



NBPLA

National Black Professional Lobbyists Association



GW | GSPM

2021

HBCU SUMMIT

Campaigns, Lobbying & Government Affairs

PROGRAM OVERVIEW

HOSTED BY:

The National Black Professional
Lobbyists Association

The George Washington
University Graduate School of
Political Management

2021 HBCU SUMMIT

OUR OBJECTIVE

The National Black Professional Lobbyists Association (NBPLA) and The George Washington Graduate School of Political Management (GSPM) are proud to collaborate on the organizations' first HBCU Summit on Campaigns, Lobbying and Governments Affairs. This event is designed to introduce students of color to the variety of career options within the political and governmental arenas.

Through this event, HBCU students will get direct access to leaders in politics and government affairs, garnering valuable insights about best practices and how to break into the industry. The program also provides students an opportunity to network and form relationships with elected officials, political operatives, lobbyists, and other students pursuing a similar career path. Likewise, the HBCU Summit allows its panelists, speakers and corporate sponsors to be active participants in a broader effort to diversify the profession by contributing to the pipeline of talent at the collegiate level.

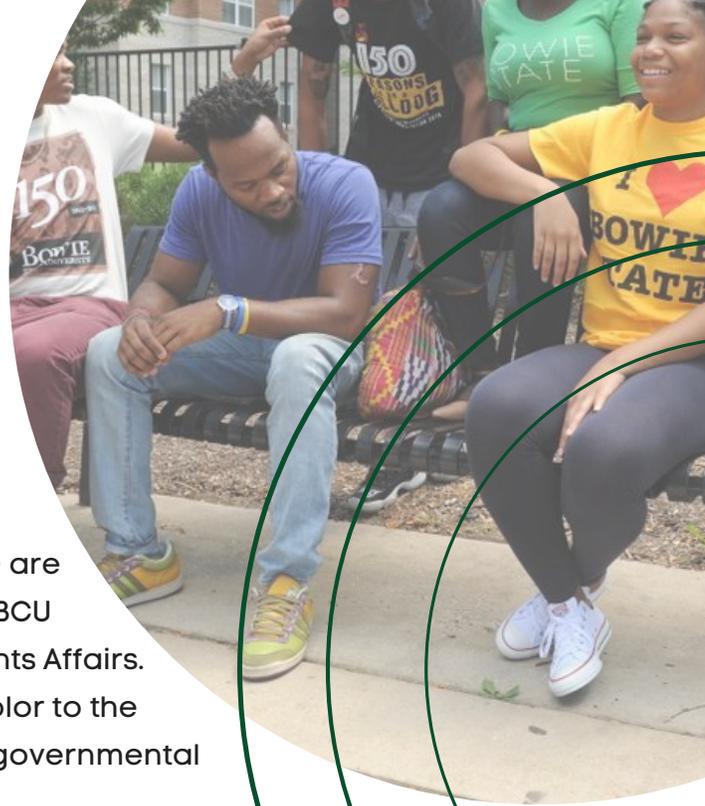
We look forward to offering this event on a biennial basis so that students have two opportunities during their undergraduate career to engage with the nation's most dynamic political and lobbying talent.

Please contact Terri Reynolds, with the NBPLA, by email (terri@nbpla.org) for additional information about the event.

SAVE-THE-DATE

**Wednesday
September 29th**

**Thursday
September 30th**



2021 HBCU SUMMIT

TENTATIVE AGENDA

DAY 1 - Wednesday, September 29

9:15am - Welcome

9:30 am - Panel: Campaigns, Public Policy, and Government Affairs (1 hour)

- Panelists from political and government related sectors share their paths to success and provide insight on the variety of careers available to those interested in politics and government.

10:45 am - Panel: Why diversity is critical to the political and policy-making process? (1 hour)

- Elected officials from the local, state and federal levels of government discuss the intricacies of politics and policy-making, the role of government affairs professionals in the process, the current culture and demographics of the profession, and why diverse participation is critical to the process.

12:00 pm - LUNCH BREAK

TRAILBLAZER AWARDS (30 minutes - participation optional)

1:30 pm - Let's Chat: Breakout Rooms (1 hour)

- The breakout rooms provide students a more intimate setting to engage and question seasoned political operatives and government affairs leaders about their career trajectory, and best practices for young professionals aspiring to join their ranks.

