



National
Urban League

National Urban League Conference

PENNSYLVANIA CONVENTION CENTER

PHILADELPHIA, PA • JULY 24 - 27, 2013

Sponsorships

Expo

Career &
Networking Fair



A Modern Renaissance City

Save the Date | 2013 National Urban League Conference

July 24 – 27, 2013 | Pennsylvania Convention Center | Philadelphia, PA

Discover Philadelphia as the host city for the 2013 National Urban League Conference. We're a modern renaissance city where history meets innovation and culture. We're most famous as the birthplace of American democracy but we're also rich in diversity and high-tech, modern ideas.

Bring your family and extend your stay to enjoy the grand architecture, tax-free shopping, unsurpassed history, world-class attractions, entertainment and delicious cuisine—all within walking distance of the Pennsylvania Convention Center!

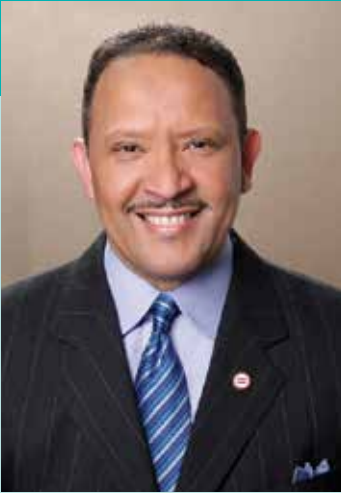
discoverPHL.com

PHLCVB
Philadelphia Convention & Visitors Bureau



National
Urban League

Greetings from the President



Marc H. Morial
President and
Chief Executive Officer
National Urban League

Dear Partner and Supporter,

The National Urban League's 2013 Annual Conference, July 24-27, represents an unparalleled opportunity to interact with thousands of the nation's most influential community leaders, top policy-makers, academicians, business leaders and executives.

A major media event, the Conference generates an average of 40 million distinct media impressions during the two-week period surrounding the conference, with coverage by major news organizations including NBC's "Meet The Press," MSNBC's "Hardball" and "Andrea Mitchell Reports," CNN's "The Situation Room" and "John King USA," as well as the Associated Press, Washington Post and USA Today.

In addition to traditional media, the National Urban League's vast social media network keeps the entire nation connected to the Conference through thousands of the League's own Twitter followers, Facebook fans, Instagram followers, YouTube and email subscribers. Portions of the conference are webcast to a global diverse audience. Factoring in the social network connections of affiliates and attendees, the Urban League Movement's digital reach stretches into millions.

The Conference has been the only event of its kind to feature both major-party presidential nominees during each of the last several elections and attracted a majority of primary contenders in 2008, including Hillary Clinton, John Edwards and Mike Huckabee. In 2004, the nation's attention was riveted on Conference speakers George H. W. Bush and John Kerry. Additionally, leading elected officials and cabinet secretaries have chosen to break major announcements at the conference. Education Secretary Arne Duncan, for example, unveiled the administration's Equity Agenda during the 2010 Conference.

The approximately over 5,000 Conference attendees represent a cross-section of political, civic and business leaders from more than 300 communities in 40 states. At no other time in the history of the Urban League Movement have the affiliate leaders been younger, more educated or more interconnected on a national level. They represent a network of influence reaching hundreds of thousands of Americans who are on the forefront of civic and economic innovation in their communities. They bring with them their experiences and observations, and take back with them the tools of empowerment.

This year, we expect our largest and most dynamic Expo and Career & Networking Fair yet. The 14th annual Young Professionals Summit features a number of opportunities to engage with 21- to 40-year-old attendees, while the college-based Youth Leadership Summit on the Temple University Campus and other sites around the city offers the opportunity to interact with 500 youth and chaperones.

A recent study of the conference showed impressive growth trends over the past five years: Registration has increased by 44 percent, visitors to the Expo hall increased by 61 percent, and registered Young Professionals rose by 86 percent.

The beautiful and historic city of Philadelphia awaits. The convention center and hotels are in the heart of downtown and just blocks from important historical sites, great restaurants and exciting nightlife. Here's your chance to sample the world-famous Philly Cheesesteak, and visit national treasures such as the Liberty Bell, Independence Hall, National Constitution Center and Franklin Court.

We invite you to participate in the 2013 National Urban League Conference and welcome your partnership and support. In addition to exhibiting, diversity recruiting and networking, there are a number of attractive customized sponsorships available. With special discount rates until March 15, reserve your Expo and Career & Networking Fair booths now.

Our special thanks to our 2013 title sponsors: Aramark, Comcast and Independence Blue Cross / AmeriHealth for their generous support and partnership.



NBCUniversal



Table of Contents

Conference Attendee Demographics	5
2012 Sponsors & Exhibitors	6
Sponsorships	7
Levels	8
Galas & Concert	11
Luncheons	12
Receptions	13
Sessions	14
Small Business Matters One-Day Entrepreneurship Summit	15
Power Walk with Marc	16
National Council of Urban League Guilds	17
Young Professionals Summit	18
Expo Hall	20
Volunteer Day of Service	23
Career & Networking Fair	24
In-Kind	27
Youth Leadership Summit	28
Exhibits and Career & Networking Fair	36
Deadlines & Contacts	41

New Digital Initiatives

More social media exposure for sponsors and exhibitors!

In 2012, the National Urban League implemented a new marketing strategy to increase overall exposure for the N.U.L., Conference sponsors and other corporate partners. For the first time, the N.U.L. issued backstage passes to give attendees a video tour that allowed them to go behind the scenes and see interviews with their favorite celebrities and high profile speakers, the excitement of the green room and more. The N.U.L. also issued several text alerts during the Conference to registered attendees including, the Urban League leadership, speakers, exhibitors, young professionals and others. The N.U.L. social media team started several tweet rallies with sponsor giveaways reaching thousands of attendees. Companies were able to do several instant surveys that went directly to attendees iphones, tablets, etc., and attendees shared photos of themselves, the speakers, entertainment and other highlights with their colleagues, family members, friends and fan base on Facebook and other social media sites. This use of Backstage Passes, QR codes, text alerts, tweet rallies, mobosurveys and Instagram created thousands of brand impressions for corporations and gave them the opportunity to directly engage the attendees in a meaningful way.

Following are the digital initiatives that will be available for use during the 2013 Conference:

Backstage Pass



QR Codes



Text Alerts



Tweet Rallies



Mobosurveys



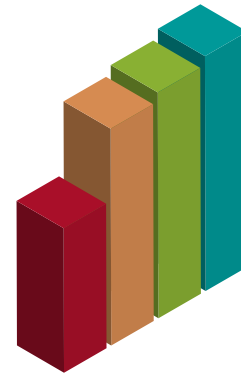
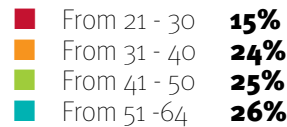
Instagram



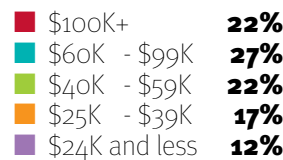
Conference Attendee Demographics

(2012 data)

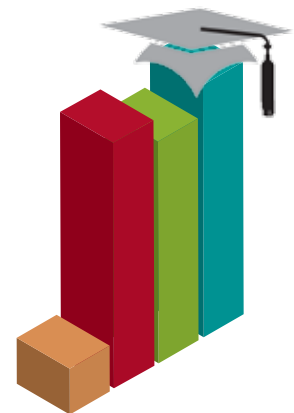
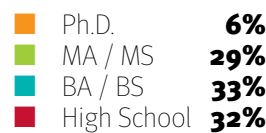
By Age



By Income



By Education



By Gender



Conference

2012 Sponsors & Exhibitors

The following corporations, government agencies and non-profit institutions participated in the 2012 Conference as sponsors, exhibitors or recruiters.

CORPORATE

AARP
Accion Texas Inc.
Adecco Group North America
Altria Group
Amgen
Anheuser-Busch
AT&T
Bank of America
Best Buy
Blackbaud
Boeing
BP America
Caesars Entertainment
Capital One Bank
Cenpatico
Centene Corporation
Chevron
Chrysler Group LLC
Citi Community Development
The Coca-Cola Company
Comcast Corporation
ConAgra Foods, Inc.
Cox Enterprises
Credit Suisse
CVS Caremark
Darden Restaurants
Dell Inc.
Dr. Pepper Snapple Group
Educational Testing Service
Edward Jones
Eli Lilly & Co.
Enterprise Rent-A-Car
EXCELth
Facebook
FedEx Corporation
Ford Motor Company
Fresenius Medical Care
GEICO
General Mills
Georgia-Pacific LLC
The Goodyear Tire and Rubber Company
H-E-B Stores
Hess Corporation
Hiram Style LLC
Hilton Worldwide
Honda
Hudson News
Hyatt Corporation
IBERIABANK
Intel Corporation
International Business Kids
jcpenney
Johnson & Johnson
JPMorgan Chase & Co.
JP West
Kansas City Southern Railway Company
Kraft Foods
Kroger Manufacturing
LA Works
Louisiana Healthcare
Macy's
Marriott International, Inc.
McAlister's Deli
McDonald's Corporation
MetLife, Inc.
MGM Resorts International
MillerCoors
Moet Hennessy USA
Nationwide Insurance
NextEra Energy
Nielsen
Organo Gold
PepsiCo, Inc.
Philadelphia Convention & Visitors Bureau
Pitney Bowes Inc.
Praxair, Inc.
Progressive Insurance
Prudential Financial
Selective Service System
The ServiceMaster Company
Shell Oil Company
Sodexo
Sprint Nextel Corporation
Starbucks Coffee Company
State Farm Insurance
Target
The Allstate Insurance Company
The TJX Companies Inc.
Time Warner Inc.
Toyota Motor Sales, USA, Inc.
UPS
Valero St. Charles Refinery
Visero
Volkswagen Group of America
Walgreens
Walgreens Way to Well Heath Tour with National Urban League
Walmart Stores Inc.
The Walt Disney Company
Wells Fargo

