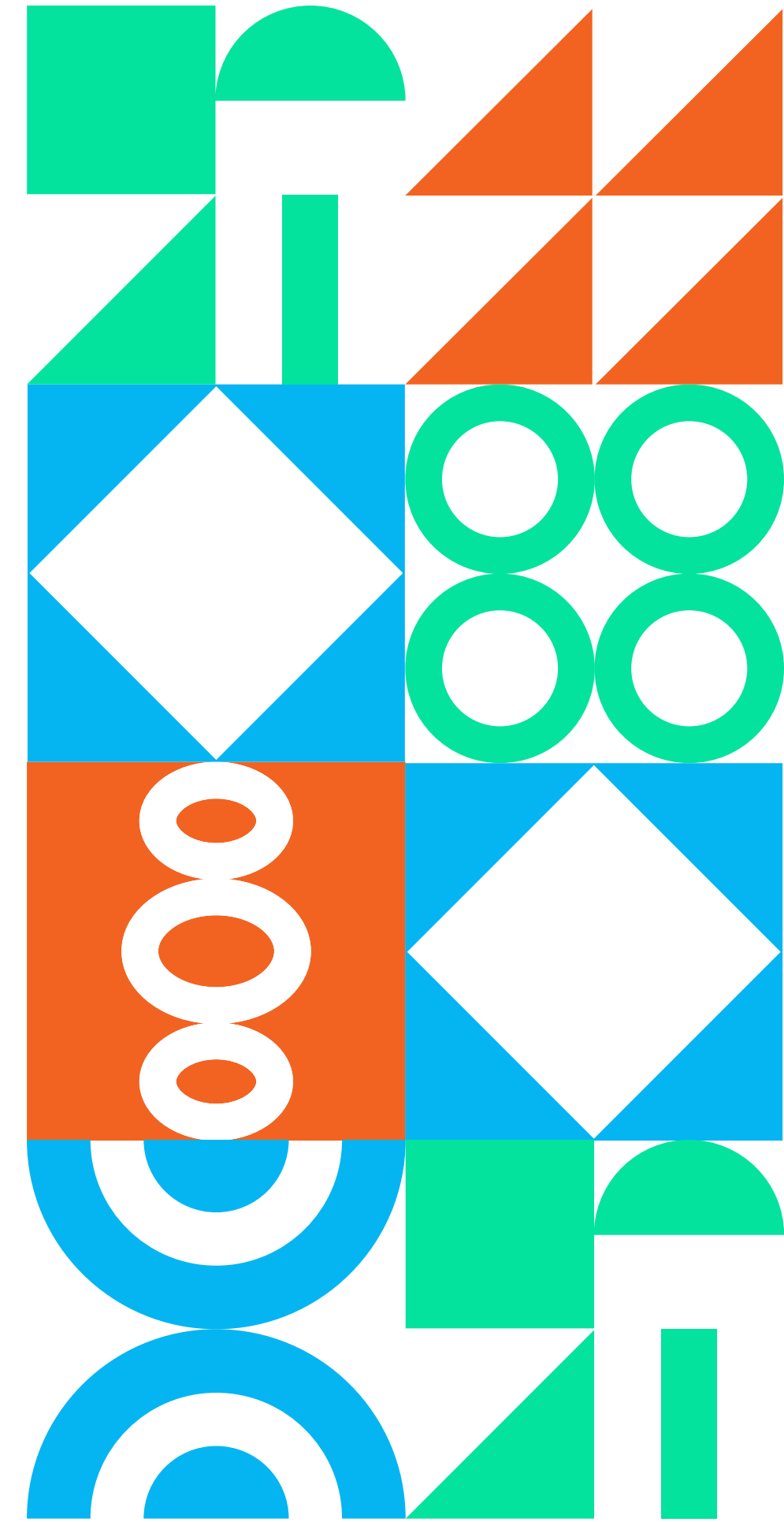


A PROMISE KEPT.

NBMBAA® 44th Annual Conference & Expo

2022 PROGRAMMING & SPONSORSHIP OPPORTUNITIES





The National Black MBA Association® is
the premier business organization
serving Black professionals.



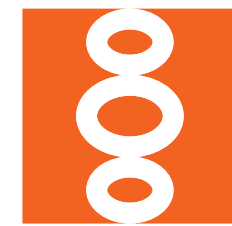
OUR MISSION

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.



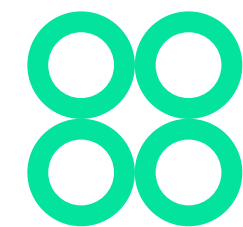
DIVERSITY & INCLUSION

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.



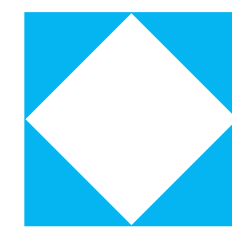
ECONOMIC EMPOWERMENT

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



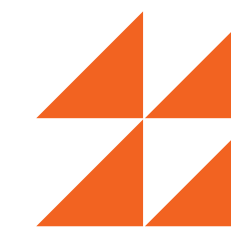
EDUCATION

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.

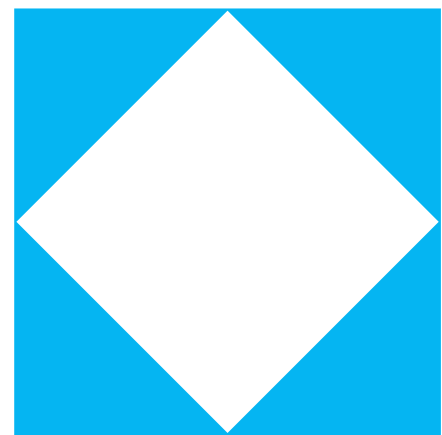


SERVICE

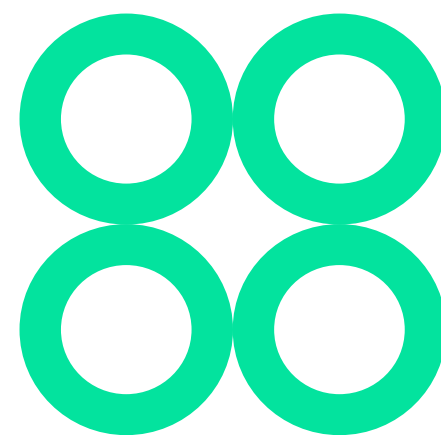
We demonstrate servant leadership; we listen to the needs of our stakeholders and actively serve our communities while preparing our members to do so for life.

