportunity</li> </ul> </li> <li>• <b>Leadership Recognition:</b> <ul style="list-style-type: none"> <li>• Judge seat</li> <li>• Speaking opportunities</li> </ul> </li> <li>• <b>Corporate Social Responsibility:</b> Supporting community by providing funding to Black entrepreneurs.</li> </ul>	\$25K





# Memberships & Essentials

## Conference Memberships

### DIRECTOR'S CIRCLE

**\$20K**

**Membership Discounts for Employees.** Annual membership for up to 15 employees; 10% discount for additional memberships.

**HBCU Student Stipend Benefits.** Sponsorships of three (3) HBCU Student Conference Attendance and Membership Packages.

#### BENEFITS

- Two "60-day" job postings
- Logo placement on NBMBAA® website
- Recognition at annual conference and expo

### MANAGER'S CIRCLE

**\$12K**

**Membership Discounts for Employees.** Annual membership for up to 10 employees; 10% discount for additional memberships.

**HBCU Student Stipend Benefits.** Sponsorships of two (2) HBCU Student Conference Attendance and Membership Packages. Company encouraged to provide exclusive NBMBAA® member rewards and discounts.

#### BENEFITS

- Two "60-day" job postings
- Logo placement on NBMBAA® website
- Recognition at annual conference and expo

### ASSOCIATE'S CIRCLE

**\$6K**

**Membership Discounts for Employees.** Annual membership for up to 5 employees; 10% discount for additional memberships.

**HBCU Student Stipend Benefits.** Sponsorships of one (1) HBCU Student Conference Attendance and Membership Packages.

#### BENEFITS

- Highlight during annual NBMBAA® membership meeting presentation
- Logo placement on NBMBAA® website



## Conference Essentials

### HOSPITALITY SUITES

\$1,200 - \$3,000 to July 30  
\$2,500 - \$6,000 after August 1

### MEETING ROOMS

\$750 per space, per day  
\$1,500 per space, per day after August 1

### LANYARDS

\$30,000

### REGISTRATION BADGES

\$20,000

### VOLUNTEER SHIRTS

\$30,000

### CONFERENCE BAG

\$25,000

### HOTEL KEY CARDS

\$9,000 for Marriott & Westin  
*(Does NOT include cost of getting keys made and shipped)*

### NBMBAA® LOUNGE

\$35,000

### PRODUCT PLACEMENT

\$7,500 per instance

### CHARGING STATIONS / OVERALL WI-FI

\$25,000  
\$150,000



# Job Postings & Media

## Year-Round Job Posting Pricing\*

OPTION	PRICE
60-day Job Posting	\$350
Two 60-day Job Posting Pack	\$600
Three 60-day Job Posting Pack	\$840
Five 60-day Job Posting Pack	\$1,200
Ten 60-day Job Posting Pack	\$1,800
Twenty 60-day Job Posting Pack	\$3,000
6-Month Unlimited Job Posting & Resume Database Access Package	\$7,200
12-Month Unlimited Job Posting & Resume Database Access Package	\$12,000
Banner Ad (header or footer) plus 12 Month Scrape Package	\$15,600

\*NBMBAA® conference job match postings must be purchased separately. Employers can access conference job match postings by purchasing exhibitor space and an employer activation package at the NBMBAA® Annual Meeting & Exposition

## NBMBAA® Conference Job Match Additional Posting Pricing\*

OPTION	PRICE
90-day Conference Job Match Posting	\$530
Two 90-day Conference Job Match Posting Pack	\$997
Three 90-day Conference Job Match Posting Pack	\$1,454
Five 90-day Conference Job Match Posting Pack	\$2,334

\*This pricing is for employers who have purchased an exhibitor space and an employer activation package at the NBMBAA® Annual Meeting & Exposition and want additional conference job match postings beyond those included in their employer activation package. Employers who wish to post non-conference job match jobs to the NBMBAA® Career Success Network Job Board may contact [saleshelp+nbmbaa@webscribble.com](mailto:saleshelp+nbmbaa@webscribble.com) or (888) 995-2244 x1057 to learn about available options.

## Media

### SHOW GUIDE (PRINT)

DPS	\$6,700
FULL PAGE COLOR	\$4,240
1/2 PAGE COLOR	\$3,070
1/3 PAGE COLOR	\$2,520
1/4 PAGE COLOR	\$1,800
1/8 PAGE COLOR	\$820

### E-BLAST

SINGLE E-BLAST	\$4,000
DURING CONFERENCE	\$5,000

### WEBSITE

LEADERBOARD - 12 MONTHS	\$7,730
LEADERBOARD - 6 MONTHS	\$4,640
MEDIUM RECTANGLE - 12 MONTHS	\$4,640
MEDIUM RECTANGLE - 12 MONTHS	\$3,710
HALF SKYSCRAPER - 12 MONTHS	\$5,670

### APP

SPLASH SCREEN PACKAGE	\$7,960
BANNER PACKAGE	\$3,500
ENHANCED EXHIBITOR LISTING	\$550
PUSH NOTIFICATIONS	\$700

## Social Media Content Packages

Our social media platforms can be used to expose your brand to our diverse audience of professional talent.

### POSTING SCHEDULE

NBMBAA® Developers Content for Sponsors

3 MONTHS (1 Post Per Month)	\$8,000
6 MONTHS (1 Post Per Month)	\$15,000
12 MONTHS (1 Post Per Month)	\$25,000

3, 6, or 12 consecutive months of posting. One post per month (Facebook, LinkedIn, X, and Instagram - feed and stories).





Driving Excellence, Empowering Transformation

# Connect with Us!



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www.nbmbaa.org



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