GOVERNMENT

Centers of Medicare and Medicaid Services
Central Intelligence Agency (CIA)
FDA Office of Women's Health
Federal Bureau of Investigation (FBI)
Federal Communications Commission
Federal Deposit Insurance Corporation (FDIC)
Federal Reserve Bank of Chicago
NASA/Stennis Space Center
Office of the Comptroller of the Currency
Social Security Administration
U.S. Army
U.S. Consumer Product & Safety Commission
U.S. Department of Education-Federal Student Aid
U.S. Department of State
U.S. Department of the Treasury
U.S. Department of Veterans Affairs -- National Cemetery Administration
United States Marine Corps
U.S. Postal Service
U.S. Securities & Exchange Commission
U.S. Small Business Administration

NON-PROFIT & ACADEMIA

American Petroleum Institute
Bentley University
Business Resource & Entrepreneurship Center - Urban League of Greater New Orleans
City Year
Congressional Black Caucus Foundation
Daughters of Charity Services of New Orleans
DeVry University
Equal Opportunity Publications
Harmony Neighborhood Development
Human Rights Campaign
March of Dimes
National Association of African Americans in Human Resources
National Education Association
National Responsible Fatherhood Clearinghouse
National Urban League Wrongful Foreclosure & Loan Scam Alert Campaign
Partners Achieving Success-105 Voices of History
Teach for America
The NOCCA Institute
Urban League of Springfield / Camp Atwater
Urban League JobsNetwork
Workplace Diversity
Y-USA

MEDIA

Black Enterprise
Black EOE Journal
Clear Channel Media & Entertainment New Orleans
Comcast Corporation
COX Enterprises
Data News Weekly
KMEZ/KKND
POLITIC365
Praise 94.9 FM-WPRF
The Louisiana Weekly
The New Orleans Tribune
WBOK1230AM

Sponsorships

Sponsorships

Levels

Sponsorship Levels

Title Sponsor	\$250,000 +	Partner	\$ 50,000 +
Principal	\$140,000 +	Advocate	\$ 35,000 +
Premium	\$100,000 +	Supporter	\$ 20,000 +
Champion	\$ 80,000 +	Patron	\$ 10,000 +
Outstanding	\$ 65,000 +	Friend	In Kind

Standard Benefits

ALL CONFERENCE SPONSORS WILL RECEIVE THE FOLLOWING BRANDING RECOGNITION, ACCESS, REGISTRATIONS AND TICKETS:

Signage

- Logo on the Wall of Sponsors display in the convention center
- Logo recognition in the program guide
- Logo on Annual Conference Website

Registrations and Tickets

- Registration badges for access to sessions and tickets for the lunches, N.U.L. Concert and the Whitney M. Young, Jr. Award Gala

Recognition

- On-screen recognition at major conference events

Access

- Access to Urban League leadership, young professionals, speakers, volunteers, N.U.L. funders, sponsors and partners during the conference



Title Sponsor – \$250,000

STANDARD BENEFITS PLUS...

- Premium 20 x 20 expo booth
- Premium 10 x 10 Career & Networking Fair booth and an interview booth
- Logo/link on Annual Conference Website
- Logo on e-blast announcements, on-site registration area, the hotel key cards, and the welcome banner
- Full page color ads in the conference program guide and Expo & Employment guide
- 30-second video to be shown at major events
- Meet/greet and photo opps with select VIPs
- CEO mention and quote in a conference release
- CEO greeting page in the program guide
- CEO remarks at the State of the Urban League Keynote Address (kick-off event) (3 minutes)
- CEO (or senior executive) access to green rooms for photo opps at select major events
- Product inclusion in conference bags (5000)
- 20 conference registrations
- 20 premium tickets for the Business, National Council of Urban League Guilds Leadership and Women of Power Luncheons; Whitney M. Young, Jr. Awards Gala and N.U.L. Concert (2 tables per event)
- 20 VIP invitations for the President's Reception; Salute to Urban League Leaders; the Whitney M. Young, Jr. Awards Gala Reception; and 10 for the Chairman's Reception
- 10 Young Professionals Summit registrations
- Head table seating at the luncheons and Whitney M. Young, Jr. Awards Gala
- Reserved seating at Keynote Address and all general sessions
- Social media exposure

Principal Sponsor – \$140,000 +

STANDARD BENEFITS PLUS...

- Premium 10x30 expo booth (Cannot be substituted for a Career & Networking Fair booth)
- Logo on the welcome banner
- Full page color ads in the conference program guide and Expo & Employment guide
- 30-second video to be shown at major events
- Meet/greet and photo opps with select VIPs
- 10 conference registrations
- 10 premium tickets for the Business, National Council of Urban League Guilds Leadership and Women of Power Luncheons; Whitney M. Young, Jr. Awards Gala and N.U.L. Concert (1 table per event)
- 10 VIP invitations for the President's Reception; Salute to Urban League Leaders; the Whitney M. Young, Jr. Awards Gala Reception and 5 for the Chairman's Reception
- 5 Young Professionals Summit registrations
- Reserved seating at the Keynote Address
- Social media exposure

Premium Sponsor – \$100,000 +

STANDARD BENEFITS PLUS...

- Premium 10x20 expo booth (Cannot be substituted for a Career & Networking Fair booth)
- Logo on the Welcome Banner
- Full page color ads in the conference program guide and Expo & Employment guide
- 30-second video to be shown at select major events
- Meet/greet and photo opps with select VIPs
- 10 conference registrations
- 10 premium tickets for the Business, National Council of Urban League Guilds Leadership and Women of Power Luncheons; Whitney M. Young, Jr. Awards Gala and N.U.L. Concert (1 table per event)
- 10 VIP invitations for the President's Reception; Salute to Urban League Leaders; the Whitney M. Young, Jr. Awards Gala Reception
- Social media exposure

Champion Sponsor – \$80,000 +

STANDARD BENEFITS PLUS...

- Premium 10 x 10 Expo booth (Cannot be substituted for a Career & Networking Fair booth)
- Logo on the welcome banner
- Full page color ad in the conference program guide and Expo & Employment guide
- 7 conference registrations
- 7 tickets for the Business, National Council of Urban League Guilds Leadership and Women of Power Luncheons; and the Whitney M. Young, Jr. Awards Gala
- 7 invitations for the President's Reception, Salute to Urban League Leaders, and the Whitney M. Young, Jr. Awards Gala Reception

Partner – \$50,000 +

STANDARD BENEFITS PLUS...

- 5 conference registrations
- 5 tickets to the Business and the National Council of Urban League Guilds Leadership Luncheons, and the Whitney M. Young, Jr. Awards Gala
- 2 invitations for the President's Reception and 5 for the Salute to Urban League Leaders

Supporter – \$20,000 +

STANDARD BENEFITS PLUS...

- 3 conference registrations
- 3 tickets to the Business Luncheon and the Whitney M. Young, Jr. Awards Gala
- 3 invitations to the Salute to Urban League Leaders

Friend

STANDARD BENEFITS PLUS...

- 2 conference registrations
- 2 tickets to the Business Luncheon and the National Council of Urban League Guilds Leadership Luncheon
- 2 invitations to the Salute to Urban League Leaders

Outstanding Sponsor – \$65,000 +

STANDARD BENEFITS PLUS...

- Logo on the welcome banner
- Full page color ad in the conference program guide
- 5 conference registrations
- 5 tickets for the Business, National Council of Urban League Guilds Leadership and Women of Power Luncheons; and the Whitney M. Young, Jr. Awards Gala
- 5 invitations for the President's Reception; Salute to Urban League Leaders and the Whitney M. Young, Jr. Awards Gala Reception

Advocate – \$35,000 +

STANDARD BENEFITS PLUS...

- 4 conference registrations
- 4 tickets to the Business and National Council of Urban League Guilds Leadership Luncheons; and the Whitney M. Young, Jr. Awards Gala
- 4 tickets to the Salute to Urban League Leaders

Patron – \$10,000 +

STANDARD BENEFITS PLUS...

- 2 conference registrations
- 2 tickets to the Business Luncheon and the Women of Power Luncheon
- 2 invitations to the Salute to Urban League Leaders

Make your sponsorship decisions early.

Pricing on sponsorship opportunities listed in this book will increase after February 15.



Sponsorships

Galas and Concert

Whitney M. Young, Jr. Awards Gala & Reception

Saturday, July 27, 7:30 p.m.

\$100,000 Each Per Co-Sponsor

The Awards Gala is an annual black tie event that is held to honor civil rights legends and other renowned individuals such as last year's honorees, music icon Stevie Wonder and U.S. Attorney General Eric Holder. The evening is a celebration that marks the end of the Conference for that year. Up to 1,200 guests attend the Whitney M. Young, Jr. Awards Gala.

Quarter Century Club's Mahlon T. Puryear Reception & Dinner

Thursday, July 25, 4:30 p.m.

\$40,000 Each Per Co-Sponsor

This annual event will recognize and celebrate the contributions of Urban League board members, volunteers and staff who have served the organization for 25 years. There will be a special induction of new members.

N.U.L. Concert

Thursday, July 25, 8:30 p.m.

\$60,000 Each Per Co-Sponsor

Each year the N.U.L. Concert is held at the Conference with a lot of excitement and fan anticipation. The featured performer is always a music sensation such as last year's entertainers, Chaka Khan and Doug E Fresh.

Sponsor Benefits

THE SPONSOR OF THE JOINT URBAN LEAGUE LEADERSHIP LUNCHEON WILL RECEIVE THE FOLLOWING BENEFITS:

- Photo opps with the Urban League Leadership
- The opportunity to make brief remarks (2 minutes)
- Social media exposure
- A premium table for colleagues and guests (10 seats)
- Signage at the Luncheon

Joint Urban League Leadership Luncheon

Wednesday, July 24, 12:00 p.m.

\$65,000 / Exclusive Sponsorship

The Joint Urban League Leadership Luncheon salutes the leadership of the Urban League Movement. This annual luncheon gives a sponsor the opportunity to engage the leadership of the Urban League Movement. Luncheon guests include over 250 chairpersons and presidents of Urban League affiliates, as well as the chapter presidents of the National Council of Urban League Guilds and the National Urban League Young Professionals..