OUR HISTORY

The National Black MBA Association® was conceived in 1970 to help Blacks coming into the corporate sector, largely for the first time, share experiences and insights to help make the journey easier. By nurturing these new professionals, the organization helped early members navigate and, ultimately, succeed in unfamiliar and frequently challenging environments. It is those professionals who have risen up and reached back to bring up the next generation of Black professionals through providing coaching, guidance, and mentoring. This has carried 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. NMBBAA® has a deep and rich history of enriching the lives of Black youth and professionals that we continue to celebrate today.



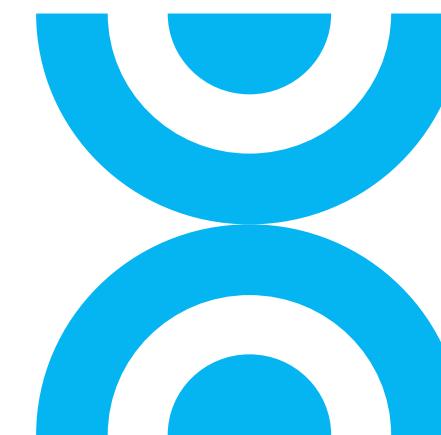
**MAKING A
DIFFERENCE**



**BUILDING A
PIPELINE**



**SERVING THE BLACK
PROFESSIONAL**



**EMPOWERING
THE FUTURE**



WHAT DOES THE NBMBAA® DELIVER? ENGAGING AND RECRUITING TALENT

STUDENTS

UNDERGRADUATE ► GRADUATE ► PHD

- Student Chapters (LOT®)
- Career Exploration
- Early-Stage Professional Development
- Scholarships
- Case Competition (UG/Grad/LOT®)
- Mentoring
- Year-Round Programming
- Career Exposition/Conference Prep

PROFESSIONALS

ENTRY ► MID-LEVEL PROFESSIONAL ► SENIOR-LEVEL PROFESSIONAL ► EXECUTIVE

- Local Programming (41 Chapters)
- Career Exposition
- Professional, Educational & Personal Development
- Gold Key Access® - Development & Career Placement
- Job Boards
- Networking
- Professional Certifications
- Mentoring

2022 MEMBERSHIP DEMOGRAPHICS

ETHNICITY

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

Total **100%**

HIGHEST DEGREE EARNED

High School	5%
BS/BA	42%
MBA	42%
Other Masters	8%
PhD	1%
Doctorate	1%
JD	1%

Total **100%**

CAREER LEVEL

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

Total **100%**

AGE

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

Total **100%**

YEARS OF WORK EXPERIENCE

0-2	6%
3-5	18%
6-10	19%
11-14	16%
15+	41%

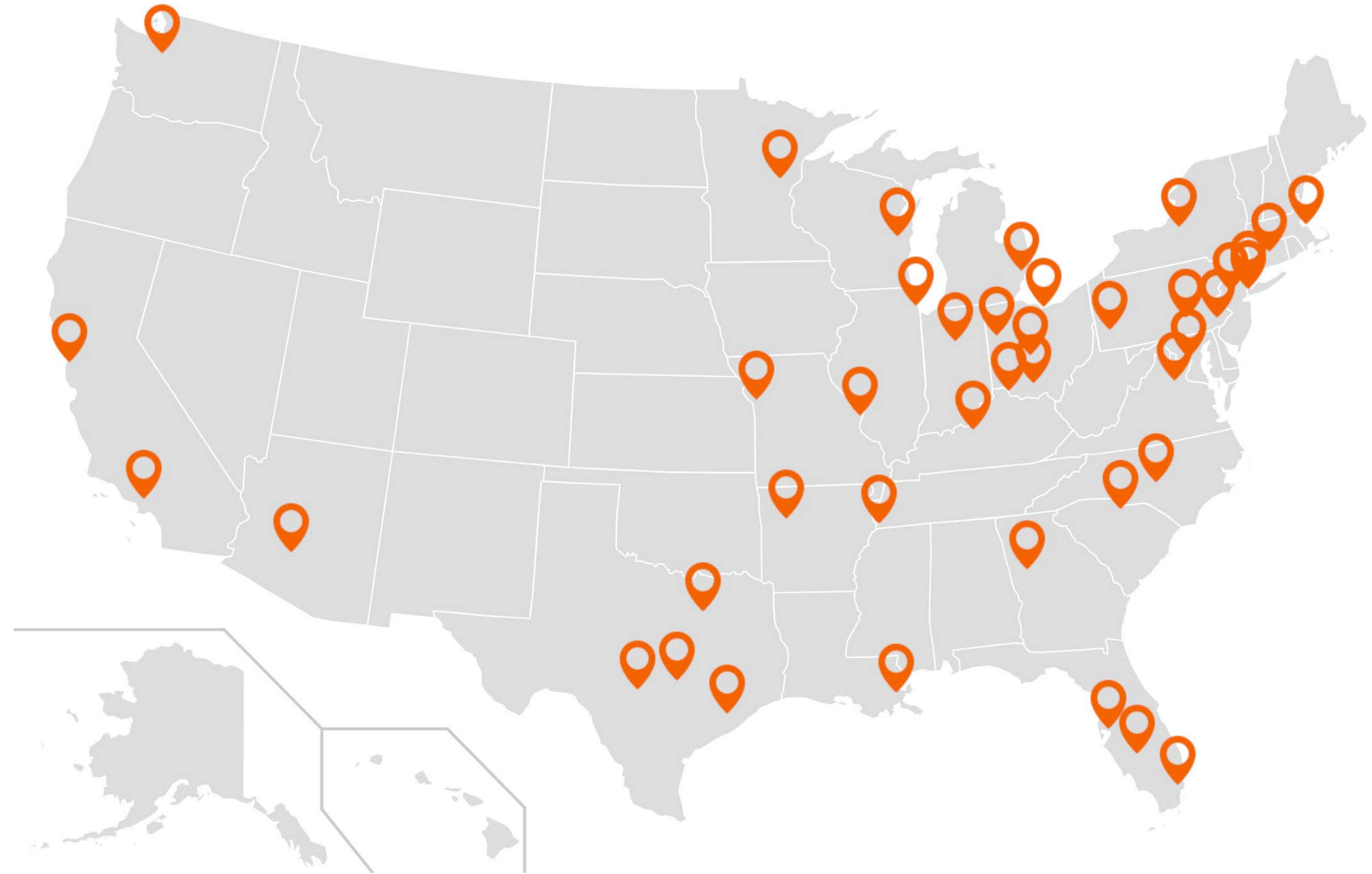
Total **100%**

PROFESSIONAL CHAPTERS

The NBMBA[®] footprint encompasses thriving professional chapters from north to south and coast to coast.

