



NBPLA

National Black Professional Lobbyists Association

EVENT SPONSORSHIP GUIDE

ANNUAL MEETING & CONFERENCE + NBCSL HOLIDAY NETWORKING MIXER

2022

SHARING INSIGHTS | EXPANDING NETWORKS



NBPLA

National Black Professional Lobbyists Association

Summer 2022

Re: Corporate Sponsorship of NBPLA Membership Meeting & Conference/Networking Event at NBCSL

Dear Friend of the National Black Professional Lobbyists Association (NBPLA):

Thank you for your support of the NBPLA and our efforts to make lobbying and government affairs a more diverse and inclusive professional space.

As we prepare for the Inaugural NBPLA Membership Meeting and Conference in Birmingham (AL), we remain laser focused on our goal of ensuring Black lobbyists have equitable opportunities to compete for positions and contracts in the corporate lobbying and government affairs space. The necessity of diversity in the profession has been echoed by Black state legislators from across the country, which is why we are also planning for our 2nd Annual Holiday Networking Mixer during the National Black Caucus of State Legislators Legislative Conference in Las Vegas (NV).

The NBPLA recognizes that a critical part of effectively championing diversity, equity and inclusion within the profession is creating opportunities for genuine relationship building between NBPLA members and the corporate entities that support our mission. I invite you to support our work and hope we can count you as a partner in our mission to improve representation in lobbying and government affairs.

Regards,

Terri Sharpley Reynolds

NBPLA Executive Director

terri@nbpla.org

SHARING INSIGHTS | EXPANDING NETWORKS

NBPLA MISSION & LEADERSHIP

The NBPLA was incorporated to:

- Act as an agency of cooperation among Black state lobbyists for the advancement of the joint and several interests and general welfare of its members,
- Promote the benefits of diversity and inclusion in the professional arenas of lobbying, advocacy, legislative and government affairs, and
- Foster environments that encourage dialogue and collaboration among lobbyists, legislative staff, elected officials, and corporate entities.

The NBPLA aims to achieve these objectives by working to:

- Identify, address and remove the barriers that prevent qualified and experienced Black lobbyists from corporate opportunities and government affairs contracts;
- Develop a database of qualified lobbyists to provide corporate and government entities exclusive access to the country's top Black talent in the lobbying profession;
- Partner with diversity and inclusion leaders across the nation to ensure Black government affairs professionals are included in efforts to diversify the perspectives communicated to leaders in state government;
- Provide regular networking and professional development opportunities to Black lobbyists within our unique cultural context; and
- Create mentoring opportunities for future lobbyists and government affairs professionals with the goal of building a more diverse pipeline of state lobbyists.



Gregory Jones
Board Chair

The Jones Group
President/CEO
Birmingham, AL



Yolanda Cash Jackson
Board Vice Chair

Becker & Poliakoff
Partner
Fort Lauderdale, FL



John Heath
Board Secretary

Turo
Senior Director
Phoenix, AZ



Terri Sharpley Reynolds
Executive Director

Levitate Legal
Managing Partner
Montgomery, AL

SHARING INSIGHTS | EXPANDING NETWORKS

NBPLA SIGNATURE EVENTS



ANNUAL MEETING & CONFERENCE

- Annual business meeting of NBPLA members, including networking and professional development
- **NEXT EVENT:** October 26 - 28, 2022 in Birmingham, AL

NBPLA ANNUAL HOLIDAY NETWORKING MIXER

- Annual networking event held during the National Black Caucus of State Legislators annual legislative conference
- **NEXT EVENT:** December 2022 in Las Vegas, NV



ANNUAL LEGISLATIVE ROLL CALL (Virtual)

- Annual update from state legislators and government affairs professionals about pertinent policy issues
- **NEXT EVENT:** February 2023

HBCU SUMMIT (Virtual)

- Biennial summit to promote the benefits of a government affairs career to college students
- **NEXT EVENT:** September 2023



NBPLA CORPORATE SPONSORSHIP OPTIONS

As an annual sponsor of the NBPLA, your company will garner a number of professional benefits, including brand visibility at NBPLA events throughout the year. As we continue our mission to promote diversity and inclusion in both the public and private sectors, we will create opportunities to publicly recognize member companies who demonstrate their commitment to diversity, equity and inclusion within advocacy, lobbying and government affairs.

TITAN - \$50,000 annually

- Listed as an NBPLA sponsor on all marketing and promotional materials, including the NBPLA website
- **Promoted as a sponsor on NBPLA social media, YouTube channel, and at all NBPLA events**
- Two appointments to the NBPLA Corporate Advisory Board
- Provided 15 membership packages and free registrations to all in-person NBPLA events
- Access to the NBPLA membership directory and resume pool
- Unlimited sponsored postings on the NBPLA job board and recruitment assistance
- Sponsor of 15 student memberships; and custom benefits as determined by the Board of Directors

GOLIATH - \$30,000 annually

- Listed as a sponsor on all NBPLA marketing and promotional materials, including the NBPLA website
- **Promoted as a sponsor on NBPLA social media and at all NBPLA events**
- One appointment to the NBPLA Corporate Advisory Board
- Provided 10 membership packages and discounted registrations to all in-person NBPLA events
- Access to the NBPLA membership directory
- Unlimited sponsored postings on the NBPLA job board and recruitment assistance
- Sponsor of 10 student memberships; and other benefits as determined by the Board of Directors

GIANT - \$15,000 annually

- Listed as a sponsor on all NBPLA marketing and promotional materials, including the NBPLA website
- **Promoted as a sponsor at all NBPLA events**
- Provided 5 membership packages and discounted registrations to all in-person NBPLA events
- Access to the NBPLA membership directory
- Unlimited sponsored postings on the NBPLA job board
- Sponsor of 5 student memberships; and other benefits as determined by the Board of Directors

NBPLA ANNUAL MEMBER MEETING & CONFERENCE

The working agenda for the Inaugural Membership Meeting & Conference is coming together and will be finalized by September 1, 2022. This promises to be an event full of networking, professional development, and fun!