Sponsor Benefits

SPONSORS OF THE BUSINESS LUNCHEON, THE NATIONAL COUNCIL OF URBAN LEAGUE GUILDS LEADERSHIP LUNCHEON AND THE WOMEN OF POWER LUNCHEON WILL RECEIVE THE FOLLOWING BENEFITS:

- Headtable seating among the honorees
- Photo opps with the honorees and the Mistress of Ceremonies
- The opportunity to make brief remarks (2 minutes)
- The Opportunity to show a 30-second video at the Luncheon
- Social media exposure
- A premium table for colleagues and guests (10 seats)
- Signage at the Luncheon

National Council of Urban League Guilds Leadership Luncheon

Friday, July 26, 12:00 p.m.

\$90,000 Each Per Co-Sponsor

Each year, the National Urban League and its affiliates pay tribute at the Conference to the National Council of Urban League Guilds, the Urban League Movement's longest serving volunteer auxiliary. During the Luncheon, the National Urban League presents the Mollie Moon Award, named after the founder of the Guild, to an outstanding Guild chapter president. Up to 1,000 Urban League affiliate CEOs, Board chairpersons, members and volunteers, Conference sponsors and exhibitors turn out to show their support for the National Council of Urban League Guilds.

Women of Power Awards Luncheon

Saturday, July 27, 12:00 p.m.

\$90,000 Each Per Co-Sponsor

The Women of Power Awards Luncheon is held to honor trailblazers for their leadership in creating a path for other women to follow. Women leaders are chosen from the corporate sector, from the political arena, from media and entertainment and community service, among others. The Mistress of Ceremonies for the Luncheon is Michelle Miller, CBS News Correspondent and wife of N.U.L. president & CEO Marc H. Morial. More than 1,200 registered attendees participate in this luncheon each year.

Business Luncheon

Thursday, July 25, 12:00 p.m.

\$90,000 Each Per Co-Sponsor

The Business Luncheon is held on what is traditionally "corporate day" at the Conference. The CEO of a Fortune 500 corporation is the keynote speaker. The N.U.L. presents one of its highest corporate awards, the Donald H. McGannon Award named after a former N.U. L. chairman, to business executives who exemplify strong corporate citizenship through their support of the N.U.L., the African American community and other underserved citizens. Up to 1,200 Urban League leaders, N.U.L. corporate funders and partners, Conference sponsors and exhibitors, and community leaders attend the Business Luncheon each year.

Sponsor Benefits

SPONSOR BENEFITS FOR THESE RECEPTIONS WILL INCLUDE:

- 10-20 invitations
- Signage
- Brief remarks (1-2 minutes)
- Branding on event invitation (as appropriate)
- Opportunity to provide giveaways and prizes

President's Reception

Wednesday, July 24, 8:00 p.m.

**\$75,000 / Title Sponsorship and
\$35,000 per Co-Sponsor**

An estimated 400 guests will attend this invitation only VIP reception hosted by Marc Morial the President & CEO of the National Urban League immediately following the grand opening of the conference. VIPs will include elected officials, business leaders, corporate partners, leaders in the civil rights community, other local community leaders, National Urban League Board of Directors, and Urban League leadership.

Salute to Urban League Leaders

Friday, July 26, 6:00 p.m.

\$60,000 Per Co-Sponsor

The National Urban League will host approximately 600 guests to a reception to honor Urban League leaders from across the country for their leadership and commitment. Invited guests will include national and local affiliate Board members and partners, among others.

Chairman's Reception

Thursday, July 25, 6:00 p.m.

\$60,000 / Exclusive Sponsorship

The chairman of the National Urban League will host this very special reception for N.U.L. Board members; Urban League presidents and Board Chairpersons. Approximately 250 guests will attend this invitation only reception.



Sponsor Benefits

SPONSOR BENEFITS FOR THESE SESSIONS WILL INCLUDE:

- Premium reserved seats (5 front row and 5 to 10 other VIP reserved seats)
- 30-second video (excluding Workshops and the Family Session)
- Limited green room access and photo opp
- On-screen (as available), entrance and in-room signage
- Brief remarks (2 minutes)
- Opportunity to provide giveaways
- Branding in session program (Keynote Session only)
- Panelist Opportunity (Workshops only)
- Photo opps with speakers or panelists

Opening Session

State of the Urban League Keynote Address

Wednesday, July 24, 6:00 p.m.

**\$150,000 / Exclusive Sponsorship or
\$75,000 Per Co-Sponsor**

National Urban League President & CEO Marc H. Morial will be the featured speaker. This marks the kick-off and is considered a highlight of the Conference. Approximately 1,200 to 1,500 registrants are expected to attend.

The Plenary Sessions are keynote opportunities for high profile experts. Speakers or panelists discuss the policy implications of issues such as urban education, homeownership, health and quality of life, financial independence, employment and small business ownership, among others.

Opening Plenary Session

Thursday, July 25, 8:00 a.m.

\$60,000 / Exclusive Sponsorship

Approximately 1,000 to 1,500 conference registrants are expected to attend.

General Plenary Sessions

Thursday, July 25, 3:30 p.m.

Friday, July 26, 8:00 a.m. and 3:30 p.m.

\$60,000 / Exclusive Sponsorships

Approximately 600 registrants are expected to attend.

Youth Leadership Summit Town Hall

Friday, July 26, 3:00 p.m.

\$60,000 / Exclusive Sponsorship

This Town Hall will feature an exciting panel of youth and adults who will discuss one of the key issues impacting youth today. Approximately 600 youth and youth program managers, will be present to hear the panel engage in an exciting exchange of ideas.

Family Session

Saturday, July 27, 8:00 a.m.

\$30,000 / Exclusive Sponsorship

A must-attend event for Urban Leaguers. Approximately 600 Urban League Leadership, members and supporters are expected to attend. The N.U.L. will recognize its affiliates marking special milestones. There will be a featured address by a renowned pastor and a performance by a local gospel choir.

Workshops

Thursday, July 25, and Friday, July 26,
10:30 a.m. and 2:15 p.m.

\$40,000 / Exclusive Sponsorships Per Workshop

Attendance will be 50 - 75 registrants per workshop. The workshops will focus on the National Urban League's four empowerment goals: Education; Healthcare; Housing; Jobs/Workforce Development; and on Young Professionals issues and concerns.



Sponsorships

Small Business Matters

Small Business Matters One-Day Entrepreneurship Summit

Saturday, July 27

**\$160,000 / Exclusive Sponsorship
Or \$90,000 Each Per Co-Sponsor**

**New Business Pitch Competition:
\$50,000 / Exclusive Sponsorship
or \$25,000 Per Co-Sponsor**

**Workshops: \$30,000 Each /
Exclusive Sponsorship**

The 2013 annual one-day summit for minority-owned small businesses will focus on:

- Supplier Diversity Development**
- Business Financing**
- Business Marketing**
- Accessing Contract Opportunities (public/private)**
- Goldman Sachs 10,000 Small Businesses Program**

The Summit provides an opportunity for minority business owners to network with purchasing managers and supplier

diversity representatives from Fortune 500 companies, and federal, state and local government agencies, successful entrepreneurs and small business experts. This third annual summit is expected to attract over 350 small business owners from Pennsylvania and other east coast cities such as New Jersey, New York, Connecticut and Washington, DC.

The Summit is designed to give minority small business owners the tools needed to grow and develop their businesses and most importantly, provide access to those making purchasing decisions for major corporations and government agencies.

The summit will feature a keynote luncheon speaker, workshops, a Business Opportunity Room for face-to-face meetings with purchasing managers, and a pitch competition for new small business owners to vie for a \$10,000 prize.

2012 Participating Companies:

Leading Sponsors:

Pitney Bowes
Wells Fargo

Media Sponsor

Black Enterprise

Co-Sponsors

Capitol One Bank
Facebook
IBERIABANK

And

ConnXus
Dell
Goldman Sachs *10,000 Small Businesses*
Hewlett Packard
International Franchise Association
Office of U.S. Senator Mary Landrieu
Committee on Small Business and Entrepreneurship
Shell Oil Company
Time Warner Inc.
UPS
U.S. Small Business Administration

Sponsor Benefits

SPONSOR BENEFITS FOR THE ENTREPRENEURSHIP SUMMIT MAY INCLUDE:

- Opportunity to participate on workshop panels
- A premium table (seats 10) for the summit luncheon
- Consideration for serving as a pitch competition judge
- A table in the Business Opportunity Room and branding in e-blast promotions, the summit brochure and the official conference program guide



Sponsorships

Power Walk with Marc



The Warm-up

Power Walk with Marc

Saturday, July 27, 7:00 a.m.

\$35,000 / Exclusive Sponsorship

The National Urban League is committed to the health and fitness of African Americans and this Power Walk is a demonstration of our commitment. The early morning walk will be led by a fitness expert and N.U.L. president and CEO Marc Morial. The warm-up and brisk walk will get the heart pumping and boost the energy level of the participants. Up to 200 walkers are expected to join us for the walk through downtown Philadelphia.

The Walk



THE SPONSOR OF THE POWER WALK WITH MARC WILL RECEIVE THE FOLLOWING BENEFITS:

- The company logo on the official Power Walk with Marc tee shirts worn by the participants
- Signage at the Walk and on promotional material to be handed out at the conference
- Recognition in the official Conference program guide, and e-blasts prior to the conference
- Recognition on the Conference Website
- Social media exposure
- The opportunity to make brief remarks at the kick-off of the Walk
- Photo opps with N.U.L president & CEO Marc Morial and participants in the Power Walk with Marc

Sponsor Benefits

Sponsorships

National Council of Urban League Guilds



Presidents and members of Urban League Guild Chapters who were on hand for the 70th Anniversary Celebration at the 2012 Annual Conference.

