



NAACP 108th Annual Convention

Sponsorship Opportunities

July 22-26, 2017
Baltimore, MD



ABOUT THE NAACP

Mission

The mission of the National Association for the Advancement of Colored People (NAACP) is to ensure the political, educational, social, and economic equality of rights of all persons and to eliminate race-based discrimination.

Vision Statement

The vision of the National Association for the Advancement of Colored People is to ensure a society in which all individuals have equal rights without discrimination based on race.

With more than 250,000 members and 2,200 units in all 50 states and abroad (Germany, Italy, Spain, Korea, and Japan), the NAACP remains an important and vital progressive voice, focusing on major civil and human rights priorities including: strengthening access to quality education, improving health and environmental justice outcomes, building economic opportunity and security, advancing criminal justice reform and promoting political representation and civic participation.



ABOUT THE CONVENTION

The NAACP Annual Convention is regarded as the event of the year for those interested in advancing civil and human rights.

The NAACP leads a national dialogue on civil rights advocacy through workshops, symposiums, training and related activities. Nearly 8,000 people, including NAACP members, civil rights leaders, community activists, volunteers, business and political leaders, gather to explore and to share models of advocacy for strengthening communities.

This year the National Association for the Advancement of Colored People will hold the 108th Annual Convention in Baltimore, Maryland in the Baltimore Convention Center, July 22-26, 2017.

Baltimore – the colorful, diverse city that is Maryland’s largest city and economic hub, is known for its beautiful harbor, quirky, distinct neighborhoods; unique museums and the world-renowned Johns Hopkins University Hospital to the east and the University of Maryland Medical Center to the west.



Convention Demographics

The NAACP Annual Convention is attended primarily by NAACP members who make up the 2,200 units across the United States and abroad. In addition, it attracts established business professionals, civil rights activists, families, youth and a growing cohort of young professionals.

2016 Conference Registrants included:

- ❖ 2009 registered attendees
- ❖ 750 Job Fair participants
- ❖ 2000 ACT-SO participants
- ❖ 60 CLE registrants
- ❖ 350 Exhibitors
- ❖ 1500 Commerce and Industry Show guests

Convention Media Coverage - Press and Digital Media

More than 200 media outlets covered the 2016 Convention to include:

- ❖ ABC, FOX, NBC, CBS, CNN, NPR, MSNBC

Print coverage included but not limited to:

- ❖ The Huffington Post
- ❖ The Associated Press
- ❖ The New York Times
- ❖ The Wall Street Journal
- ❖ The Cincinnati Enquirer
- ❖ The Washington Post
- ❖ LA Times
- ❖ USA Today
- ❖ New York Daily News
- ❖ Asbury Park Press

CORPORATE SPONSORSHIP

Each year, companies and organizations representing a broad range of industries support the NAACP Convention. Some of our past Sponsors have included:



BRANDING OPPORTUNITIES

- ❖ **Mobile App:** *The Convention Mobile App provides an interactive experience for each attendee and includes a full schedule and real-time information. Branding opportunities include promotional ads and logo placement on the app.*
- ❖ **Convention Live Web Streaming:** *Convention events including keynote speeches, plenary sessions and issue area workshops are live streamed, making the Convention accessible to people around the world. The content of the streaming is archived and remains on the NAACP website for one year including sponsor branding.*
- ❖ **Mobile Lounge/Cyber Cafe:** *Provide an opportunity for convention attendees to access the internet in a comfortable environment. Branding available on charging station signage, located in the Commerce and Industry Show.*
- ❖ **Authors Pavilion:** *Popular and nationally known authors are featured in the Authors Pavilion. Presentations and book signings bring readers together with their favorite writers, located in the Commerce and Industry Show.*

Annual Events

As a Corporate Sponsor, you will be able to interact with national leaders who share a commitment to advancing civil and human rights in communities throughout the country, align as a national partner of the country's oldest and most renowned civil rights organization, and create an opportunity to position your brand among NAACP constituents.

Prayer Breakfast: *Pays tribute to the deceased NAACP leaders who have championed civil rights and through their efforts have changed American society*

Continuing Legal Education (CLE) :
Continuing legal education sessions for legal professionals.

Women in the NAACP (WIN) Empowerment Luncheon: *WIN Forum recognizes the contributions of women in the NAACP who serve as an advocacy vehicle for issues affecting women and the positive development of children.*

Presidents Council Luncheon:
The luncheon provides an opportunity for NAACP unit presidents to network and engage in strategies around their grassroots advocacy.

Youth and College Welcome Reception:
This opening reception provides a networking opportunity for members of the Youth and College Division who attend the convention representing youth units from around the country.