Corporate sponsors have the opportunity to engage nationally and/or locally through one of the 42 nationwide chapters.

**INVESTMENT:
VARIES BY CHAPTER**



NBMBAA® Programs



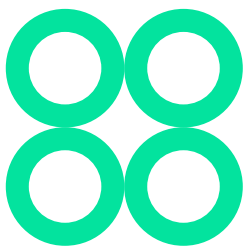
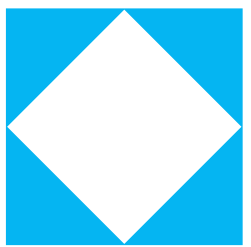
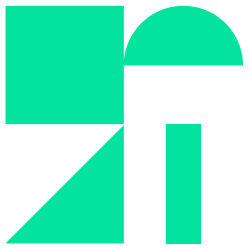
A PROMISE KEPT.

NBMBAA® 44th Annual Conference & Expo

ATLANTA

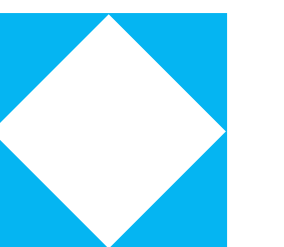
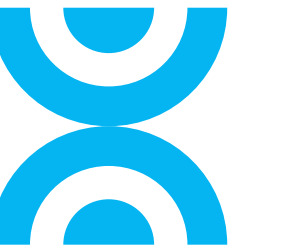
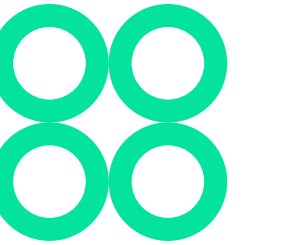
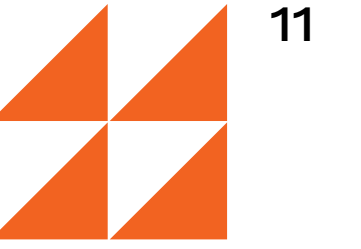
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At the National Black MBA Association®, our mission is to help promote educational and economic enrichment to students and professionals. The 44th NBMBAA® Annual Conference and Exposition hosted in Atlanta, GA will equip our members to excel within their own personal and professional realms; be it students, executives, or entrepreneurs. The conference tracks will align to address leadership and the accomplishment of career goals and objectives. In addition, workshops and breakout sessions will provide key insights and learnings aligned with challenges that members are experiencing in their various professions. Each attendee will leave the 44th Annual NBMBAA® Conference and Exposition empowered to lead the planning and execution of a powerful future and equipped to succeed by garnering crucial tips, tools and resources. Don't miss the opportunity to attend one of the most compelling NBMBAA® Conferences in the history of our organization!



2022 PROGRAMS

SPONSORSHIP OPPORTUNITIES



MEMBER TARGET	YEAR ROUND	CONFERENCE
STUDENTS	<ul style="list-style-type: none"> • Leaders of Tomorrow • HBCU Initiative • Collegiate Partnerships • Ask Me Sessions • Mentor Conversations 	<ul style="list-style-type: none"> • NMBAA® Case Competition • Collegiate Reception • Welcome Reception • Health Village • MBA Live
PROFESSIONALS	<ul style="list-style-type: none"> • Webinar Series • Black Think • NMBAA® Gold Key Access • Ask Me Sessions • Mentor Conversations • ERG Round table 	<ul style="list-style-type: none"> • Chapter Leadership Retreat • DEI Round table • CEO Reception • NMBAA® Gold Key Access • NMBAA® Leadership Institute • Plenary Luncheon • Breakout Sessions • Meet the Experts • Lessons in Legacy • Career Success Network • Career Expo • Impact Awards Gala • Corporate Hospitality Suites • MBA Live • Health Village • Welcome Reception
ENTREPRENEURS	<ul style="list-style-type: none"> • Scale-Up Pitch Challenge • Accelerator Program • Webinar Series 	<ul style="list-style-type: none"> • Scale-Up Pitch Challenge Finals • NMBAA® Entrepreneurial Institute • Welcome Reception • Health Village • MBA Live • Impact Awards Gala

LEADERS OF TOMORROW

Introduced in 1991 for high school students who aspire to leadership roles within their professional fields of endeavor. Through the pillars of programming, the LOT® program provides resources to coach students in leadership, career preparation, college preparation, financial literacy and more.

PROGRAM INCLUDES

- Career & College Readiness
- Financial Literacy Workshops
- LOT® Summit
- Conference Experience
- Case Competition

INVESTMENT

Ranges from \$6.5K-\$35K based on program

PARTNER BENEFITS

- Access to Talent: Receive attendee data if applicable
- Raising Brand Visibility: Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Share company's expertise and insight on session topics

CASE COMPETITIONS (UNDERGRADUATE)

NBMBAA® hosts business students from the nation's leading schools to compete for top ranking, scholarship dollars and employment opportunities while participating in the NBMBAA® Case Competition. Final round judges will receive profiles of participants.

EXCLUSIVE SPONSORSHIPS

INVESTMENT

- \$80K - Exclusive Sponsor
- \$20K - Co-Sponsor (4)
- \$13K - Judge Seats

PARTNER BENEFITS

- Raising Brand Visibility: Giveaway opportunity (Exclusive Sponsor) and logo on all promotions for sponsored event
- Speaking Opportunity: Give Remarks (Exclusive & Co-Sponsor).
- Registrations
- Social Media Opportunities
- Access to Talent: Judge Seat Opportunity, Receive profiles of students (Exclusive Sponsor, Co-Sponsor and Final Round Judge)

CASE COMPETITIONS (GRADUATE) **SOLD**

NBMBAA® hosts business students from the nation's leading schools to compete for top ranking, scholarship dollars and employment opportunities while participating in the NBMBAA® Case Competition. Final round judges will receive profiles of participants.