The National Council of Urban League Guilds (NCULG) is a volunteer auxiliary of the National Urban League. Started in New York City in 1942, the concept of a volunteer auxiliary soon caught on and spread to Urban League affiliates and the NCULG was formed. Today the Guild has 57 chapters across the country. Guild members are a valuable part of the Urban League movement in the areas of fundraising, community service, community awareness and

leadership. They contribute thousands of volunteer hours annually to support the mission of the National Urban League and its affiliates. Each year members volunteer at their respective Urban League job and health fairs and engage in a day of service in their communities in collaboration with the National Urban League Young Professionals. At last year's conference, the National Urban League paid tribute to the Guild on its 70th anniversary. Each year, the National

Urban League recognizes the Guild at the National Council of Urban League Guilds Leadership Luncheon for their dedication and service. The Luncheon is traditionally held on a Friday. The Guild also conducts business meetings during the Annual Conference and provides training sessions to help its members hone their leadership skills and become more effective volunteers and community advocates.

2013 National Council of Urban League Guilds Leadership Luncheon

Friday, July 26, 12:00 p.m.

\$80,000 Each Per Co-Sponsor

Turn to page 12 for sponsorship details.

Sponsorships

Young Professionals Summit

The 2013 Conference will celebrate the Young Professionals Summit's 14th year of success! The Young Professionals Summit engages the audience of 21-40 year old professionals in high-powered sessions and networking events. Each year, the National Urban League introduces its partners to hundreds of up and coming professionals from its 57 Urban League Young Professionals chapters nationwide. These young professionals view the Summit as an opportunity to meet leading corporate executives and learn from civic leaders, social advocates and others who can share effective strategies on professional advancement. Over 350 young professionals are expected to participate in the Summit in 2013; e-blasts and other promotions are expected to reach over 4,500 young professional chapter members.



Young Professionals Summit Sponsorship Opportunities

SPONSORS OF THE YOUNG PROFESSIONALS SUMMIT WILL RECEIVE THE FOLLOWING BENEFITS:

- Signage
- Link on the NULYP Website – **NEW!**
- Social media exposure via Facebook, twitter and instagram – **NEW!**
- Tickets for the Young Professionals Luncheon
- Invitations to the Young Professionals Summit Welcome Reception
- Tickets to the Young Professionals networking event
- Conference registrations
- Tickets to the Conference luncheons, the N.U.L. Concert and the Whitney M. Young, Jr. Awards Gala (as appropriate)
- Invitations to the conference receptions
- Logo on the conference Website
- Logo on the Wall of Sponsors display and in the program guide

Sponsor Benefits

Sponsorships

Young Professionals Summit

Young Professionals Summit Luncheon

Thursday, July 25, 12:00 p.m.

\$60,000 / Exclusive Sponsorship

The Luncheon will kick off the 2013 Young Professionals Summit. More than 350 young professionals will attend. There will be a featured keynote speaker

Young Professionals Summit Welcome Reception

Thursday, July 25, 5:30 p.m.

\$75,000 / Exclusive Sponsorship

Young Professionals Summit Networking Socials

Thursday and Friday, July 25 and 26, 10:00 p.m.

Co-sponsorships are available at a minimum of \$35,000 each

Young Professionals Summit Workshops

Thursday and Friday, July 25 and 26,
10:00 a.m. and 2:15 p.m.

\$40,000 / Exclusive Sponsorship per session

Young Professionals Speed Networking Reception

Friday, July 26, 5:15 p.m.

\$30,000 / Exclusive Sponsorship

A Career & Networking Fair event.

National Urban League Young Professionals Business Meeting and President's Breakfast

\$25,000 / Exclusive Sponsorship

National Urban League Young Professionals Annual Service Report

\$30,000 / Exclusive Sponsorship

National Urban Leagues Young Professionals

The National Urban League Young Professionals (NULYP) is an Urban League volunteer auxiliary of 21-40 year olds looking for an opportunity to make a difference. With 57 chapters across America, young professionals support the Urban League Movement through volunteerism, philanthropy and membership development. They dedicate countless volunteer hours annually upholding the National Urban League's mission. NULYP contributes to the development of its members by providing annual training to help members hone their leadership skills and build capacity to support their Urban League affiliates and their community. Each year members engage in a Day of Service —major volunteer projects in chapter communities. Another central part of the NULYP mission is engagement in civic activities. The annual Young Professionals Summit provides members with exposure, learning and networking opportunities. Over 350 Young Professionals attend the Summit each year.

Year-round NULYP Activities

To sponsor any of these activities and events contact Maria McFarlane at the National Urban League

- NULYP On The Hill/ National Urban League Legislative Policy Conference (March)
- National Urban League Young Professionals Day of Service (April)
- National Urban League Young Professionals Summit (July)
- Young Professional's Leadership Training Weekend/ Whitney M. Young Leadership Development Conference (October)





Conference attendees and local residents will flock to the three-day exhibits as in the past to get information and health screenings in the Health Zone, attend power-packed sessions featuring celebrity panelists and experts, and win prizes. Visitors will have the opportunity to meet, greet and pose for photos with their favorite celebrity speakers. There will also be a celebrity hot spot adjacent to the Empowerment Stage where a number of celebrities will be panelists. Visitors will be able to purchase their books, CDs and posters.

A recent study of the N.U.L. Conference revealed that the number of visitors to the Expo Hall has increased significantly over the past five years.

In 2013, the three-day Expo Hall will feature hundreds of booths with a number of Fortune 500 and other companies, large government agencies and non-profit institutions exhibiting.

Expo Hall Main Stage & Celebrity Hot Spot

\$150,000 / Exclusive Sponsorship

Be in the center of it all with over 6,000 expected visitors during this three-day event! Located in the Expo Hall at the convention center, the Main Stage will feature Empowerment Seminars, local entertainment, and more. Everything will be free and open to the public.

Sponsor Benefits

SPONSORS OF THE MAIN STAGE AND CELEBRITY HOT SPOT WILL RECEIVE:

- Exclusive billing on the stage; Logo prominently placed in Main Stage signage
- Logo inclusion on Expo Hall entrance unit/signage; Logo inclusion in all communications promoting the Expo Hall
- Logo on all printed and digital materials promoting the Expo Hall
- Logo on Website; Selected event photos placed on post-conference online photo gallery
- Inclusion in Expo Hall press releases (1-3)
- Company hash tag included in social media promotion
- Mention in conference video reels broadcasted in Plenary Sessions
- Opportunity to speak on the Main Stage about your company
- Logo on "Thank You" banner
- Expo & Employment Guide mention

Empowerment Seminars

\$60,000 each / Exclusive Sponsorship

These four power-packed seminars with celebrities and local and national experts will inspire people to live their best life and empower them to make a difference in their community. Located on the Expo Hall floor, these sessions are free and open to the public as well as to general conference attendees. Seating will be for 200. The number of Expo attendees is estimated to be 6,000.

Saving Our Sons: A Man Empowered While statistics may show increased rates of incarceration, joblessness and low academic achievement for Black males, there have been tremendous strides toward empowerment. In this conversation, men who have achieved and are living their dreams will reflect upon common struggles and hopes every man encounters in the journey to empowerment. The panelists will break down the socioeconomic and personal barriers (health, employment, housing and education) to empower the audience. This panel is also for women who want to empower the men in their lives.

Transforming Your Life, Reclaiming Your Power The capacity to thrive is within us all. No matter where you are in your journey, whether you're starting over or living your dream, this panel will give you the tools needed to help transform your life. Join us for a powerful session that will set you on the track towards transforming your life and reclaiming your power.

Creating Empowered Communities Our success depends on more than community involvement. It's about community empowerment -- taking ownership and action towards change. Whether you have unique skills or your talent is helping to make others better, you have the power to change lives. Learn how you can use gifts to empower yourself, your family, and your community, from those who've done it. Empowered communities mean empowered people.

Saving Our Sisters: Empower Your Mind, Body & Soul As the role of women in our society changes, so do their challenges. Women face universal obstacles, as well as unique difficulties all their own. In this inspirational session, a panel of empowered, successful women will share their insights and knowledge on health, education, family, career and success in balancing it all. Create a better you!

Sponsor Benefits

SPONSORS OF THE EMPOWERMENT SEMINARS WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo inclusion on stage signage
- Logo inclusion in all Expo Hall communications, promoting the Expo Hall
- Logo on all printed and digital materials promoting the Expo Hall
- Logo on Website
- Company hash tag included in social media promotion
- Photo opportunity with celebrity panelists
- Seminar listing that features a holistic approach to empowerment – health, education, housing and; employment discussed in each session

Health Zone

\$90,000 / Exclusive Sponsorship

The goal of the Health Zone is to teach attendees how to live a healthy, active lifestyle. Health practitioners conduct screenings and health experts provide important health information. In 2013 there will be a special focus on healthy eating, exercising to stay fit, relaxation and ways to reduce stress.

Sponsor Benefits

THE SPONSOR OF THE HEALTH ZONE WILL RECEIVE THE FOLLOWING BENEFITS:

- Branding on the entrance signs as well as special recognition in the program guide
- A full page color ad in the Expo and Employment Guide and special mention at major sessions to promote the zone.
- A complimentary 20 x 20 booth in a preferred location in the zone and mention in special radio promotions



Lash Bar and Grooming Station

Lash Out Against Inequality!

\$30,000 / Exclusive Sponsorship

Eyebrow shaping and eyelash extensions and male grooming are the hottest trends in beauty today. Eyebrow shaping and eyelash extensions are performed by licensed estheticians and certified eyelash extensions professionals. These simple techniques will glamorize women (57% of attendees) during their visit to the Expo Hall. Join us and Lash Out Against Inequality!

Sponsor Benefits

THE SPONSOR OF THE LASH BAR AND GROOMING STATION WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo inclusion in all Expo Hall communications promoting the Expo Hall
- Logo on printed and/or digital materials promoting the Lash Bar
- Logo on website
- Selected event photo placed on post-conference online photo gallery
- Logo on signage placed in Expo Hall and throughout Convention Center
- Mention in conference video reels broadcasted in Plenary Sessions
- Opportunity for product giveaways
- Expo & Employment Guide mention

Expo Lounge

\$30,000 / Exclusive Sponsorship

The Expo Lounge will be a space for exhibitors to hold client meetings, relax, check e-mails, and more. Complimentary hot and cold beverages will be served throughout the day.

