NABA, INC.

NATIONAL ASSOCIATION OF
BLACK ACCOUNTANTS, INC.

2019 CONVENTION
SPONSORSHIP OPPORTUNITIES

The NABA Convention is and has been an integral component of our recruiting strategy for touching top talent in the accounting and finance profession. We are amazed at the talent that we meet and the overall programming that occurs each year. Bank of America is honored and excited to have the opportunity to partner with the NABA organization.

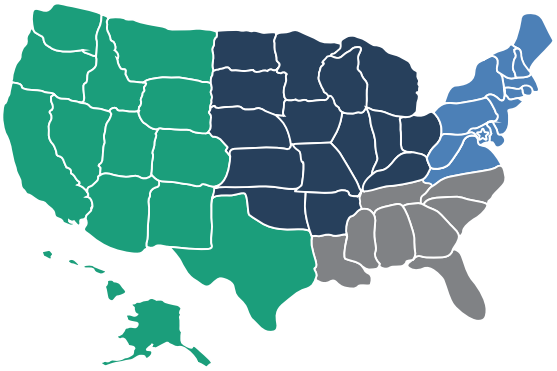
– Bank of America

2018 CONVENTION

DEMOGRAPHICS

Number of **Attendees**

2,100



Attendance by Region

43% Eastern

24% Southern

19% Western

14% Central

Career Level

65% Entry Level (1-3 years)

14% Mid-level/Non-manager/Contributor

10% Manager

6% Senior Manager

5% Executive

Industry

61% Accounting

20% Finance

13% Other Business (IT, Risk)

6% Consulting

Age/Generation

6% iGeneration/Gen Z (1996+)

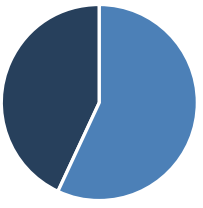
53% Millenials (1981-1995)

30% Gen-X (1965-1980)

11% Baby Boomers (1946-1964)

Gender

43% **Male**



57% **Female**

2019 insight

NABA NATIONAL CONVENTION & EXPO

JUNE 19-23, 2019 LAS VEGAS, NV

Celebrating 50 Years "Lifting As We Climb"

ONE VOICE. ONE NABA.

INSIGHT inspires.

INSIGHT persuades.

INSIGHT informs and challenges your perceptions.

INSIGHT draws you in and sets you apart.

It can be gained, given, or shared.
It causes you to pause, reflect, and challenge your perceptions.

The National Association of Black Accountants (NABA) National Convention & Expo - which annually attracts more than **2,000 black professionals** in the accounting, finance, and related business professions - is INSIGHT.

This guide offers several ways to partner with NABA for the 2019 Convention. Our goal is to build strategic relationships that will elevate our mission and our ability to serve our membership. Positioning our members for success also means helping our corporate partners create more diverse work environments, demonstrate their commitment to diversity and inclusion, and attract and retain diverse talent.

We look forward to strengthening our relationships with our current partners and, to our potential partners, we look forward to welcoming you to our family and helping us to bridge the opportunity gap for black professionals in the accounting, finance and related business professions.

Contact Lauren Burke Silva for more information and details at businessdevelopment@nabainc.org.

2019 HOST SPONSOR

NEW!

Criteria for Recognition

- Pacesetter Base Package ($100,000)
- $100,000 – Variable spend of $100,000 in registrations, event or branding sponsorships, and scholarships
- $50,000 Host Support (50% tax deductible toward NABA Capital Campaign)

BENEFITS OF SPONSORSHIP

- On-demand webinar, and videos promoted on NABA platforms
- Logo branding on convention communications
- Complimentary Hospitality Suite
  (Both open on Thursday and private on Friday – does not include food and beverage)
- Branding on digital signage throughout convention meeting space
- Premium Ad placements on NABA platforms *(Mobile App, Spectrum Magazine, Sourcebook (front or back inside cover – first come, first served))*
- Daily recognition of Host Sponsor(s) across Social Media Channels
- Logo recognition as Host Sponsor for Major Plenary Events
- Logo recognition as Host Sponsor on Post-convention communications

FOUNDER'S CIRCLE

Criteria for Recognition

- Pacesetter Base Package ($100,000)
- $75,000 – Variable spend of $75,000 in registrations, event or branding sponsorships, and scholarships
- $25,000 Founder's Level Support (50% tax deductible toward NABA Capital Campaign)

BENEFITS OF SPONSORSHIP

- Branding as Founder's Level Corporate Partner on event platforms (print and digital)
- Branding on digital signage throughout convention meeting space

Contact Lauren Burke Silva for more information and details at businessdevelopment@nabainc.org.