EXCLUSIVE SPONSORSHIPS

INVESTMENT

- \$100K - Exclusive Sponsor
- \$25K - Co-Sponsor (4)
- \$13K - Judge Seats **(Preliminary Judge Seats Available)**

PARTNER BENEFITS

- Raising Brand Visibility: Giveaway opportunity (Exclusive Sponsor) and logo on all promotions for sponsored event
- Speaking Opportunity: Give Remarks (Exclusive & Co-Sponsor).
- Registrations
- Social Media Opportunities
- Access to Talent: Judge Seat Opportunity, Receive profiles of students (Exclusive Sponsor, Co-Sponsor and Final Round Judge)

HBCU CAREER CRASH COURSE

To increase NMBBAA® brand awareness as well as career readiness for HBCU students, we will provide Career Readiness programming on HBCU campuses as well as virtual programming through our Career Crash Courses..

INVESTMENT

\$9.75K Per Session **(2 Sessions Available)**

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Promotion on all NMBBAA® platforms. Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Make opening remarks or present content during session

HBCU CAMPUS COLLEGIATE TOUR

To increase NMBBAA® brand awareness as well as career readiness for HBCU students, we will provide Career Readiness programming and membership drives on HBCU campuses through our Collegiate Tours.

HBCU INITIATIVES provide an additional element of support for HBCU undergraduate and graduate students seeking internships and full-time employment.

INVESTMENT

\$15K Per Session

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Ability to connect to NMBBAA local chapter
- Raising Brand Visibility: Promotion on all NMBBAA® platforms. Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Make opening remarks or present content during session
- Scholarship Opportunities

HBCU CAMPUS TAILGATE TOUR

To increase NMBBAA® brand awareness as well as career readiness for HBCU students, we will provide Career Readiness programming and membership drives on HBCU campuses through our Tailgate Tours.

HBCU INITIATIVES provide an additional element of support for HBCU undergraduate and graduate students seeking internships and full-time employment.

INVESTMENT

\$22K Per Session

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Ability to connect to NMBBAA local chapter
- Raising Brand Visibility: Promotion on all NMBBAA® platforms. Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Make opening remarks or present content during session
- Scholarship Opportunities

ENTREPRENEURIAL INSTITUTE®

Created to offer training for new or aspiring entrepreneurs, and those in the growth stage. The one-day program provides challenging, intensive learning encounters conducted by some of today's most sought-after experts in business leadership, entrepreneurship and education. The program serves as a fast-track learning tool to encourage and critically analyze entrepreneurial efforts.

Webinar

INVESTMENT

\$10K Per Session

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Share company's expertise and insight on session topics

ACCELERATOR PROGRAM

5-week virtual accelerator program designed to strengthen businesses.

INVESTMENT

\$15K Per Session

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Promotion on all NBMBAA® platforms. Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Make opening remarks during session; Opportunity to conduct 1:1 Office Hours or Group Mentor Sessions with the founders

GOLD KEY ACCESS®

Exclusive access to assist corporations with matching experienced members to current director-level and higher job openings. This year-round program offers a Talent Development strategy which includes assessment tools, leadership training and executive coaching.

Year Round & Conference Activation

INVESTMENT

\$50K

PARTNER BENEFITS

- Gold Key Access Talent Speed Networking Event at Conference
- Company Exclusive Networking Event at Conference
- Access to Year-Round Resumes of Gold Key members
- 4 Virtual networking opportunities throughout the year

PROFESSIONAL DEVELOPMENT WEBINAR

Designed to help members develop their professional persona and understand the traits that allow them to thrive in corporate environments.

INVESTMENT

\$9.75K Per Session for Exclusive Sponsorship

1 Per Quarter **SOLD**

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Make opening remarks or present content during session

ASK ME

Join us on NMBBAA®'s Facebook page where an expert speaker will answer your pressing questions about careers LIVE.

30 minutes

Facebook Live | Available On-Demand

1 Per Quarter (**3 Sessions Available**)

INVESTMENT

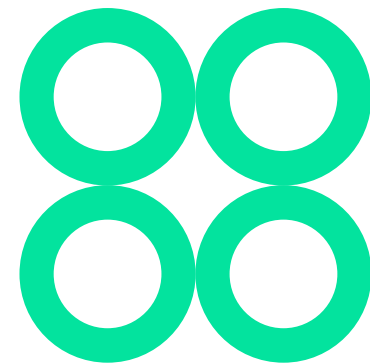
\$7K

PARTNER BENEFITS

- Access to Talent: Connect with NMBBAA® members during an interactive 30-minute Facebook Live session
- Raising Brand Visibility: Promotion on all NMBBAA® platforms and available On-Demand via Facebook afterward



Empowering Students To Lead & Succeed



SCHOLARSHIP PROGRAM

National Black MBA Association® seeks to expand the pool of talent supporting the private, public and nonprofit sectors. This mission includes providing financial assistance to students pursuing higher education. Scholarships have been integral to NBMBA® over the past 50 years. In the last three years, with support from its academic and corporate partners, we've awarded over \$4M in scholarships to undergraduate and graduate students across the nation.

Join us in funding annual and endowed scholarships to ensure exceptional students have a successful future.

The NBMBA® Corporate Partner Scholarship program is supported by donations from companies committed to cultivating the next generation of business leaders. Each year, we invite corporate sponsors to join us in working to expand educational opportunities for talented students.

PARTNER ACTIVATION

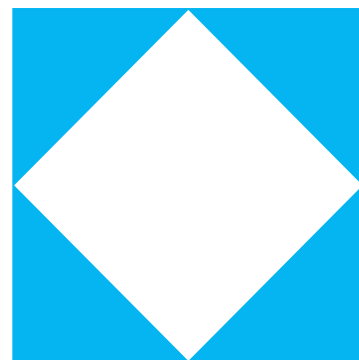
- Participation in scholarship award selection process
- Branding and visibility in print and digital communications
- Presenter of scholarship award

PARTNER BENEFITS

- Corporate Philanthropy: Sponsorships help partners advance their own education and community engagement initiatives
- Talent Pipeline: Partners generate awareness of their internships and scholarships as they develop the talent pipeline

NBMBAA[®] Conference Programming





NBMBAA[®] ANNUAL CONFERENCE & CAREER EXPO

AN IN-PERSON EXPERIENCE • 9K - 12K ATTENDEES

FUNCTIONAL & INDUSTRY KNOWLEDGE

- Leadership Institute
- Meet the Experts
- Keynote Session
- Breakout Sessions
- Ask Me
- Case Competitions
- Career Success Network

CONNECTIONS & NETWORKING

- EO Reception
- Corporate Hospitality Suites
- Welcome Reception
- MBA Live
- Collegiate Reception
- Closing Celebration and Blue Blazer

INTERVIEWS & OFFERS

- Expo Floor
- Interview Space

EXHIBIT PACKAGES INCLUDE:

- Live Exhibit Space and Interview Space
- Job Postings and Resume Database Access
- Registrations
- Employer Packages

MEET THE EXPERTS **SOLD**

An engaging session led by prominent company leaders and subject matter experts, covering a range of topics that will help individuals identify opportunities, interests and career paths.