Benefits

THE SPONSOR OF THE EXPO LOUNGE WILL RECEIVE THE FOLLOWING BENEFITS:

- Featured on the entrance signage
- Recognition and a full page color ad in the Expo & Employment Guide

I Am EMPOWERED Photo Booth

\$50,000 / Exclusive Sponsorship

Lights, camera, action! Take an I AM EMPOWERED color digital photo with your logo embedded on the green screen that attendees can share with family and friends! It's a fun activity that connects your brand to people of all ages and walks of life.

Sponsor Benefits

THE SPONSOR OF THE I AM EMPOWERED PHOTO BOOTH WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo inclusion on selected Expo Hall communications promoting the Expo Hall
- Selected event photos placed on post-conference online photo gallery
- Logo on signage placed in Expo Hall and throughout Convention Center
- Mention in conference video reels broadcasted in Plenary Sessions
- Logo on Website
- Inclusion in social media promotion
- Expo & Employment Guide mention

Expo & Employment Guide

\$50,000 / Exclusive Sponsorship

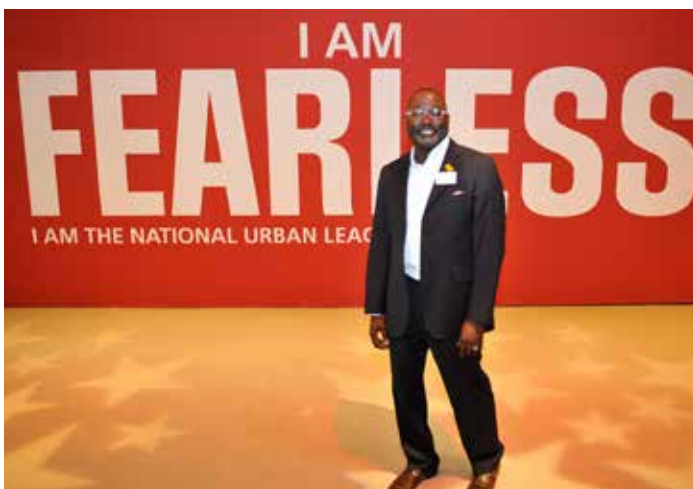
There will be up to 6,000 guides available for distribution to registered attendees. The books will also be available at the registration counters and at the Expo and Career Fair. It will contain information for both the Expo Hall and the Career Fair.



Sponsor Benefits

THE SPONSOR OF THE EXPO & EMPLOYMENT GUIDE WILL RECEIVE THE FOLLOWING BENEFITS:

- A premium full page ad in the guide (either the Inside front or back covers or the outside back cover)
- Opportunity to include a profile of the company's community service initiatives
- A 10 x 20 Expo booth and a Career & Networking Fair booth, a private interview booth, complimentary registrations & exhibit booth passes and free job postings on the online employment network



Sponsorships

Volunteer Day



Volunteer Zone and Day of Service

\$85,000 / Exclusive Sponsorship

The Volunteer Zone, located on the Expo Hall floor, is an opportunity for conference attendees and the general public to give back to the local community. The Volunteer Zone will be open for three days. Onsite projects include assembling care packages and creating special greeting cards and assembling back-to-school packets. Giving back to the community is a top priority for the National Urban League and its local affiliates. Volunteering is empowerment in action!

Sponsor Benefits

THE SPONSOR OF THE VOLUNTEER DAY WILL RECEIVE THE FOLLOWING BENEFITS:

- Branding on entrance to zone
- Special recognition in the registration and program guides
- Selected photos placed on post-conference online photo gallery
- Mention in promotional ads and e-blasts
- Full page color ad in the Expo & Employment Guide
- Opportunity to offer giveaways and prizes
- Social media exposure

We welcome additional donations of back to school supplies. These will be donated to Philadelphia elementary schools.



Sponsorships

Career & Networking Fair



Sponsor Benefits

SPONSORSHIP OF THE CAREER AND NETWORKING FAIR MAY INCLUDE THE FOLLOWING BENEFITS:

- A Career & Networking Fair booth
- Private interview booth
- Entrance unit branding
- Full-page color ad in the Expo & Employment Guide
- Company profile in the Expo & Employment Guide
- Job postings on the Urban League Jobs Network
- Resumes from Urban League Young Professional chapter members
- Social media exposure
- Opportunity to lead a professional development workshop or session
- Logo on the Jobs Network Career & Networking Fair page of the Conference Website
- Complimentary participation in the July and October Virtual Career & Networking Fairs
- Logo on Career & Networking Fair e-blasts to job-seekers
- E-blast of company profile to job-seekers
- Company's 2-3-minute video
- Copies of the 2013 State of Black America report

Each year, the Career & Networking Fair attracts over 3000 job seekers that include experienced professionals and recent college graduates. These candidates are from the host city as well as conference attendees from across the nation. They are interested in advancing professionally, or making a career change. The event is marketed via a media campaign that includes local radio, television, internet marketing, social media and outreach to local professional organizations, universities, veterans group and Urban League affiliates.

The Career & Networking Fair offers a variety of options for companies to participate, such as job postings on the League's online Jobs Network, the Brand U Studio, the Image of Success Suite, a Virtual Career Fair, career-focused workshops, and the Young Professionals Speed Networking Reception.

Career & Networking Fair

\$60,000 / Title Sponsor

\$30,000 / Each Per Co-Sponsor

As a sponsor, your company will enjoy maximum participation and premium positioning.

Turn to page 36 to 40 for additional Career & Networking Fair information.

Sponsorships

Career & Networking Fair

National Urban League Young Professionals Speed Networking Reception

\$30,000 / Exclusive Sponsorship

The Speed Networking Reception sponsorship provides an opportunity to engage the League's Young Professionals from across the country. Last year's event was a great success with excellent attendance and sponsor satisfaction. This event creates an environment for one-on-one dialogue with talented African-American professionals from around the country providing opportunities for networking, sharing and potential hiring.

Veterans' Hiring Day at the Career & Networking Fair – **NEW!**

\$10,000 / Exclusive Sponsorship

Leverage your participation by sponsoring Veterans' Hiring Day. Our consultants in the Brand U Studio will be poised for one-on-one counseling to prepare veterans to get back to work. Our workshops will focus on career strategies specially designed for veterans.

Brand U Studio

\$30,000 / Exclusive or Co-Sponsorship

Last year's Brand U Studio was a huge success. As a major attraction, jobseekers lined up to receive free resume critiques, mock interviews, 30-minute power sessions about networking and career development, as well as one-on-one career coaching.

Image of Success Suite – **NEW!**

\$15,000 / Exclusive Sponsorship

This new feature will have all conference attendees flocking to the Career & Networking Fair. Placed next to the Brand U Studio, the Image of Success Suite is a one-stop-shop for jobseekers to add final touches to their professional brand. Your company can set up a display to showcase your latest trends in clothes, shoes and accessories found at your store. This is an opportunity for you to enhance your company brand while helping professionals develop personal presence. For individuals attending the Career & Networking Fair, the Image of Success Suite will feature: professional head shots, a make-up artist, clothing & accessories, and a chance to win a professional make-over. As the Image of Success Suite sponsor, your company can also conduct a one-hour workshop and fashion show about the latest trends in fashion and the best way to make a lasting impression.

Virtual Career Fair

\$10,000 / Exclusive Sponsorship

The National Urban League Virtual Career Fair is an online career event where local job seekers and employers can interact with each other in a live, 3-D virtual environment. Our Virtual Career Fair provides the opportunity to: Connect with diverse and talented candidates from around the country; Have live conversations with jobseekers via instant chat or webcam; Post jobs and review resumes; and link to your company's career page.

Workshops

\$7,500 / Exclusive Sponsorship Each

These are career development and industry-specific workshops.



Sponsorships

Technology Sponsorships

Webcasting

\$150,000 / Exclusive Sponsorship

Major sessions and highlights will be available via Webcast for up to nine months after the conference.

Benefits

SPONSORSHIP OF THE WEBCAST WILL INCLUDE:

- Pre roll video and companion ads
- Branding of the Webcast for nine months
- Promotional signage at the Conference
- Brand exposure to thousands of visitors to the Website

Video Wall

\$ 30,000 / Exclusive Sponsorship

LCDs will be placed in high traffic locations in the convention center which will allow for video playback of sessions, Urban League content, and sponsor loops and commercials. These will be shown all day, from the start to the end of the conference and will be an excellent opportunity to showcase your company's community works to the thousands of attendees who will be exposed to the video wall.

Conference Shuttle Service

Shuttle Buses

\$60,000 / Exclusive Sponsorship or Co-Sponsorships

Sponsor Benefits

THE SPONSOR OF THE SHUTTLE BUSES WILL RECEIVE THE FOLLOWING BENEFITS:

- Signage on interior front window of the buses
- Branding on interior of buses through sponsor-provided chair back or other item for display on seats
- Brand expose to thousands of attendees and city residents
- Branding on the free shuttle schedules distributed to all attendees
- Branding on the free shuttle bus drop-off and pick-up stop signs
- Giveaways and prizes on the buses
- Company personnel or volunteers in branded tee shirts at pick-up or drop-off points and on the buses.

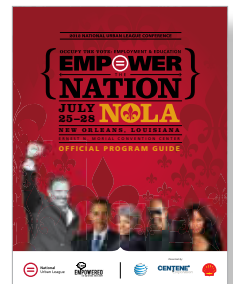


Conference Guides

Official Conference Program Guide

\$70,000 / Exclusive Sponsorship

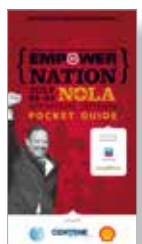
Your company will receive thousands of brand impressions with this sponsorship.



Pocket Guide

\$25,000 / Exclusive Sponsorship

Sponsor benefits include branding in the pocket guide distributed to 5,000 attendees, and thousands of brand impressions.



Sponsorships

In-Kind

In-Kind

These in-kind items will be used for both the Annual Conference and the Youth Leadership Summit.