CONVENTION PROGRAM
SPONSORSHIP

OPENING SESSION

The Opening Session gives your organization the opportunity to be "top of mind" as the tone is set for the convention and help raise the visibility of your organization as the week begins. You will be able to reach all convention attendees during this program.

3 slots at $25,000 each | Exclusive at $50,000

Sponsorship includes branding, one minute video, chapter awards presentation, keynote speaker, and Q&A.

THE AWARDS EXPERIENCE

This is the culmination of a week of learning, networking, and inspiration! Sponsor this event and deliver a lasting message that attendees will take with them as they integrate the knowledge gained during the week into their work. NABA and Industry Leaders from all over the country are honored for their impact on the accounting and finance field and their communities. *All sponsorship for Soiree are available in-kind.*

Show
Branding only | Exclusive at $25,000

Soiree
3 slots at $20,000 | Exclusive at $50,000

NABA DAY OF SERVICE

NABA Day of Service seeks to give back to the community that hosts our convention. Each year, we partner with an organization local to the convention site to engage in a day of community service. Previous activities have included volunteering at food banks and feeding seniors.

2 slots at $10,000 each

Sponsorship includes branding, transportation, t-shirts, and supplies.

VIP LIFETIME PINNING CEREMONY

The NABA Lifetime Pinning Ceremony is a time-honored tradition signifying initiation into the brotherhood and sisterhood of dedicated NABA members. This is an intimate sponsorship opportunity to directly engage with NABA's top talent.

Exclusive at $7,500

OPENING RECEPTION

This is the spark that lights the fire of excitement for the week to come. It is a highly anticipated event where old friends reconnect, new acquaintances are made, and new relationships form. No better way to make your presence felt than as soon as attendees arrive with the spirit of comradery and collegiality!

3 slots at $30,000 each | Exclusive at $75,000

Sponsorship includes food and entertainment.

OPENING RECEPTION TRANSPORTATION

Sponsorship available for the travel to opening reception location. Contact businessdevelopment@nabainc.org for more details.

WOMEN OF NABA NETWORK

Our WONN program is designed to promote the professional and personal development of our female members. Design the session content yourself or work with the NABA team to come up with session content that helps women achieve their ultimate career goals while navigating the challenges of being a professional woman in today's world.

Executive
2 slots $15,000 each | Exclusive at $25,000

Management
2 slots $15,000 each | Exclusive at $25,000

Luncheon (invite-only)
2 slots $25,000 each | Exclusive at $50,000

MEN OF NABA NETWORK

Our Men of NABA program is designed to promote the professional and personal development of our male members. Design the session content yourself or work with the NABA team to come up with session content that helps women achieve their career goals.

2 slots at $25,000 each | Exclusive at $50,000

50TH ANNIVERSARY PLENARY SESSION: STATE OF DIVERSITY

The C-Suite program has historically brought together the world's most foremost talent in accounting and finance, in an invite-only setting. This year we are offering it as a plenary session on the State of Diversity. All convention attendees will be invited to join in on the conversation. Corporate executives at the highest levels will discuss the most important, sensitive, and relevant issues of today. This sponsorship opportunity offers you opening remarks and a free-flowing conversation with questions directly from NABA founders and members.

4 slots at $15,000 each

HOSTED SESSIONS

Do you have expertise that differentiates you from other corporate sponsors? Host a Professional/ Technical CPE session or Student Development session and present a topic from our list of accepted course content!

10 slots at $10,000 each (Professional)

5 slots at $5,000 each (Student)

1 slot at $30,000 (Plenary)

STUDENT ORIENTATION AND LUNCHEON

Although our National Convention & Expo is centered on our professional members, NABA and supporting corporate partners bring a cohort of about 200-300 students to join us in networking and development.

Contact business development for pricing and more details.

CELEBRATION OF SCHOLARS LUNCHEON

The heart and soul of the organization–the students it is helping to educate! During the luncheon, students are awarded scholarships and celebrated. An inspirational speech helps set the tone for the event, pushing these talented students to achieve their academic and career goals.

