



**COALITION** | 2017  
OAKLAND

ENGAGE · IMPACT · DELIVER  
November 29 – December 2, 2017

# SPONSORSHIP DECK



FOR MORE INFORMATION VISIT, [WWW.VISITOAKLAND.COM/NCBMP](http://WWW.VISITOAKLAND.COM/NCBMP)

# VISION

Whether you are a meetings and hospitality professional or a supplier to the hospitality industry, you are aware of the important role our industry plays in the American economy. The need to provide educational and networking opportunities for meetings and hospitality professionals has never been greater for our economy and our industry. The success and long-term impact of our efforts to secure the future of the meetings and hospitality industry will depend, in part, on the partnerships that we establish with organizations like yours.

The goals of our initiatives are designed to be meaningful to every member of our organization and every sponsor of our programs. They include:

- To provide educational opportunities for meetings and hospitality professionals.
- To provide networking opportunities for meetings and hospitality professionals that foster mutually beneficial relationships.
- To provide greater visibility to the cities in which our meetings are held.
- To expand understanding in the political arena of the major role that the meetings and hospitality industry plays in the American economy.
- To provide educational opportunities for college students who are pursuing careers in the meetings and hospitality industry.
- To provide opportunities for high school students to be introduced to the meetings and hospitality industry.
- To provide NCBMP partners with maximum exposure of their commitment to the meetings and hospitality industry.



# Educational Conference Overview

The organization's goal during each conference is to provide meaningful content, new and cutting-edge information and to create meaningful networking opportunities for meeting planners and suppliers. Ultimately this will prepare both to work together with increased success. Because of the scope of attendees, a variety of sponsorships offer significant opportunities for increased visibility and interaction.



# NCBMP MEMBERS

NCBMP is committed to improving quality and ROI for the meetings, conferences, exhibitions, and conventions managed by its members. NCBMPs membership is comprised of professional trade organizations, fraternities, sororities, community service organizations and corporations:

National Association of Letter Carriers  
National Black MBA Association Inc.  
National Association for the Advancement of Colored People (NAACP)  
National Minority Supplier Development Council  
National Bar Association  
National Association for the Recognition of Exceptional Children  
National Dental Association  
Medtronic  
Full Gospel Baptist Church Fellowship  
The Farm Credit Council  
The Links, Inc.  
Kappa Alpha Psi Fraternity, Inc.  
Omega Psi Phi Fraternity, Inc.  
Alpha Kappa Alpha Sorority Inc.  
Alpha Phi Alpha Fraternity Inc.  
Delta Sigma Theta Sorority, Inc.  
Association of Junior Leagues International, Inc.  
American Association for the Advancement of Science  
Ancient Egyptian Arabic Order, Nobles Mystic Shrine, Inc.  
Pentecostal Assemblies of the World, Inc.  
Mennonite Church USA  
Church of God in Christ, Inc.  
American Association of Physics Teachers  
NeighborWorks America  
Susan G. Komen



# Sponsorships

Category	Opening General Session (\$25,000)	Opening Celebration (\$20,000)	All Black Party (\$20,000)	Pre-All Black Party Reception (\$15,000)	Keynote Luncheons (\$15,000) 2 opportunities
Event Signage	X	X	X	X	X
Social media mentions during Conference	X	X	X	X	X
NCBMP email blasts	4	4	4	3	3
NCBMP website	Banner ad: 3-month run period	Banner ad: 3-month run period	Banner ad: 3-month run period	Banner ad: 2-month run period	Banner ad: 2-month run period
Printed program booklet	Full-page color ad	Full-page color ad	Full-page color ad	Half-page ad	Half-page ad
Ad in the conference mobile app	Full-page	Full-page	Full-page	Half-page	Half-page
Chairman's VIP Reception tickets	4	4	4	3	3
Planner passes to the Business Exchange	8	8	8	6	6
Words of welcome	X	X	X	X	X
Video showcase	X	X	X	X	X
Opportunity to include gift in planners' bags	X	X	X	X	X
Educational passes	3	3	3	2	2
Conference complimentary registrations	2	2	2	1	1
10 x 20 exhibit space	x	X	X		
Seating in designated VIP area, The All Black Party	Premier location	Premier location	Premier location	Premium location	Premium location