Courtesy Vehicles	Mid Size Cars Mini Vans
Airline Tickets	Airline Tickets (for Speakers, Entertainers, Youth Leadership Summit Attendees)
Two-Way Radios	90
Laptops	97 for Office Use & Registration (Should be CD/DVD/Wireless Internet/MS Office equipped) 12 Brand New Laptops for Youth Summit prizes
Printers	40 Black & White Printers 15 Color Printers Extra Toner
Scanner	6 MFP Printers/Scanners/Copiers
Gift Certificates	\$100+ value gift cards for youth for back to school needs
Snacks	4,000 individual snacks for youth (Nuts, energy bars, fruit bars, chips, fresh fruit, etc.)
Wine and Spirits	For the galas, receptions, and Young Professionals networking social events
Beverages	5,000 water, juices and diet & regular sodas for the Youth Leadership Summit



Youth Leadership Summit

Sponsorships

Sponsorships

Youth Leadership Summit

Youth Leadership Summit Temple University, Philadelphia, PA • July 24 – 28

It is now 24 years since the National Urban League started its successful summit for its affiliate youth. This college-based conference brings together as many as 500 Urban League youth, 12-18 years old, and their chaperones from across the country. It is the culminating event of all National Urban League Education & Youth Development Programs to reinforce the goals and practices of the Urban League affiliates' work with middle and high school-aged youth. The Summit is dedicated to teaching the skills for success in college, work and life. In addition to the hundreds of youth attendees, the Summit provides professional development activities for youth program managers from Urban Leagues across the country. This five-day immersion in a unique educational and developmental experience, exposes the youth attendees to renowned experts and prepares youth attendees for success during and after high school through the intentional exposure to residential college life, college and career opportunities, as well as the provision of structured professional development and capacity building opportunities for adult staff and chaperones.

Levels

Youth Summit Corporate Leader		\$100,000	
Youth Leader	\$75,000	Youth Champion	\$60,000 & \$50,000
Youth Sponsor	\$40,000	Youth Advocate	\$30,000
Youth Supporter	\$25,000 & \$20,000	Friend of Youth	\$15,000 or Less

Standard Benefits

YOUTH LEADERSHIP SUMMIT SPONSORS WILL RECEIVE THE FOLLOWING BENEFITS:

- Logo on the Summit Sponsors' Banner
- Logo in the official Summit Program Guide
- Logo on the Summit Website
- Signage at your company's sponsored event
- Full page (\$30,000+) or half page (\$20,000+) ad in the Summit Guide
- Recognition through social media sites
- Recognition at the Summit Welcome & Orientation and the Awards Ceremony
- Remarks at your company's sponsored event
- Opportunity for product inclusion in the Summit bag
- Giveaway and/or prize drawing at company's sponsored event
- Reserved seats for the Awards Ceremony and select Summit events
- Photo op with youth attendees (and special guests as appropriate)
- Logo on the Annual Conference Wall of Sponsors display, in the official program guide and on the Website
- 2 complimentary Annual Conference registrations (event tickets not included)
- Exposure for your company to a captive audience of youth and their chaperones

Youth Summit Corporate Leader

\$100,000 / Exclusive Sponsorship

- Remarks at the Summit Awards Ceremony (3 minutes)
- Brief remarks (2-3 minutes) at the Summit Welcome & Orientation
- Recognition from the podium at major Summit events
- Premium logo recognition throughout
- Your logo on Summit bags and tee shirts
- Premium full page ad in the Summit program guide
- Opportunity for up to 10 corporate employees and guests to attend Summit events
- Opportunity to host a workshop for the youth or program managers

5th Annual *Project Ready* Case Competition

\$75,000 / Exclusive Sponsorship

Urban League affiliate youth teams will compete for 1st place in the finals of this case study competition that challenges students from across the affiliate movement to create a proposal and marketing materials to promote and advocate for their approach to a challenge to create, advocate or enhance an idea to benefit youth and other communities. Over 500 attendees and a panel of judges will be on-hand for the finals. The winning team will be announced and receive their prizes during the Awards Ceremony.

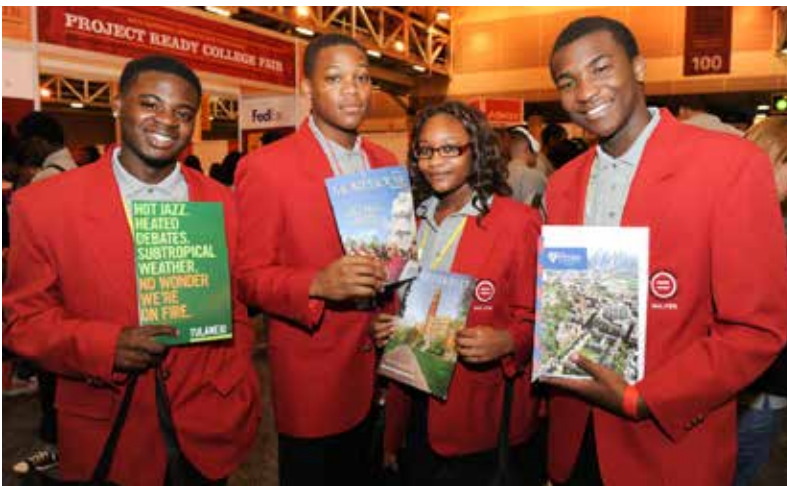
The sponsor of the competition will be given the opportunity to serve as a judge, receive entrance for up to 10 corporate employees and guests, participate in the presentation to the winning team at the awards ceremony and have the opportunity to provide prizes for the winning team and the finalists.

College Fair

\$60,000 / Exclusive Sponsorship

The 4th Annual *Project Ready* Invitational College Fair will feature 60 plus colleges and universities. Youth participants will have the opportunity to meet with admissions officers, financial aid representatives, scholarship and college access organizations. The College Fair will also be open to local students and their families.

The sponsor will have the opportunity to participate in the ribbon-cutting to mark the opening of the College Fair, and will receive signage at the College Fair, photo opps with the students and remarks at a major Summit event.



Sponsorships

Youth Leadership Summit

State of the Urban League Youth Keynote Dinner

\$50,000 / Exclusive Sponsorship

The youth Keynote Dinner is an opportunity for a keynote speaker to bring an inspirational message in keeping with the Summit theme on the eve of the N.U.L. State of the Urban League address. Following the inspirational message, there will be a question and answer segment that will last approximately 20 minutes. The sponsor of the dinner will have the opportunity to provide the keynote dinner speaker. This dinner will provide the sponsor excellent exposure to a captive audience of 500 youth and adult program managers. The sponsor will receive a reserved VIP table (10 seats) at the dinner.

Legacy of Success Luncheon

\$50,000 / Exclusive Sponsorship

The luncheon was created in response to a former student participant's excitement in meeting an actual Ph.D. recipient for the first time. Advanced degree-holders and senior corporate and government executives will share their career success stories with a captive group of youth over lunch. Each professional will spend the hour or more in conversation with a small group of youth, describing their personal, educational and professional journeys. A keynote speaker will kick-off the Luncheon.

The Legacy of Success Luncheon is considered a major highlight of the Summit each year. The youth are always eager to hear from your senior company representatives and to meet and interact with high level business executives.

The sponsor will have the opportunity to address the full Summit body.

Awards Ceremony

\$40,000 / Exclusive Sponsorship

Each year excitement reigns as 500 youth, chaperones and program managers gather for this event to honor the outstanding youth and adults who exemplify the ideals of our mission and work in their everyday lives. The awards will recognize excellence in academic achievement and a dedication to mentoring, both of which are integral parts of ensuring success and prosperity of our youth. During the Award Ceremony the winners of the Case Competition will also be announced.

The sponsor will have the opportunity to participate in the presentations of the awards and receive five seats for company representatives for the ceremony.

Youth Volunteer Day of Service

**\$50,000 / Exclusive Sponsorship
or a Minimum \$15,000 Co-Sponsorship**

Service is an important component of the Summit and the League views it as an important part of our post-secondary success agenda as it allows youth to develop additional skills, builds youth leadership and voice, exposes youth to important social, political and community issues, and better prepares them to be more active and thoughtful citizens. With the assistance of the local Urban League, community sites will be selected for the youth to perform volunteer service such as cleaning up parks and playgrounds.

This activity will allow your company representatives to perform important volunteer service alongside youth and to lead and inspire the youth with whom they are paired.



Sponsorships

Youth Leadership Summit

YOUTH LEADERSHIP TOWN HALL THE 3 E'S OF SUCCESS: EDUCATE, EMPLOY & EMPOWER



Sessions

STEM: “Inspiring the Next Generation of Innovators”

\$50,000 / Exclusive or Co-Sponsorships

A signature event at the Summit will be the 2013 *Project Ready* “Inspiring the Next Generation of Innovators” which will create hands-on learning experiences for youth and expose them to careers and education options.

The sponsor of this program will have the opportunity to engage the youth as they pursue a knowledge of STEM careers and preparation for STEM studies.

Youth Leadership Summit Town Hall

\$50,000 / Exclusive Sponsorship

This Town Hall will feature an exciting panel of youth and adults who will discuss one of the key issues impacting youth today. Approximately 500 youth and youth program managers, will be present to hear the panel engage in an exciting exchange of ideas.

Plenary Sessions

\$30,000 Each / Exclusive Sponsorships

Welcome and Orientation

The Welcome and Orientation is a keynote session to officially welcome the attendees, give an overview of the Summit and lay out what the youth can expect to experience over the five days.

As the sponsor, your company will have the opportunity to provide at least five minutes of remarks to motivate the youth and youth worker staff.

“Post-Secondary Success” Plenary Session

The “Post-Secondary” Success Plenary Session is a conversation with representatives from college access and support organizations, scholarship programs and colleges. Panelists will identify the kinds of investments young people need to make in themselves and the ways in which adults in their lives can assist in their positive development and ultimately, their success.

Sponsorships

Youth Leadership Summit

“Urban Debate” Plenary Session

This session is meant to introduce the value and opportunities of debate to the youth participants. During the session, the youth will witness a mock debate by students from the Urban Debate League who have participated in debates before.