2 slots at $30,000 each | Exclusive at $50,000

NATIONAL SCHOLARSHIP PROGRAM CONTRIBUTION

Through the generous contributions of individuals, groups, and organizations that share NABA's desire to break through the economic barriers students of color often experience, NABA offers an average of 50 national scholarships annually ranging from $1,000 - $5,000. Scholarships are presented to students at the Celebration of Scholars Luncheon and you are invited to join the recipient on stage for the presentation.

The minimum amount is $2,500 plus a 20% administrative fee used to process and match the scholarship dollars.

Administrative fees will be deducted from your contribution if not reflected in the total amount.

LEADERSHIP DEVELOPMENT INSTITUTES (LDI)

NABA partners with premiere institutions to offer our signature mix of leading professional development programs, panel discussions, workshops, and classroom training across varying levels.

Executive (ELDI) $50,000
Management (MLDI) $40,000
Aspiring (ALDI) $30,000

NABA CAREER ACCELERATOR

The NABA Career Accelerator is a suite of career development, coaching, and employment services for personal career success. This sponsorship provides access to attendees who are looking for resume review services and mock interviews.

Exclusive at $25,000

SPONSORSHIP PACKAGES

	2019 PARTNERSHIP LEVELS*	PACESETTER $100,000	DIAMOND $75,000	TITANIUM $50,000	PLATINUM $35,000	GOLD $20,000	SILVER $15,000	BRONZE $7,500	COPPER*** $3,500
PROGRAMS & EVENT	Professional Registrations	25	15	10	5	4	3	2	1
	New-Member Memberships	10	5	5	5	4	3	2	1
	Hosted Professional Session	2	1	1	🛒	🛒	🛒	🛒	🛒
	Student Development Session	1	1	🛒	🛒	🛒	🛒	🛒	🛒
	Reserved Tables The Awards Experience (10 seats per table)	2	1	1	🛒				
	Reserved Tables Celebration of Scholars Luncheon (10 seats per table)	2	1	1	🛒				
CAREER EXPO	Expo Booth Square Footage	400	300	200	200	100	100	100	100
	Expo Only Badges	15	15	10	10	6	4	2	1
	Interview Booths	4	3	2	1	🛒	🛒	🛒	🛒
	Resume Database Access	•	•	•	•	🛒	🛒	🛒	🛒
	Lead Retrieval Scanner	1	1	1	1	🛒	🛒	🛒	🛒
MARKETING & BRANDING	Recognition on Event Signage	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
	NEW! Highlighted Listing on Expo Map Signage	Logo	Logo	Logo	Logo	Listing	Listing		
	NEW! Logo Recognition on Expo Map in Convention Sourcebook	Logo	Logo	Logo	Logo	Listing	Listing		
	Partner Recognition on Convention Landing Page	Logo	Logo	Logo	Logo	Logo	Logo	Logo	Logo
	NEW! Social Media Mentions	5	4	3	2	🛒	🛒	🛒	🛒
	Sourcebook Ad	1 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Half Page, Color	🛒	🛒	🛒
	Spectrum Magazine Ad	2 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Half Page, Color	1 - Half Page, Color	🛒	🛒	🛒
	Pre-convention Email Blasts	3	3	2	1	1	🛒	🛒	🛒
	Year-Round Email Blast	3	2	1	1	1	🛒	🛒	🛒
	VIP Lifetime Pinning Ceremony Tickets	6	4	4	2	2			
	Convention Bag Insert (flat/ paper only)	1	1	1	🛒	🛒	🛒	🛒	🛒
	NEW! Access to Virtual Expo	•	•						

🛒 *Available for Purchase*

** Contact Business Development for more details. **10% premium on packages secured after May 1.*
****Reserved for Government and Academic Institutions only.*

BRANDING AND ADVERTISING OPPORTUNITIES

CHARGING STATION

Add a charging station to your convention booth! Provide the technology juice for prospective employees while you connect.

3 Slots at $3,500 each

CORPORATE HOSPITALITY SUITES

Have your eye on a few potential candidates? Host your own private or public hospitality suite.

8 slots at $5,000 each

VIRTUAL CAREER EXPO

Expand your reach to NABA convention attendees and be a part of the new NABA Virtual Career Expo. This new sponsorship opportunity offers your recruiters direct access to connect and interview with prospective candidates with ease and convenience.

Contact business development for more information.

RESUME DATABASE

Post your job opportunities and get pre-convention access to NABA member resumes!