Chairman's Reception:
This reception, hosted by the Chairman of the NAACP National Board of Directors, is attended by national and local NAACP leadership, community volunteers, corporate and political leaders.

Clarence Mitchell Luncheon:

Speakers for the Clarence M. Mitchell Luncheon have included some of the country's greatest legal minds, such as Nathaniel Jones, Kamala Harris and Eric Holder.

Health Luncheon: *Health Professionals address advancing health equity in the African-American community, and how to eliminate disparities in health prevention, testing, treatment and care.*

Roy Wilkins Youth Leadership Luncheon:

In memory of the esteemed Roy Wilkins, NAACP Executive Secretary, this luncheon recognizes the contributions of young leaders committed to advancing civil and human rights.



Annual Events cont.

Youth Mass Meeting:

The Youth & College Division Mass Meeting is planned and implemented by members of the National Youth Work Committee, youth members on the National Board of Directors with a focus on issues that impact young people today.

President & CEO Reception: *This reception hosted by the NAACP President and CEO, is open to all Convention Delegates and provides an opportunity for guests to meet NAACP volunteers and leaders from around the world.*

CLE Reception: *This gathering hosts the legal professionals participating in the Continuing Legal Education (CLE) session.*

Young Professional's Reception:

This reception provides an opportunity for the "Millennial Generation" of NAACP members and young professionals to exchange information and views about their role and contribution to civil rights advocacy.

Clara Luper Youth and College Division Luncheon:

The luncheon pays tribute to the many dedicated adults, nationwide, who volunteer their time and resources to the mentorship and leadership development of young people in youth councils, and college chapters.

National Membership Luncheon:

Pays tribute to stalwart NAACP volunteers/members who continue to excel in ensuring effective grassroots advocacy.

Labor Luncheon:

At this event, NAACP recognizes the role of labor organizations in the long fight for equality in the work place and in building our country.

National Board /Foundation Trustees Dinner:

This exclusive dinner shows appreciation to the dedicated volunteer work of the NAACP Board of Directors And Foundation Board of Trustees.

Youth Freedom Fund Dinner: *This semi formal event celebrates the contributions of the NAACP youth councils and college chapters in advancing the NAACP mission.*

Spingarn Reception/Thalheimer Awards:

This invitation only reception recognizes the Spingarn medalist and achievements of award winning NAACP Units, State and Area Conferences.

Spingarn Dinner: *The Annual Convention concludes with the awarding of the NAACP's highest honor the Spingarn Medal is presented to an African American for his/her outstanding achievement. This black-tie event includes a concert celebration.*



THE AFRO-ACADEMIC, CULTURAL, TECHNOLOGICAL AND SCIENTIFIC OLYMPICS (ACT-SO)



CATEGORIES AND COMPETITIONS



THE SCIENCES/STEM

BIOLOGY/MICROBIOLOGY
CHEMISTRY/BIOCHEMISTRY
COMPUTER SCIENCE
EARTH AND SPACE SCIENCES
ENGINEERING
MATHEMATICS
MEDICINE AND HEALTH
PHYSICS

THE HUMANITIES

MUSIC COMPOSITION
ORIGINAL ESSAY
PLAYWRITING
POETRY



THE PERFORMING ARTS

DANCE
DRAMATICS
MUSIC INSTRUMENTAL/CLASSICAL
MUSIC INSTRUMENTAL/CONTEMPORARY
MUSIC VOCAL/CLASSICAL
MUSIC VOCAL/CONTEMPORARY

THE VISUAL ARTS

ARCHITECTURE
DRAWING
FILMMAKING
PAINTING
PHOTOGRAPHY
SCULPTURE



BUSINESS
ENTREPRENEURSHIP
CULINARY ARTS



CORPORATE SPONSORSHIP OPPORTUNITIES

Presenting Sponsor \$300,000

- ❖ Recognized as the Presenting Sponsor of the NAACP 108th Convention in all press releases and on printed collateral materials where sponsors are listed
- ❖ Opportunity for a company representative to bring greetings at the NAACP 108th Convention
 - ❖ Recognized as the Presenting Sponsor of the President's Reception, or the Chairman's Reception or a convention event of your choice
 - ❖ VIP seating President's Reception
 - ❖ 8 Invitations to Chairman's Reception
 - ❖ 10 invitations to all Convention luncheons and events
 - ❖ Full-page color ad in Official Convention Program Book
- ❖ Welcome letter from your corporate executive included in the Official Convention Program Book
 - ❖ Logo included on Convention registration bags distributed to all attendees
 - ❖ Name /logo prominently displayed on on-site signage
 - ❖ 40x40 booth space in exhibit hall
 - ❖ 30 Convention Registrations
 - ❖ Opportunity to include an ad on Convention mobile app
 - ❖ :30 corporate video looped on monitors located throughout the Convention venue
 - ❖ Logo and link on NAACP website through July 2017