60 minutes

In-person

INVESTMENT

\$32.5K

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo recognition on all promotion of sponsored event | Exclusive Branding in Session Room, Giveaway Opportunity
- Thought Leadership or Speaking Opportunity (60-minutes): Present content during session

SCALE UP PITCH COMPETITION

Four (4) regional competitions will ladder up into a national pitch competition at our annual conference with entrepreneurs pitching business ideas to judges for cash prizes.

INVESTMENT

Presenting - \$125K **SOLD**

Co-Sponsor - \$55K **(1 Spot Available)**

Preliminary & Semi-Final Round - \$15K

PARTNER BENEFITS

- Access to Talent: Judge seat opportunity & Winner Selection
- Raising Brand Visibility: Giveaway opportunity
- 1 Table of 8 at Scale Up Luncheon
- Branding/Promotion on all NMBBAA® platforms pertinent to Scale Up
- Company Recognition at final event
- Speaking Opportunity: Give Remarks (Presenting Sponsor) or provide 60-second video on NMBBAA social platforms

BREAKOUT SESSIONS

Aimed at increasing exposure to leadership skills & technology.

- “Technology Panel “Tech Truths: A Candid Conversation with Technology Executives” **SOLD**
- “Putting Yourself First: Healing Your Mind, Body, and Spirit”
- “We Built This: Black Tech Innovators You Should Know” **SOLD**
- “Ready, Set, CHANGE!: How to Build Your Career by Mastering the Power of Change” **(2 Seats Available)**

4 Panel Seats (1 Per Company)

60 minutes

In-person

INVESTMENT

\$19K Per Panel Seat

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo on all branding for sponsored event and giveaways
- Thought Leadership or Speaking Opportunity: Share company’s expertise, culture, and opportunities for talent via panel seat.

THURSDAY KEYNOTE LUNCHEON **SOLD**

Brings together the brightest and most experienced business professions, academic partners, and students from around the globe in an interactive format which examines a current challenge or industry.

INVESTMENT

\$45K (Co-Sponsor)

\$65K (Primary)

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo recognition on all promotion of sponsored event, Exclusive Branding in Session Room, Give-away Opportunity (Exclusive Sponsor Only)
- Thought Leadership or Speaking Opportunity: 2 Minute Speaking Opportunity (Exclusive Sponsor Only)

CHAPTER LEADERSHIP RETREAT

Chapter Leadership share best practices and receive best practices and receive professional development

INVESTMENT

\$13K (Non-Exclusive)

PARTNER BENEFITS

- Raising Brand Visibility: Branding on all NBMBAA platforms for event, Give Away Opportunity
- Speaking Opportunity: Give remarks or present content for NBMBAA Chapter Presidents
- Access to Talent: Gain & Build relationships with NBMBAA Chapters in efforts to gain access to members or raise company visibility

LESSONS IN LEGACY

Two sets of Parent/Child Duo’s - all affiliated with the National Black MBA Association -discuss their perspectives on Work & Career, Family & Relationships, Race & Politics, and Well-Being in a relaxed, conversational-style setting

INVESTMENT

\$15K (Non-Exclusive)

PARTNER BENEFITS

- Raising Brand Visibility: Logo recognition on promotions for program
- Thought Leadership or Speaking Opportunity: Make opening remarks
- Access to talent: List of registrants and attendees

PLENARY SESSION

A 90-minute intense and interactive session.

- “What in the Metaverse is Going On? Cryptocurrency, NFTs, & You”

INVESTMENT

\$30K for Branding

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event and giveaways
- Access to Talent: List of attendees and registrants
- Speaking Opportunity: Opening remarks or video at session

LEADERSHIP INSTITUTE

Often identified as “high potential” employees at their respective organizations, members of the Leadership Institute will be exposed to an 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.

INVESTMENT

\$15K Per Non-Exclusive Sponsorship - 4 total
(2 Sponsor Opportunities Available)

PARTNER BENEFITS

- Brand Visibility: Logo on all branding for sponsored event
- Access to Talent: List of attendees and registrants
- Speaking Opportunity: Opening remarks or video at breakfast or luncheon

ENTREPRENEURIAL INSTITUTE

Created to offer training for new or aspiring entrepreneurs, and those in the growth stage. The program serves as a fast-track learning tool to encourage and critically analyze entrepreneurial efforts

- “Creating Generational Wealth in Real Estate”
- “Money Talks: How to Raise Capital for Your Business”
- “Building a Platform: Elevate Your Social Media Content”
- “Learn from the Leaders”

INVESTMENT

\$25K

PARTNER BENEFITS

- Access to Talent: Receive profiles of registrants and participants
- Raising Brand Visibility: Logo recognition on promotion of sponsored program
- Thought Leadership or Speaking Opportunity: Share company’s expertise and insight on session topics

CAREER SUCCESS NETWORK

Attendees access to career development resources such as resume reviews, with onsite printing for guided resume revision, and coaching sessions for interview technique tips and best practices. Sessions are by appointment only.

INVESTMENT

\$25K

PARTNER BENEFITS

- Raising Brand Visibility: Logo recognition on promotions for sponsored space in the venue

FITTING IN FITNESS

Attendees start the day right with fitness classes, building a network of like-minded enthusiasts. This includes digital attendee access.

5-15 minutes

Pre-recorded or In Person depending on Desired Sponsor Experience

INVESTMENT

\$35K - \$50K

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event and giveaways
- Access to Talent: List of attendees and registrants
- Speaking Opportunity: Opening remarks or video at session

WELCOME RECEPTION **SOLD**

The kick-off for the Annual Conference & Exposition, setting the stage for our attendees to get focused and aligned for a well-rounded week of exploration and innovation.

INVESTMENT

\$45K (Co-Sponsor)

\$65K (Primary)

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event
- Branding in the Venue (price may vary upon venue and branding)
- Speaking Opportunity: 3-minute remarks at event

THE HEALTH VILLAGE

The Health Village will integrate the following experiences for conference attendees: health screenings (e.g., blood pressure, heart rate), wellness spaces (e.g., neck massages, deep breathing exercises), focus groups, product sampling and retail. The Health Village aligns with our Lifestyle channel by increasing access to enriching experiences that positively affects lives through health and wellness.