DAY 2 - Thursday, September 30

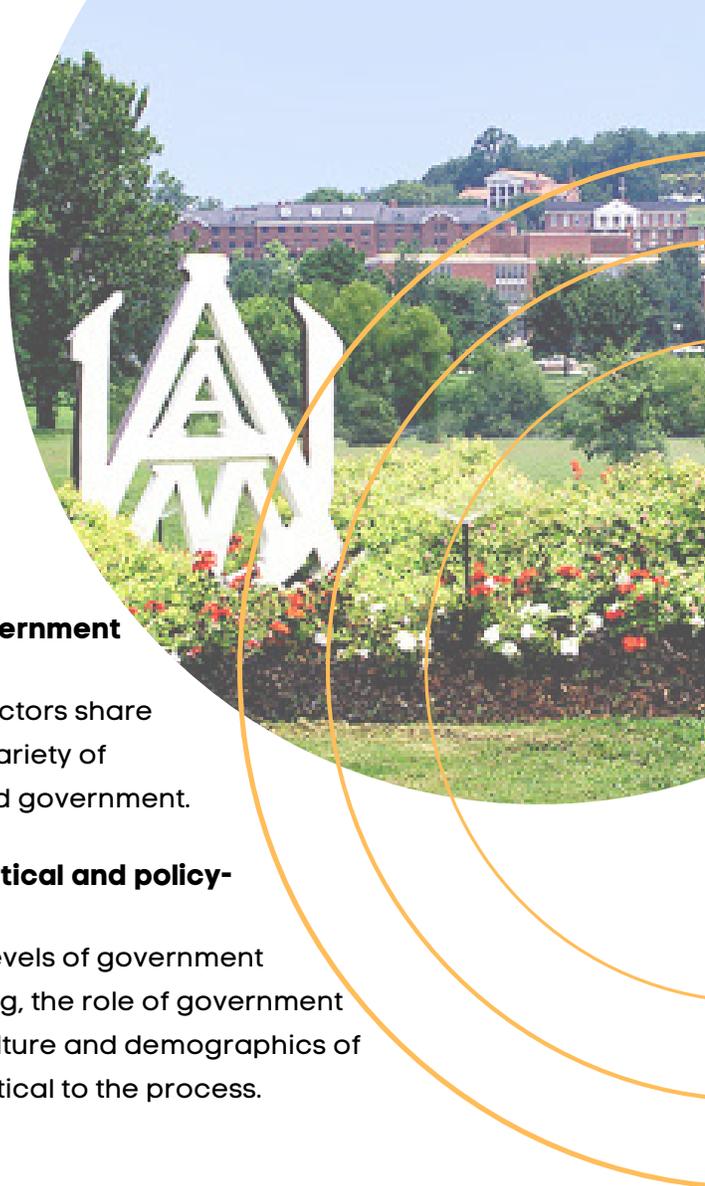
10:00 am - Government Affairs in our Day-to-Day Lives (1 hour)

- Government affairs leaders from some of the nation's top industries discuss how their businesses – and our daily lives – are influenced by federal, state and local policies.

11:15 am - Special Guest: Keynote Speaker (45 minutes)

12:00 pm - Closing Remarks

12:15 pm - Lunch + Regional Networking (1 hour - participation optional)



2021 HBCU SUMMIT

CORPORATE SPONSORSHIPS

The HBCU Summit offers corporate entities a unique chance to mentor the next generation of political and government affairs talent by supporting the event through sponsorships. All funds raised from this event will be used by the NBPLA Foundation to advance its objective of building a diverse pipeline of political and government affairs talent.

Specifically, proceeds from the event will be used to support the NBPLA Internship program by offering stipends to students in need of financial assistance while pursuing internship opportunities. Corporate support will also be used to support the NBPLA Foundation scholarship program to support students of color with a demonstrated interest in politics and government affairs.

There are four sponsorship options for corporate entities interested in supporting this event:

SPONSORSHIP OPTIONS

Breakout - \$2,500 (4)

Panel - \$5,000 (3)

Lunch - \$10,000 (2)

Keynote - \$20,000 (1)

1. BREAKOUT sponsors host one of four smaller breakout rooms that allow participants to directly engage with season political and government affairs professionals.

2. PANEL sponsors open their panel with a brief statement about the company's commitment to building a diverse pipeline of talent in politics and government before



2021 HBCU SUMMIT

SPONSORSHIPS CON'T...

framing the content of the panel and introducing the moderator.

3. LUNCH sponsors furnish lunch for all participating student by way of UBER Eats. Students will receive a special code 1 hour before the lunch hour that will allow them to have lunch delivered to their location at no cost to them.

4. KEYNOTE sponsor will host the closing speaker of the HBCU Summit, a recognizable name in politics. The final speaker of the event, the keynote address will leave the student participants feeling inspired about the impact of a career in politics, public policy and government affairs. The keynote sponsor will get to speak with the speaker in a private room immediately following the conclusion of the event.

Corporate sponsors will have their logos prominently featured on all event promotional tools, including on the NBPLA and GSPM websites and social media platforms. Additionally, corporate sponsors will be included in all press related materials, including direct outreach to the schools.

CONTACT US

For additional information about the HBCU Summit and corporate sponsorship, please contact Terri Reynolds, Executive Director of the NBPLA, at terri@nbpla.org.