Gold Sponsor \$125,000

- ❖ Recognized as a Gold Sponsor of the NAACP 108th Convention in all press releases and on printed collateral materials where sponsors are listed
- ❖ Recognized as a Presenting Sponsor of a Convention event of your choice (based on availability)
 - ❖ VIP Seating to President's Reception
 - ❖ 6 Invitations to Chairman's Reception
- ❖ Full-page color ad in Official Convention Program Book
 - ❖ Name /logo included on on-site signage
 - ❖ 30x30 booth space in exhibit hall
 - ❖ 14 Convention Registrations
 - ❖ Opportunity to include a promotional ad on Convention mobile app
- ❖ :30 corporate video looped on monitors located throughout the Convention venue
 - ❖ Logo and link on NAACP website through July 2017

CORPORATE SPONSORSHIP OPPORTUNITIES cont.

Silver Sponsor \$75,000

- ❖ Recognized as a Supporting Sponsor of the NAACP 108th Convention in all press releases and on printed collateral materials where sponsors are listed
- ❖ Recognized as a Co-Sponsor of a Convention event of your choice (based on availability)
 - ❖ VIP seating to President's Reception
 - ❖ 4 Invitations to Chairman's Reception
- ❖ Full-page color ad in Official Convention Program Book
 - ❖ Name /logo included on on-site signage
 - ❖ 20x20 booth space in exhibit hall
 - ❖ 8 Convention Registrations
- ❖ Opportunity to include an ad on Convention mobile app
- ❖ :30 corporate video looped on monitors located throughout the Convention venue
 - ❖ Logo and link on NAACP website through July 2017

Major Sponsor \$50,000

- ❖ Recognized as a Contributing Sponsor of the NAACP 108th Convention in all press releases and on printed collateral materials where sponsors are listed
- ❖ Recognized as a Co-Sponsor of a Convention event of your choice (based on availability)
 - ❖ Reserved seating to President's Reception
 - ❖ 2 Invitations to Chairman's Reception
- ❖ Full-page color ad in Official Convention Program Book
 - ❖ Name /logo included on on-site signage
 - ❖ 20x20 booth space in exhibit hall
 - ❖ 6 Convention Registrations
- ❖ Logo and link on NAACP website through July 2017

Partner Sponsor \$25,000

- ❖ Recognized as a Partner of the NAACP 108th Convention in all press releases and on printed collateral materials where sponsors are listed
 - ❖ Reserved seating to President's Reception
- ❖ Full-page color ad in Official Convention Program Book
 - ❖ Name /logo included on on-site signage
 - ❖ 10x10 booth space in exhibit hall
 - ❖ 4 Convention Registrations
- ❖ Listing NAACP website through July 2017

SPONSORSHIP FORM

Sponsorship Levels:

- Presenting Sponsor \$300,000
- Gold Sponsor \$125,000
- Silver Sponsor \$75,000
- Major Sponsor \$50,000
- Partner Sponsor \$25,000

SPONSORING EVENT: *(please check)*

Breakfast:

- Prayer Breakfast - Sunday, July 23, 2017

Luncheons:

- Women in the NAACP Luncheon (WIN) – Sunday, July 23, 2017
- Presidents Council Luncheon – Sunday, July 23, 2017
- Clarence Mitchell Luncheon – Monday, July 24, 2017
- Health Luncheon – Monday, July 24, 2017
- Roy Wilkins Luncheon – Monday, July 24, 2017
- Clara Luper Youth & College Luncheon - Tuesday, July 25, 2017
- National Membership Luncheon – Tuesday, July 25, 2017
- Labor Luncheon – Tuesday, July 25, 2017

Dinners:

- Chairman Reception – Sunday, July 23, 2017
- President & CEO Reception – Monday, July 24, 2017
- CLE Reception – Monday, July 24, 2017
- Young Professional Reception – Monday, July 24, 2017
- Youth Freedom Fund Dinner – Tuesday, July 25, 2017
- Spingarn Reception/Thalheimer Awards – Wednesday, July 26, 2017
- Spingarn Dinner – Wednesday, July 26, 2017

Name _____
Company _____
Address _____ City/State/Zip _____
Daytime Phone _____ Email _____

Please email your form to Jessie Sigmon at jsigmon@naacpnet.org

Payment Terms: A minimum payment equal to 25% of your sponsorship is due with this signed sponsorship commitment form.

Sponsorship opportunities cannot be confirmed without this signed form. Please note all payments must be received in full 30 days prior to the Convention.