INVESTMENT

\$25K (Co-Sponsor)

\$50K (Primary)

PARTNER BENEFITS

- Raising Brand Visibility: Logo recognition in the sponsored area
- Activation opportunity within the Health Village
- Access to Talent: List of scanned participants

MBA LIVE® **SOLD**

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 Friday night party.

INVESTMENT

\$45K (Co-Sponsor)

\$65K (Primary)

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event
- Branding in the Venue (price may vary upon venue and branding)
- Speaking Opportunity: Via Social Media Platforms

CEO RECEPTION

Invite Only: CEO Joe Handy welcomes guests to Atlanta.

INVESTMENT

\$35K

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event
- Branding in the Venue (price may vary upon venue and branding)
- Speaking Opportunity: 3-minute remarks at event

IMPACT AWARDS **SOLD**

The organization's culminating formal event allowing the NBMBA[®] to recognize and honor those outstanding students, corporate partners, and individuals in the business and education community who best reflect the mission of the Association.

INVESTMENT

\$45K (Co-Sponsor)

\$65K (Primary)

PARTNER BENEFITS

- Raising Brand Visibility: Logo recognition on all promotion of sponsored event | Branding in the Venue (price may vary depending on venue & signage)
- Speaking Opportunity: 3-minute speaking opportunity at event
- Tickets to event

COLLEGIATE RECEPTION

Engage with students, staff, and alum of HBCUs and our collegiate partners.

INVESTMENT

\$25K

PARTNER BENEFITS

- Raising Brand Visibility: Logo on all branding for sponsored event
- Branding in the Venue (price may vary upon venue and branding)
- Speaking Opportunity: 3 -minute remarks at event

NBMBAA® Partnership Opportunities
PRICE LIST





PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



CORPORATE MEMBERSHIPS

MEMBERSHIP LEVEL	DESCRIPTION	BENEFITS
DIRECTOR'S CIRCLE \$15K	Membership Discounts for Employees Annual membership for up to 15 employees; 10% discount for additional memberships HBCU Student Stipend Benefits Sponsorship of three (3) HBCU Student Conference Attendance and Membership Packages	<ul style="list-style-type: none"> • Two "60-day" job postings • Logo placement on NMBBAA® website • Recognition at annual conference and expo
MANAGER'S CIRCLE \$10K	Membership Discounts for Employees Annual membership for up to 10 employees; 10% discount for additional memberships HBCU Student Stipend Benefits Sponsorship of two (2) HBCU Student Conference Attendance and Membership Packages	<ul style="list-style-type: none"> • One "60-day" job posting • Logo placement on NMBBAA® website • Recognition at annual conference and expo
ASSOCIATE'S CIRCLE \$5K	Membership Discounts for Employees Annual Membership for up to 5 employees; 10% discount for additional memberships HBCU Student Stipend Benefits Sponsorship of one (1) HBCU Student Conference Attendance and Membership Package	<ul style="list-style-type: none"> • Highlight during annual NMBBAA® Membership Meeting presentation • Logo placement on the NMBBAA® website



PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



CONFERENCE ESSENTIALS

HOSPITALITY SUITES	\$850 - \$2,500 - TO JULY 30 \$1,700 - \$5,000 AFTER AUG. 1
MEETING ROOMS	\$500 PER SPACE, PER DAY \$1,000 PER SPACE, PER DAY AFTER AUG. 1
LANYARDS	\$20,000
REGISTRATION BADGES	\$25,000
VOLUNTEER T-SHIRTS	\$25,000
CONFERENCE BAG	TBD
HOTEL KEY CARDS	\$6,000 (2 HOST HOTELS ONLY)
NBMBAA® LOUNGE	\$25,000
PRODUCT PLACEMENT	\$5,000 PER INSTANCE
CHARGING STATIONS OVERALL WI-FI	\$5,000 PER LOCATION \$50,000+



PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



CAREER SUCCESS NETWORK® JOB BOARD

YEAR-ROUND OPPORTUNITIES	
12-MONTH UNLIMITED JOB POSTINGS & RESUME ACCESS	\$10,000
20-PACK, 60-DAY POSTINGS	\$2,700
6-MONTH UNLIMITED JOB POSTINGS & RESUME ACCESS	\$7,000
SINGLE (1) 60-DAY JOB POSTING	\$295
TWO (2) 60-DAY JOB POSTINGS	\$550
THREE (3) 60-DAY JOB POSTINGS	\$700
TEN (10) 60-DAY JOB POSTINGS	\$1,500
3-MONTH RESUME ONLY	\$3,000

JOB POSTING ENHANCEMENTS	
DIGITAL JOB VIDEO PRESENTED BY DIGI-ME	\$275
FEATURED JOB	\$175
SOCIAL RECRUITING	\$125
90-DAY FEATURED EMPLOYER	\$1,750
180-DAY FEATURED EMPLOYER	\$3,000
365-DAY FEATURED EMPLOYER	\$3,500



PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



NBMBAA[®] MEDIA

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

APP	
SPLASH SCREEN-PACKAGE	\$7,960
BANNER PACKAGE	\$3,500
ENHANCED EXHIBITOR LISTING	\$550
PUSH NOTIFICATIONS	\$770

WEBSITE	
LEADER BOARD - 12 MONTHS	\$7,730
LEADER BOARD - 6 MONTHS	\$4,640
MEDIUM RECTANGLE - 12 MONTHS	\$4,640
MEDIUM RECTANGLE - 6 MONTHS	\$3,710
HALF SKYSCRAPER - 12 MONTHS	\$5,670
HALF SKYSCRAPER - 6 MONTHS	\$4,120

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



PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



SOCIAL MEDIA CONTENT PACKAGES

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

SOCIAL MEDIA POSTING CADENCE	PRICING (NMBAA* DEVELOPS CONTENT FOR SPONSOR)	PRICING (SPONSOR PROVIDES ALL CONTENT)
3 MONTHS (1 POST PER MONTH)	\$8,000	\$5,000
6 MONTHS (1 POST PER MONTH)	\$15,000	\$9,000
12 MONTHS (1 POST PER MONTH)	\$25,000	\$18,000

3, 6, or 12 consecutive months of posting,

One post per month (Facebook, LinkedIn, Twitter and Instagram - feed and stories)

- Reinforce image
- Amplify you share-of-voice
- Showcase workplace culture and core values
 - Diversity and Inclusion
 - Infinity Partnerships and Groups
- Drive traffic to your website re: job opportunities
- Increase website traffic via social referrals
- Showcase your diversity and inclusion achievements