Platinum and above - Complimentary

Gold Level - $750
Bronze Level - $1,500
Silver Level - $1,000
Copper Level - $1,750

CONVENTION LANYARDS

(WITH COMPANY LOGO)

All attendees will receive a sponsor branded (company logo) convention lanyard. The lanyard displays their convention badge and is required to be worn at all times. Your company logo will be prominently displayed throughout the week filled with giveaways, program materials, and other promotional materials.

Exclusive at $20,000

MOBILE APP

The mobile app is the one stop shop for attendees prior to convention and on-site. Sponsor a banner ad or push notification to drive attendees to your booth or job posting!

Banner Ad $2,500 | Push Notifications $500

ADDITIONAL INTERVIEW BOOTHS

On-site interview booths allow you to interview prospective talent in advance of and during the career fair. Packages at Platinum level and above come with a designated number of booths. If you need additional booths or would like to add booths to your package level, we invite you to select this option.

$800 each

PRE-CONVENTION EMAIL BLASTS

Maximize your reach during the convention! Email attendees prior to the event with your booth number, special information about your company, and more!

$2,000 - $2,250 per blast

PROFESSIONAL HEADSHOTS

Take advantage of this exclusive sponsorship opportunity. Offer professional headshots to attendees and provide them one of the many tools they need in the professional world.

$30,000 available for exclusive sponsorship only

Sponsorship includes photographer, set up, and promotion.

NETWORKING BREAKS

Listening and learning builds up an appetite! Brand yourself as the sponsor of the much appreciated networking breaks and provide healthy snacks and beverages to convention attendees!

4 slots at $5,000 each

BRANDING & MEDIA ENHANCEMENT OPPORTUNITIES

CONVENTION EVENTS		
ITEM	**SPECIFICATIONS**	**PRICING**
Hosted Professional Session		$10,000
Hospitality Suites		$5,000
Hosted Student Session		$5,000
Professional Headshots		$30,000
Day of Service		$10,000
NABA MEDIA ADD-ONS		
Spectrum Magazine Advertisement	Print – full page	$3,000
	Print – half page	$2,000
	Digital – full page	$2,000
	Digital – half page	$1,000
Spectrum Magazine Advertorial	Write for NABA's Membership magazine	$3,000
NABAinc.org	Leaderboard	$3,500
	Sidebar (Square)	$1,500
	Dedicated Partner Page	$10,000
NEW! NABA Chapter Websites	Leaderboard	$2,500
	Sidebar	$1,950
e-Newsletter Banner Ads	Leaderboard	$1,250
	Sidebar, Left (Square)	$1,000
e-Newsletter Advertisement	Half page, bottom position	$1,500
	Sidebar, Left	$1,250
NEW! Social Media Promotion*	Social media postings on NABA media channels promoting diversity and inclusion programs, company branding, and more (non-convention). Based on execution type.	$2,500-$5,000
CONVENTION MEDIA ADD-ONS		
Sourcebook Advertisement	Full page, Color	$2,000
	Half page, Color	$1,250
	NEW! Inside back cover	$2,500
	NEW! Inside front cover	$2,250
	NEW! Highlighted Listing on Booth Map	$500
	NEW! Logo on Booth Map	$250
Convention Mobile App	Banner Ad	$2,500
	NEW! Push Notifications	$500
Pre-convention Email Advertisement	Half-page, bottom position	$2,250
	NEW! Sidebar, Left	$2,000
NEW! Social Media Promotion*	Social media postings on NABA media channels promoting convention related programs, job postings, special events, and booth traffic. Based on execution type.	$500 - $1,000
CONVENTION ESSENTIALS		
Wi-Fi	4 slots at $10,000 or exclusive at $40,000	$10,000-$40,000
Charging Stations		$3,500 each
Hotel Keycards		Unavailable
Lanyards		$20,000
Bag Insert/Product Placement		$2,500
Convention Bag Sponsorship		$25,000
SIGNAGE		
Digital Hotel Signage*		$2,500-$25,000
Exhibit Hall Signage	**NEW!** Highlighted Listing on Booth Map	$250
	NEW! Logo on Booth Map	$500
	Logo on Entrance Expo Unit	Complimentary
Transportation/Shuttle Signage*		Up to $50,000

** Contact business development for more details.*

"Lifting As We Climb"

NABA

7474 Greenway Center Drive
Suite 1120
Greenbelt, Maryland 20770
www.nabainc.org

For more information on partnering with NABA, please email businessdevelopment@nabainc.org.