# Sponsorships Continued

Category	Community Services Project (\$10,000)	Annual Business Meeting Breakfast (\$10,000)	Chairman's VIP Reception (\$5,000)	Leadership Institute (\$5,000)
Event Signage	X	X	X	X
Social media mentions during Conference	X	X	X	X
NCBMP email blasts	2	2	1	1
NCBMP website	Banner ad: 1-month run period	Banner ad: 1-momnth run period	Logo	Logo
Printed program booklet	Banner ad: 1-month run period	Logo	Logo	Logo
Ad in the conference mobile app	Logo	Logo	Logo	Logo
Chairman's VIP Reception tickets	2	2	2	2
Planner passes to the Business Exchange	4	4		
Words of welcome	x	X		
Video showcase	x	X		
Opportunity to include gift in planners' bags	x	X		
Educational passes	1	1		
Conference complimentary registrations				
10 x 20 exhibit space				
Seating in designated VIP area, The All Black Party				

# Sponsorships Continued

Category	Educational Sessions (\$5,000) (8 opportunities)	Refresh and Refuel Breaks (\$2,500) (4 opportunities)	Rise and Shine Wellness (\$ 2,500) (2 opportunities)
Event Signage	x	x	x
Social media mentions during Conference	X		
NCBMP email blasts	1		
NCBMP website	Logo	Logo	Logo
Printed program booklet	Logo	Logo	Logo
Ad in the conference mobile app	Logo	Logo	Logo
Chairman’s VIP Reception tickets	2		
Planner passes to the Business Exchange			
Words of welcome			
Video showcase			
Opportunity to include gift in planners’ bags			
Educational passes			
Conference complimentary registrations			
10 x 20 exhibit space			
Seating in designated VIP area, The All Black Party			

Thank you!

**Have an idea that isn't presented here?**

Custom sponsorships are available.

**Reserve your sponsorship today.**

Contact Alana Ross ■ Sponsorship Manager

[alana@visitoakland.com](mailto:alana@visitoakland.com)



FOR MORE INFORMATION VISIT, [WWW.VISITOAKLAND.COM/NCBMP](http://WWW.VISITOAKLAND.COM/NCBMP)





**National Coalition of Black Meeting Planners | SPONSOR RESPONSE FORM**

**Yes, I/We would like to be a sponsor at Coalition 2017 Annual Conference at the following level:**

- |  |   |
|--|---|
| <input type="checkbox"/> Opening General Session - \$25,000  | <input type="checkbox"/> Annual Business Meeting Breakfast - \$ 10,000  |
| <input type="checkbox"/> Opening Celebration - \$20,000  | <input type="checkbox"/> Chairman's VIP Reception - \$5,000   |
| <input type="checkbox"/> The All Black Party - \$20,000  | <input type="checkbox"/> Leadership Institute - \$5,000   |
| <input type="checkbox"/> Pre- All Black Party Reception- \$15,000  | <input type="checkbox"/> Educational Sessions - \$5,000 (8 opportunities)   |
| <input type="checkbox"/> Keynote Luncheons \$15,000 (2 opportunities)  | <input type="checkbox"/> Refreshment Breaks - \$2,500 (4 opportunities)   |
| <input type="checkbox"/> Community Services Project - \$10,000   | <input type="checkbox"/> Rise and Shine Wellness - \$2,500 (2 opportunities)  |
| <input type="checkbox"/> Printed Program Ad (4-color, full or half page)<br>___ Full page - \$1,000    ___ Half page - \$700 | <input type="checkbox"/> I/We are unable to be a sponsor, but would like to<br>make a tax deductible contribution of \$ _____ |

**Payment Method:**

- |  |  |
|--|--|
| <input type="checkbox"/> Make check payable to: National Coalition of Black Meeting Planners<br>1800 Diagonal Road, Alexandria, VA 22314 | <input type="checkbox"/> Email this form to:<br>alana@visitoakland.com |
|--|--|

**Sponsor Information:**

First/MI/Last Name \_\_\_\_\_

Employer/Company \_\_\_\_\_

Address \_\_\_\_\_ City/State/Zip \_\_\_\_\_

Phone Number \_\_\_\_\_ Email \_\_\_\_\_

Name of company as you wish to have it appear in the program \_\_\_\_\_

Method of Payment     Check     Visa     Mastercard     American Express

**If paying by credit card, please provide:**

Name on Card \_\_\_\_\_

Card No. \_\_\_\_\_ Sec. Code (3-4 digit code) \_\_\_\_\_

Exp. Date \_\_\_\_\_ Signature \_\_\_\_\_