Wednesday, October 26

- 11:00am - 2:00pm: Board + Corporate Stakeholder Meeting
- 12:00pm: Registration Check-In Desk Opens
- 1:00pm - 7:00pm: Hospitality Suite Opens
- 3:00pm - 6:30pm: NBPLA Welcome/Day Party
- 7:00pm - until: Magical Night on the Town (*optional offsite networking event*)

Thursday, October 27

- 8:30am - 9:45am: NBPLA Membership Meeting + Breakfast (*Members only*)
- 1:00pm - 7:00pm: Hospitality Suite Open
- 9:45am - 10:30am: The Cross Pollination of State and Federal Government Affairs
- 10:30am: Sponsored Break
- 10:45am - 11:30am: Creating Career/Business Opportunities for Black Lobbyists
- 11:30am - 12:30pm: Break-Out Sessions
 - In-House Track
 - Contract Lobbyist Track
- 12:30pm: Lunch on your own
- 2:00pm to 5:00pm: Networking in the Magic City (*3 optional offsite networking activities*)
- 7:00pm - until: Magical Night on the Town (*optional offsite networking event*)

Friday, October 28

- 8:15am - 9:30am: NBPLA Policy Power Breakfast
- 9:30am to 9:45am: Talent Symposium Opening Remarks
- 9:45am - 10:30am: Lobbying 101: Building a Successful Government Affairs Career
- 10:30am: Sponsored Break
- 10:45am to 11:50am: Shaping Public Policy with a Diverse Lobbying Corp
- 11:50am: Closing Remarks

SPONSORSHIP OPTIONS

Corporate entities may support the October 2022 NBPLA Annual Membership Meeting & Conference through the following sponsorships:

Room Keys (2) - \$2,500

- 1 conference registrations
- Company logo on key card
- Company logo on conference related emails

Conference Wi-Fi (1) - \$5,000

- 2 conference registration
- Company recognition as the conference wi-fi sponsor
- Company name as required wi-fi login

Swag Bag Contributor (10) - \$750

- 1 item included in swag bag
- 20 percent discounted registration fee

Exhibit Table (5) - \$2,000

- 2 conference registration
- Company recognition during Thursday programming
- Company listing in the conference program

Thursday Membership Meeting (2) - \$2,500

- 1 Convention registration
- Company recognition at membership meeting
- Listing under event in Convention program

Thursday Networking Sponsors (3) - \$2,500

- 1 Convention registration
- Company recognition at membership meeting
- Listing under activity in Convention program

Thursday Panel/Breakout Sponsors (3) - \$2,500

- 1 Convention registration
- Company recognition at membership meeting
- Listing under activity in Convention program

Lanyards (1) - \$5,000*

- 2 conference registrations
- Company name on lanyard
- Company logo on conference related emails

Swag Bag Sponsor (1) - \$7,500*

- 3 Convention registrations
- Company logo on Convention tote bags
- Company logo on Convention-related e-mails
- Up to 3 items included in swag bag

Hospitality Suite (1) - \$7,500*

- 3 Convention registrations
- Company branding in hospitality suite
- Company logo on Convention-related e-mails

Wednesday Welcome Party (5) - \$3,000

- 1 Convention registration
- Company recognition at Welcome Party
- Company logo on conference related emails

Sponsored Breaks (2) - \$1,000

- 1 item included in swag bag
- 20 percent discounted registration fee
- Company recognition as break sponsor

Friday Breakfast Sponsor (1) - \$20,000*

- 4 Convention registrations
- Company listed as keynote speaker sponsor in all promotional material
- Private session/introduction of speaker

Friday Talent Symposium Sponsor (4) - \$5,000*

- 2 Convention registrations
- Company recognition at symposium
- Company logo on Convention-related e-mails

**Other benefits as determined by the Board of Directors*

NBPLA ANNUAL NBCSL HOLIDAY MIXER

More than 250 legislators, lobbyists and government affairs professionals joined the NBPLA at its Inaugural Holiday Networking Mixer during the National Black Caucus of State Legislators 2021 Legislative Conference in Atlanta (GA). We invite lobbying firms and corporate entities to support the 2022 event in Las Vegas, Nevada.

SPONSORSHIP OPTIONS

\$2,500.00 - Friend of NBPLA: Includes promotion at the event and on social media

\$5,000.00 - Partner of NBPLA: Includes promotion at the event and on social media + two paid NBPLA annual memberships + two free NBPLA job board postings

\$7,500.00 - Investor of NBPLA: Includes promotion at the event, social media and listing on NBPLA website + four paid NBPLA annual memberships + four free NBPLA job board postings