“Ready for Success” Plenary Session

An interactive session designed to present a range of perspectives on how students can best prepare themselves for success during and after high school.

The Plenary Sessions will give sponsors an opportunity to address the full Summit (2-3 minutes).

***Project Wellness: Teen-Healthy Bodies, Healthy Minds, Healthy Relationships* Plenary Session & Breakout Sessions**

In 2012, the National Urban League launched its Project Wellness: Teen –Healthy Bodies, Healthy Minds, Healthy Relationships at the Summit with a half-day of sessions focused on enlightening youth on how thoughts, behaviors, diet, exercise, experiences, and relationships contribute to their development and overall well-being. The enlightenment will continue at the 2013 Summit. (2-3 minutes)

“Urban Voices” SPEAKOUT

\$25,000 / Exclusive Sponsorship

This session is specifically designed to foster dialogue among youth on topics such as leadership, service and careers. It is designed to build a sense of empowerment, efficacy and commitment in youth.

The sponsor will have an opportunity to provide brief remarks, participate in the session and engage the youth.

Workshops

\$20,000 Each / Exclusive Sponsorship Per Workshop

Breakout sessions of 40+ youth or youth program managers. There will be Q&A for direct engagement with the youth attendees, program managers and chaperones.

Sponsors are encouraged to submit workshop ideas and will be able to provide the panelists and moderator.



Receptions

Education & Youth Development Reception

\$30,000 / Exclusive Sponsorship

Urban League leadership, Summit sponsors, program funders, youth leaders, local educators, national education thought leaders and special guests will mingle and have an opportunity to hear the highlights of the work that the National Urban League Education & Youth Development division and its Urban League affiliates are engaged in year-round.

Health & Wellness Reception

\$30,000 / Exclusive Sponsorship

Join us in hosting a reception for all affiliates, partners and funders who work on behalf of our community in reducing health disparities. Invited guests will include local health and wellness leaders, Urban League Affiliate CEOs, Urban League Health & Quality of Life program funders, panelists from the Health Sessions at the Annual Conference and other special guests.

Fun & Fitness Challenge

\$35,000 / Exclusive Sponsorship

This fun and interactive event provides Summit participants with the opportunity to be physically and mentally engaged while competing with one another in a series of challenges.

The Challenge is held to reinforce the message that mental skills and physical activity contribute to good leadership development, and to promote fitness and deepen the youth's commitment to their health.

The sponsor of this event will be able to provide brief opening remarks and lead or engage in the activities with the youth.

Wake Up and Work Out

\$25,000 / Exclusive Sponsorship

Focused on inspiring and empowering youth to make healthy choices, this event is an early morning fitness event to energize students, promote overall wellness and healthy lifestyles and emphasize the importance of strong mental and physical engagement in accomplishing one's goals. It will be followed by a breakfast that will encourage healthy eating. The walk and exercises will be led by fitness experts.

The sponsor will have the opportunity to participate in the event and provide a fitness expert of their own to lead the event.

Meals

\$50,000 / Exclusive Sponsorship or Co-Sponsorships

(Minimum Contribution: \$10,000 per meal)

Sponsorship will cover the breakfasts, luncheons and dinners with no formal program. These meal events are essential and the sponsor will be recognized significantly for their support.

Webcasting

Event Webcasting

\$30,000 / Exclusive Sponsorship or Co-Sponsorships

Major events and workshops will be webcast after the conference to give non-attendees (such as youth across the country, their families and youth program workers) the opportunity to hear the featured speakers and panelists.

As the sponsor, your company message will be featured on the Webcast page for over nine months to a year. You will be recognized on Twitter and Facebook as the Webcast is promoted to drive traffic. You will also receive recognition from the podium at related events as the Webcast is promoted during the Summit.



Sponsorships

Youth Leadership Summit

Shuttle Service

Summit Shuttle Service

\$30,000 / Exclusive Sponsorship or 2 Co-Sponsors

Shuttle buses will transport Summit participants, sponsors and Urban League leadership and staff in and around the city of Philadelphia. Sponsor benefits may include signage in front window of buses, distribution of sponsor-provided item for display on seats and branding on the free shuttle bus drop-off and pick-up stop signs.

Summit Program Guide

\$25,000 / Exclusive Sponsorship or Co-Sponsorship

Up to 500 youth, chaperones and youth program managers, targeted conference guests and Urban League leadership and staff will use the guide daily for information about the Summit sessions and activities giving the sponsor thousands of impressions. The guide is also used during the year to highlight our work.



Sponsors

(2012 Summit sponsors)

Allstate Insurance Company
Altria
American Honda Motors
Best Buy
Cenpatico
Centene Corporation
The Coca-Cola Company
Darden Restaurants
Educational Testing Service
FedEx
Georgia Pacific
Hyatt
McDonald's
Praxair
Sprint Nextel Corporation
State Farm
Target
U.S. Marine Corp
Con Agra
Dell
The Walt Disney Company

STEP UP

and sponsor
a youth team to attend the Summit

Youth Team Scholarships

\$6,000 and Up Per Team

Scholarships will sponsor teams of youth and adult chaperones from Urban League affiliates across the country. Scholarships will cover all costs associated with attending the Summit such as travel, meals, housing and registration to participate in this unique five-day Summit. With your support, a number of affiliates will be able to send their youth to the Summit.



Expo Hall

Exhibits and Career & Networking Fair

2013 Expo and Career & Networking Fair Booth Prices

# of Booths	Size	Early Bird by March 15	Regular by May 30	Late Rate after May 30
1	10 X 10	\$3,725	\$4,100	\$4,340
2	10 X 20	\$6,705	\$7,380	\$7,810
3	10 X 30	\$10,060	\$11,070	\$11,720
4	20 X 20	\$13,410	\$14,760	\$15,625
6	20 X 30	\$16,765	\$18,450	\$19,530
8	20 X 40	\$22,350	\$24,600	\$26,040
9	30 X 30	\$25,145	\$27,675	\$29,295
12	30 X 40	\$33,525	\$36,900	\$39,060
16	40 X 40	\$44,700	\$49,200	\$52,080
24	40 X 60	\$67,050	\$73,800	\$78,120
25	50 X 50	\$69,845	\$76,875	\$81,375

Previous Exhibitors – 5% Discount off these rates
Government / Nonprofit Exhibitors – 10% Discount off these rates

VALUE PRICING

1 Expo Booth + 1 Career & Networking Fair Booth = \$250 Discount

Booth Fees Include

- Pipe and drape on three sides (3 ft. sidewalls / 10 ft. backdrop)
- 6 ft. table, 2 chairs and a wastebasket
- Standard paper sign with company name and booth #
- Full page color ad in Expo & Employment Guide
- 2 complimentary registration badges per 10x10 booth (Tickets not included) for full access to Exhibit Hall floor (Expo, Career & Networking Fair, College Fair, Entrepreneurship Summit), Sessions, Concert tickets, Welcome Reception, National Urban League and Sponsorship giveaways.
- 2 free "Exhibit Only" Badges per 10 x 10 booth (No admission to conference sessions with these badges)

NOTE: labor and shipping charges are additional.

Government and Non-Profit Rates

The government and non-profit booth rate applies to federal, state and local government agencies, as well as non-profits. See grid on previous page for booth sizes.

There is also a **discount registration fee** for **government** and **non-profit employees**.

The government and non-profit exhibitor receives two (2) complimentary registrations for each of their 10 x 10 booths. However, should you need additional registrations. Instead, you can purchase these at the special government and non-profit discounted rate.

Payment

Payment for booths must be received prior to the conference, **by June 16**, unless other arrangements have been made with the National Urban League Expo or Career & Networking Fair managers. The National Urban League accepts credit cards, business checks or government purchase orders. Exhibitors can also request an invoice.

Cancellation and Refunds

To cancel your Expo or Career & Networking Fair booth, please submit notification **in writing** via e-mail, fax or postmarked U.S. mail. Full refunds will be granted for cancellations made up to **May 31**. Cancellations made between **June 1** and **July 1** will be subject to a fee of 25% of the cost of the booth. No refunds will be granted after **July 1**.

Complimentary Registrations

Expo and Career & Networking Fair exhibitors receive two (2) complimentary registrations for each 10 x 10 booth purchase. Registration includes a conference badge for full access to Exhibit Hall floor (Expo, Career & Networking Fair, College Fair, Entrepreneurship Summit), Sessions, Welcome Reception, and giveaways as appropriate.

Event Tickets

Exhibitor complimentary registrations do not include tickets to conference luncheons and the Whitney M. Young, Jr. Awards Gala. Tickets to these events must be purchased separately.

Expo and Career & Networking Fair Booth Badges

Expo and Career & Networking Fair exhibitors will receive two (2) complimentary Exhibit Only Badges for each 10 x 10 booth you purchase.

These badges are to be worn by personnel staffing your booth during regular expo hours, but not attending the sessions.

Additional Exhibit Only Badges can be purchased for **\$20** each via online registration or onsite. The grid on the following page indicates the number of complimentary registrations and Exhibit Only Badges an exhibitor will receive according to their booth size.

Expo Hall

Exhibits and Career & Networking Fair

Exhibitors will be required to provide names and addresses of the personnel who will receive Exhibit Only Badges.

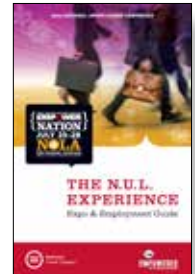
# of Booths	Size	# of Complimentary	
		Registrations	Booth Badges
1	10 X 10	2	2
2	10 X 20	4	4
3	10 X 30	6	6
4	10 X 40	8	8
4	20 X 20	8	8
6	20 X 30	12	12
8	20 X 40	16	16
9	30 X 30	18	18
12	30 X 40	24	24
16	40 X 40	32	32
24	40 X 60	48	48
25	50 X 50	50	50

NOTE: Personnel wearing Exhibit Only Badges will not be allowed entrance to the exhibit hall prior to opening and after closing each day. Exhibit Only Badges will not be issued with company name only. Exhibit Only Badges cannot be used for entrance to Plenary Sessions and special forums. Tickets will be required for entrance to luncheons, concerts and the Whitney M. Young, Jr. Awards Gala..