PRICE LIST

2022 PROGRAMS SPONSORSHIP OPPORTUNITIES



GEORGIA WORLD CONGRESS CENTER SIGNAGE PLACEMENT

LOCATIONS	HOW MANY	DETAILS	PRICING
EAST PLAZA BILLBOARD	3	10 Seconds of 120 Second Loop	\$3,000
THOMAS MURPHY BILLBOARD	3	10 Seconds of 120 Second Loop	\$3,500
BANNER BOX LEDs	3	3 Individual Large Entry Screens	\$3,500
LOBBY WALL LEDs	3 PER SCREEN (9 TOTAL)	Located AAB, BAB, B. 20 Seconds of 180 Second Loop per Screen	\$3,000
MEETING ROOM MONITORS	ALL 50 IN BUILDING	Lower 3rd Placement	\$15,000
ESCALATOR RUNNER SOLD	2 LEVELS	B200-300, B300-4000	\$10,000 per level
B STEP-ESCALATOR PACKAGE SOLD	1	1st Escalator Placement & Stair Cling Package	\$25,000
COLUMN WRAPS, VINYL SOLD	1 (INCLUDES 2 COLUMNS)	B Lobby	\$15,000
COLUMN WRAPS, ELSEWHERE	VARIABLE	All Levels	\$5,000 - \$7,000

- Placements for show week, 5 days: Sept. 27 - Oct. 1
- Placements not guaranteed until agreement signed

- Quotes do not include design, unless specified
- Digital Materials must be submitted no later than Aug. 15

EAST PLAZA BILLBOARD (A-BUILDING)

Side of A-Building 36' x 10.5'

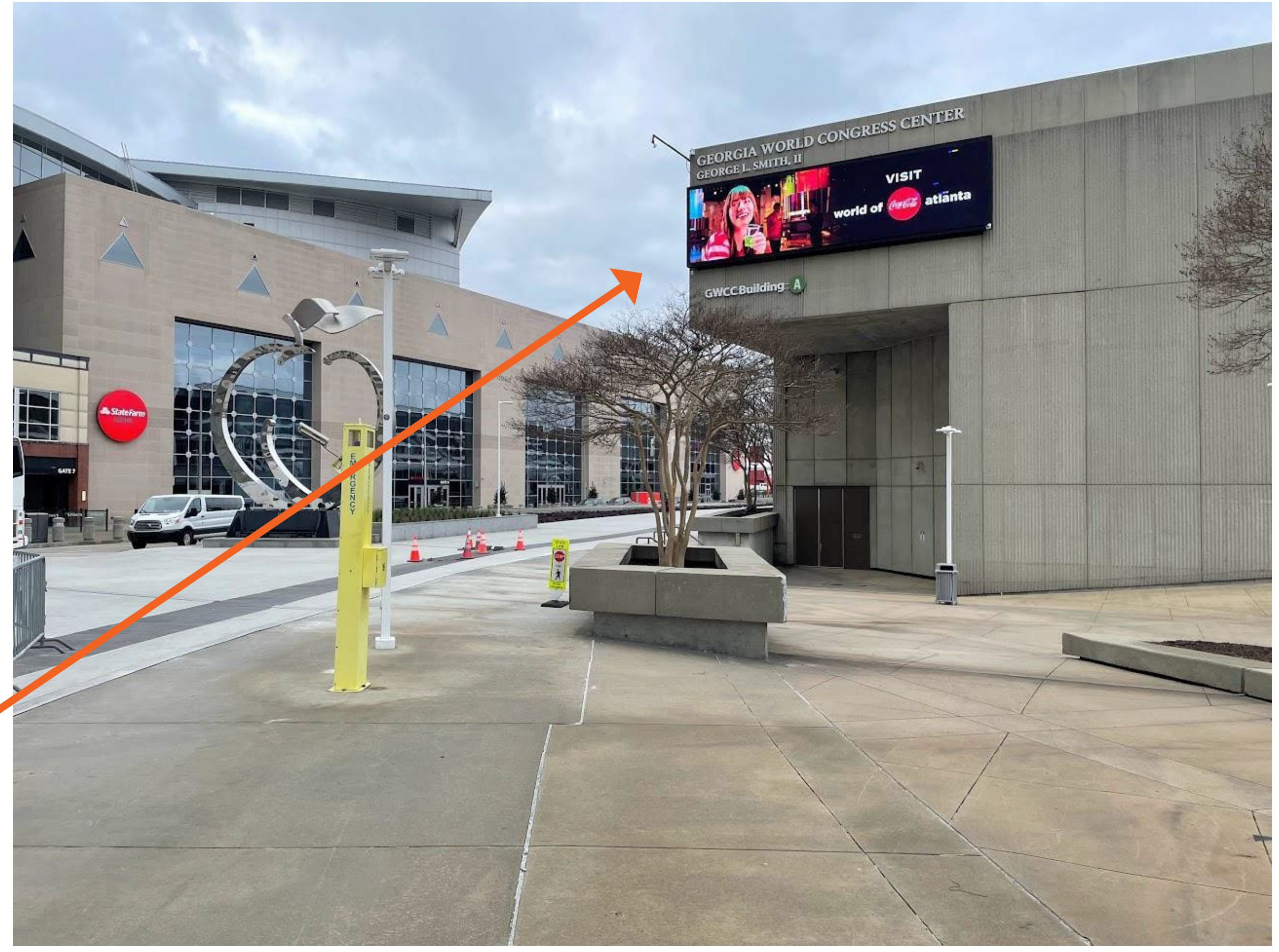
INVESTMENT

\$3K for 10 Seconds of 120-Second Loop

DETAILS

5 Days

Tuesday, September 27 through Saturday, October 1



BANNER BOX LEDS (3) (B-BUILDING)

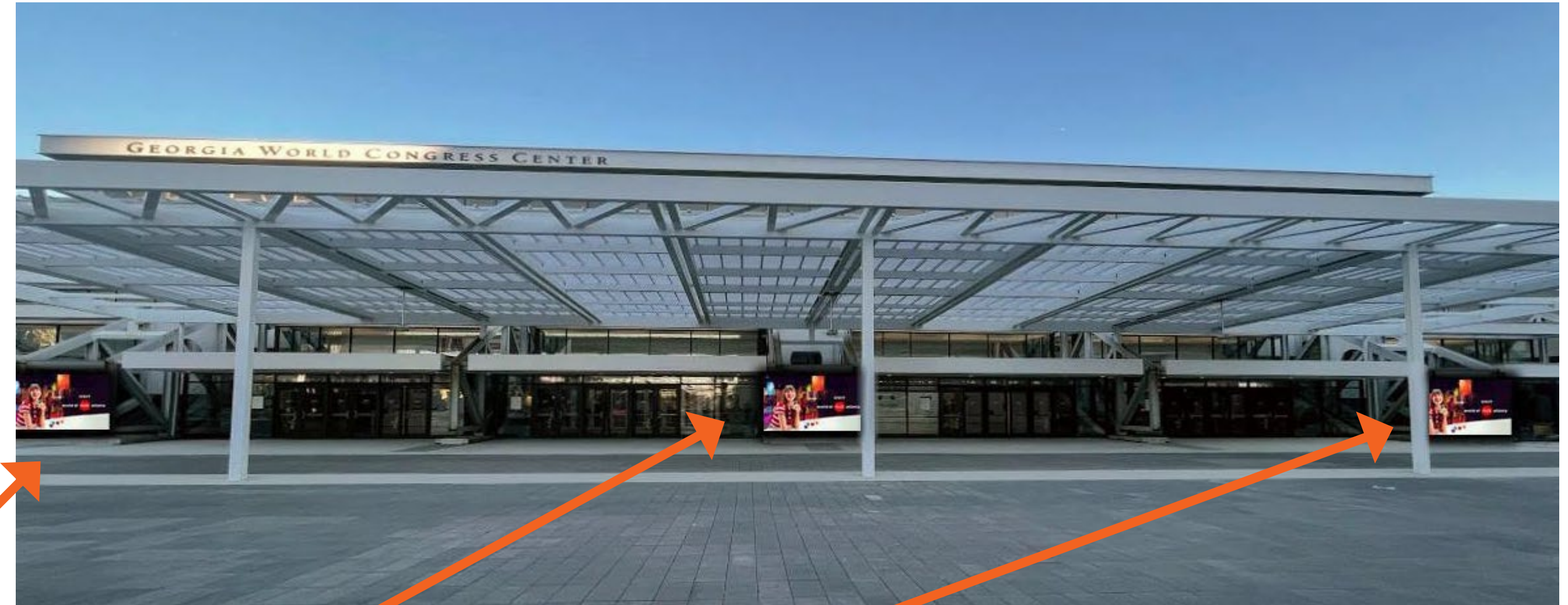
Outside of B-Building Three 10" x 5" LED Digital Screens

INVESTMENT

\$3.5K Per Screen

DETAILS

Must include Event Branding



LOBBY WALL LEDS (3)

3 Individual Locations 11.5' x 6.5'

- AB Lobby A-Side
- AB Lobby B-Side
- B- Building Admin

INVESTMENT

\$3K Per Location for 20 Seconds of 180-Second Loop

DETAILS

5 Days

Tuesday, September 27 through Saturday, October 1



**AB LOBBY
A-SIDE**



**AB LOBBY
B-SIDE**



**B-BUILDING
ADMIN**

MEETING ROOM MONITORS

50 Monitors

- Monitors 43"
- Bottom: 1000x340 @ 96dpi

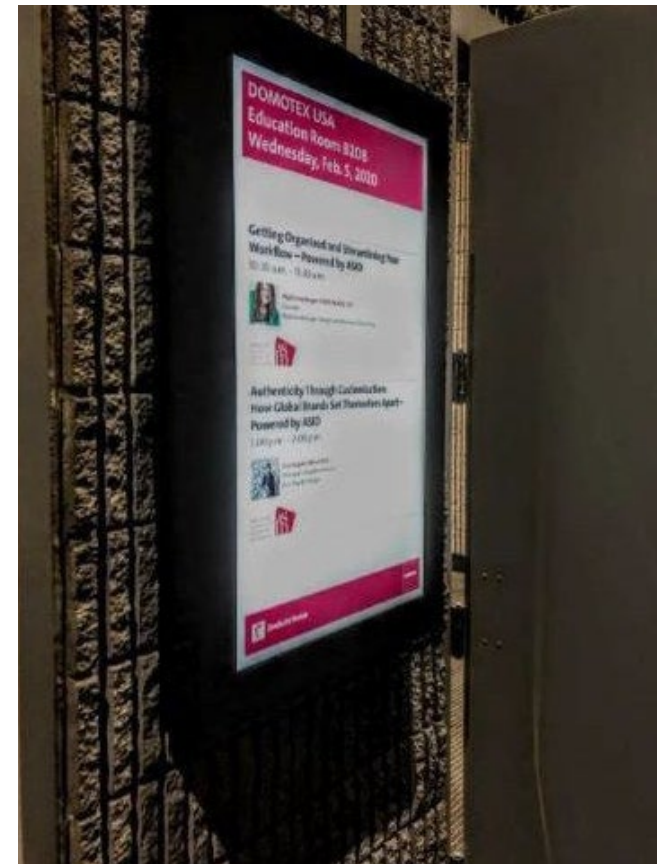
INVESTMENT

\$15K for All 50 Monitors

DETAILS

5 Days

Tuesday, September 27 through Saturday, October 1



**FULL SCREEN
1080 X 1920**



**FULL SCREEN
1080 X 1920**



**BOTTOM SCREEN
GRAPHIC SPONSOR**



**BOTTOM SCREEN
GRAPHIC SPONSOR**



**BOTTOM SCREEN
GRAPHIC SPONSOR**

ESCALATOR RUNNERS

2 Available

B-Building

INVESTMENT

\$5K per one 18mm PVC runner

\$10K for both levels

DETAILS

B200-200 or B300-400

Includes Production, Installation, & Removal



B STEP-ESCALATOR PACKAGE **SOLD**

2 Sets of Steps, 4 Escalator Runners, 6 Middle Faces

INVESTMENT

\$25K for Full Package

DETAILS

Includes Production, Installation, & Removal



COLUMN WRAPS - VINYL
SOLD

B-Building Lobby

INVESTMENT

\$15K

DETAILS

Includes Production, Installation, & Removal



COLUMN WRAPS, ELSEWHERE

INVESTMENT

Cost varies based on column height & desired graphic
\$5K - \$7K

DETAILS

Includes Production, Installation, & Removal



**B-BUILDING
B200 LEVEL**



**B-BUILDING
LOBBY**



**B-BUILDING LOBBY
TO TMB**



**OUTSIDE
B-BUILDING**



**THANK
YOU**