Expo & Employment Guide

Each exhibitor will receive a complimentary full page color ad in the attractive guide which will highlight the activities in the Expo Hall and Career & Networking Fair and feature exhibit company profiles and editorial content for job seekers. Copies will be placed in the attendees' conference bags and on registration counters. The print run

will be approximately 6,000 and the ad submission deadline is **May 15**. The ad specs will be sent with your booth confirmation.



Additional Registrations and Badges (Prices are subject to change)

	Early Rate Savings until April 1	Regular Rate After April 1	On-Site Rate After July 15
General Registration	\$380	\$430	\$480
Spouse/Guest	\$190	\$245	\$345
Government / Non-Profit	\$250	\$300	\$350
Exhibit Only Badge	\$ 20	\$ 20	\$ 20

Expo and Career & Networking Fair Hours

(TENTATIVE)

Expo Set-Up	Tuesday, July 23	8:00 a.m. – 5:00 p.m.
Expo and Career & Networking Fair Set-up	Wednesday, July 24	8:00 a.m. – 8:00 p.m.
Expo and Career & Networking Fair Hours	Thursday, July 25	10:30 a.m. – 5:00 p.m.
	Friday, July 26	10:30 a.m. – 5:00 p.m.
	Saturday, July 27	11:00 a.m. – 4:00 p.m.
Tear Down	Saturday, July 27	4:00 p.m. – 8:30 p.m.
	Sunday, July 28	8:00 a.m. – 12 Noon



Career & Networking Fair



Special Features of the Career & Networking Fair

- Job Postings
- A Veterans' Hiring Day (Day dedicated to hiring veterans)
- Brand U Studio
- Image of Success Suite
- Career & Networking Fair Packages
- Private Interview Booth
- Virtual Career Fair
- National Urban League Young Professionals Speed Networking Reception
- Social Media Lounge
- Resume Access
- Workshops

A Special Benefit for Recruiters

Career & Networking Fair exhibitors will receive resumes of members of the National Urban League Young Professional Chapters throughout the country.

Veterans' Hiring Day

Participate in this unique opportunity to hire veterans. It will be held on the opening day of the Career & Networking Fair. The program will offer one-on-one counseling by human resource professionals who are experienced in dealing with this population; workshops will focus on career strategies specially designed for veterans. Help get our veterans back to work in quality, well-paying jobs.

Brand U Studio

Experts will be on-hand to provide support services for jobseekers such as:

- Personal Branding Session
- Career Coaching
- Mock Interviews
- Digital Job Search Training
- Resume Critiques
- Dress for Success Sessions

Image of Success Suite – **NEW!**

The Image of Success Suite is a one-stop-shop for jobseekers to add some final touches to their professional brand. It is an opportunity for you to enhance your company brand while helping professionals develop their personal presence. Special image of success activities will include professional head shots, make-up tips, and wardrobe advice.

Private Interview Booth

\$595 (10 x 10 space)

You can purchase a private 10 x 10 booth to conduct on-site interviews on the floor of the Career & Networking Fair. Interview Booths will have designated signage with the company's name and you will receive pipe and drape, a 6ft table, two chairs and wastebasket.

Workshops

Career development and industry-specific workshops will be offered daily to provide added value and assistance to job seekers in the job search efforts. The sessions will allow ample time for Q&A with experienced human resource professionals, career coaches and industry experts.

Career & Networking Fair

Career & Networking Fair Packages

Power Networking – \$5,000 (each) – **NEW!**

With the Power Networking Package, your company would be able to not only participate in the Career & Networking Fair, but also sponsor one of three networking sessions on the exhibit floor in the Exhibitor Lounge. The Networking sessions during our 2012 conference were themed around various topics that encouraged registered attendees, National Urban League Young Professionals and Expo & Career & Networking Fair exhibitors to take a coffee break and network.

This package includes:

- 10 x 10 Career & Networking Fair Booth
- A full-page color ad in the Expo & Employment Guide
- 2 conference registrations (meal functions not included)
- 2 exhibit only badges
- 2 copies of the current State of Black America report
- 5 job postings on the Urban League Jobs Network
- Resume CD from Urban League Young Professional Chapter Members
- Social Media promotion
- Mention in the Program book under Career & Networking Fair Activities

Career Workshops – \$7,500

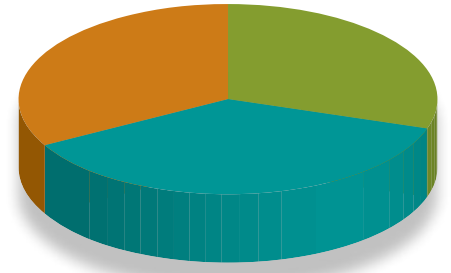
At the Investor level, your company can sponsor one of the professional and career development workshops offered to jobseekers daily. These workshops provide added value and assistance to professionals in their job search efforts. Past workshops include: "Resume Retool" led by Bank of America, "How to Find a Job Today and Never Have to Look Again" led by Bernard Hodes, and a panel discussion on "Where The Jobs Are" led by Adecco Group.

This package includes:

- 10 x 10 Career & Networking Fair Booth
- 10 x 10 interview booth
- A full-page color ad in the Expo & Employment Guide
- 2 conference registrations (meal functions not included)
- 2 exhibit only Badges
- 2 copies of State of Black America
- 10 Job Postings on the Urban League Jobs Network
- Resume CD from Urban League Young Professional Chapter Members
- Social Media promotion
- Mention in the Program book under Career & Networking Fair Activities
- Private Interview Booth
- Opportunity to lead a professional development Workshop tailored towards Veterans
- Banner ad on the Jobs Network (60 days; size 125 x 125; submit logo by June 30)

Job Seekers Years of Experience

(Data from 2012 event)



10+ Years	30%
4 - 6 Years	37%
0 - 3 Years	30%

National Urban League Young Professionals Speed Networking Reception

The Speed Networking Reception features members of the National Urban League Young Professionals and provides a unique and exciting way to network with these 21-40-year old Urban Leaguers.

Last year's event was a great success with excellent attendance and sponsor satisfaction. This event creates an environment for one-on-one dialog with talented African-American professionals from around the country providing opportunities for networking, sharing and potentially hiring. It will be held on Friday, July 26



Career & Networking Fair

The Virtual Career Fair

Virtual Career Fair Booth

\$895 (Standard Booth) July or October

If not attending in person, recruiters can participate via the Virtual Career Fair which is held twice a year, July and October. The price quoted on this page is for a standard virtual booth in our July or October Virtual Career Fair. See Virtual Career Fair details below.

Premium Booth – \$1,495

- Customizable Booth with Premium Placement
- Booth Content
- Post-Event Reporting
- Post-Event Applications
- Up to 15 Job Postings

Standard Booth – \$1,695

Both July and October

- Customizable Booth
- Booth Content
- Post-Event Reporting
- Post-Event Applications
- Up to 10 Job Postings

Online Job Postings

\$595 per 3 postings

Companies can reach thousands more job seekers by posting job vacancies online on the Urban League Jobs Network before and after the conference. Job seekers will have free onsite internet access on the exhibit floor to access your job postings from the online network site and a link to your company's employment page.

Social Networking Lounge

This will be a dynamic area of the Virtual Career Fair with social media integration and a live group chat for attendees.

Post-Event Reporting

Receive in-depth data such as booth-visit reports, chat transcripts, resume submissions, job applications and more!

Post-Event Application

All job openings will be accessible to job seekers for an additional 30 days after the live event.

The Urban League JobsNetwork

The National Urban League online jobs board, found at www.UrbanLeagueJobsNetwork.com, is a one-stop source and central location for employers and jobseekers nationwide. The JobsNetwork attracts thousands of highly-educated urban professionals and should be an integral part of the strategy for companies committed to diversity recruiting. Below are the rates for advertising on the JobsNetwork.



Ad Type	Size	Site/Section	Placement	Rotation	Rate
Banner	468 x 60	JobsNetwork / ROS	Top or Bottom (Home Page)	YES	\$3000/month
Banner	300 x 125	JobsNetwork / Home Page	Center (Home Page)	YES	\$2000/month
Banner	125 x 125	JobsNetwork / ROS	Right side (Home Page) Both sides (Internal Pages)	NO	\$1000/month

- All Banners Ads are linked via URL to your company's career page
- All Ads include the following Complimentary Package:
- Hyperlink Logo on NUL.ORG Conference Career & Networking Fair Page
- Hyperlink Logo on IAMEMPOWERED.COM Career & Networking Fair Page
- Social Media Mentions (2 per week)
- Please submit 125 x 125 company's logo for complimentary ads

For sponsorship of any of the activities mentioned on this page, turn to page 25.

February 15	Early Bird Sponsorship Pricing Ends
March 15	Expo and Career & Networking Fair Early Bird Pricing Ends
May 15	Ads due for Expo & Employment Guide Ads due for official program book
May 30	Expo and Career & Networking Fair Standard Pricing Ends
June 1	Expo Late Rate begins
July 24 - 27	Dates of Annual Conference
July 23 - 27	Dates of Youth Leadership Summit
July 23 - 24	Expo Booth Move-in
July 24	Career & Networking Fair Booth Move-in
July 25	Expo and Career & Networking Fair Ribbon Cutting
July 25 - 27	Dates for Expo and Career & Networking Fair
July 27 - 28	Booth Tear Down

Contacts

For more information, please contact the following at the National Urban League:

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Sponsorships Maria E. McFarlane
Senior Director
Sponsorships
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About the National Urban League

The National Urban League is a leading civil rights organization with 98 affiliates in major cities across the country. The League's historic mission is to end social and economic inequality. Its strategy

includes public policy advocacy, programs focused on providing quality education, preparation for college and careers, making homeownership affordable, ensuring affordable and quality healthcare and providing jobs and job training. On a national level the League's advocacy efforts

are handled by its New York headquarters and Washington, DC-based Policy Institute while the 98 affiliates operate services and programs in their respective communities. To learn more about the National Urban League go to www.nul.org or visit www.iamempowered.com.



**National
Urban League**

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