

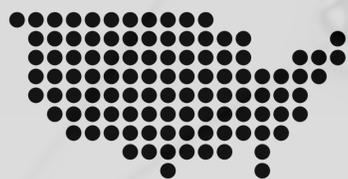
NBPLA

National Black Professional Lobbyists Association

2022 - 2023

CORPORATE SPONSORSHIP GUIDE

SHARING INSIGHTS | EXPANDING NETWORKS



NBPLA

National Black Professional Lobbyists Association

When the National Black Professional Lobbyists Association (NBPLA) was formed in the fall of 2019, the founders had no idea what 2020 had in store for the nation. They simply recognized that Black lobbyists were too often passed over for opportunities to grow and develop within the government affairs profession.

Over the last two years, our three dynamic founders have committed themselves to highlighting African-Americans within the lobbying arena, cultivating a pipeline of talent among the organization's membership, and building a mechanism by which Corporate America can scale the number of in-house Black lobbyists and Black-owned government affairs firms across the country. In addition to promoting the benefits of diversity, equity and inclusion in the profession, the NBPLA is well positioned to collaborate with the myriad of corporate, non-profit and government entities that desire a diversity of perspectives around the table when shaping the ideas, programs and policies that move the nation through its most trying times.

I invite you to support this vision by becoming a corporate sponsor of the NBPLA. The enclosed information is designed to give you a high-level overview of our mission, programs, and overall objectives. I welcome the opportunity to speak with you further and answer any questions you may have about the NBPLA.

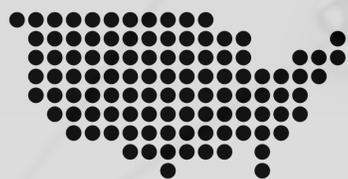
Carpe Diem,

Terri Sharpley Reynolds

Terri Sharpley Reynolds, Esq.
Executive Director
terri@nbpla.org

National Black Professional Lobbyists Association

10 Court Square, Montgomery, Alabama 36104 | www.nbpla.org



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NBPLA MISSION

The NBPLA was incorporated to 1) 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, 2) promote the benefits of diversity and inclusion in the professional arenas of lobbying, advocacy, legislative and government affairs, and 3) foster environments that encourage dialogue and collaboration among lobbyists, legislative staff, elected officials, and corporate entities.

OBJECTIVES

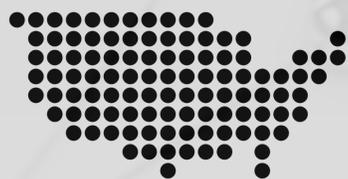
The NBPLA aims to achieve this mission by working to:

- 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 DE&I leaders across the nation to ensure Black government affairs professionals are included in efforts to diversify the perspectives communicated to state government leaders;
- Provide regular networking and professional development opportunities to Black lobbyists within our unique cultural context; and
- Offer mentoring opportunities to emerging and future lobbyists and government affairs professionals to create a diverse pipeline of state lobbyists.

MEMBERSHIP

The NBPLA offers six membership categories for government affairs professionals who are interested in joining the organization:

- General: Public/private sector and contract state lobbyists (voting member)
- Young Professional: Public/private sector and contract state lobbyists age 40 or below (voting member)
- Elected Official: Elected official at the local or state level of government
- Other Professional: Federal lobbyists, government attorneys, legislative support staff and other professionals with an interest in state government affairs
- Student: Undergraduate/graduate students with demonstrated interest in government affairs
- Vendor: Business entities providing services in support of the government affairs profession



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NBPLA PROGRAMS

The NBPLA is only as strong as the value we bring to our members. We strive to provide members with unique opportunities to promote themselves and their companies, as well as cultivate their skill sets and expand their networks. We also encourage our membership to both mentor and be mentored through the NBPLA, because we know the only way to strengthen diversity within the government affairs arena is to create a lush environment for personal and professional growth.

PROFESSIONAL DEVELOPMENT

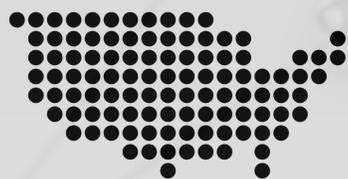
The world of lobbying and advocacy changes each time a new group of officials are elected to office, each time new laws are enacted, and each time a new opportunity or crisis strikes. It takes a great deal of awareness to stay sharp in this field. The NBPLA provides our members with exclusive access to educational events and training webinars to discuss the industry trends, best practices, and key issues facing local governments and state legislatures across the country.

NETWORKING

The NBPLA helps our members strengthen their national networks and grow their client lists by hosting conferences, community engagement events, and educational opportunities throughout the year. We are developing a slate of annual events, including an annual legislative conference and bi-annual membership convention, where lobbyists, corporate leaders and elected officials from across the country can gather to network, learn and converse about the current events impacting the government affairs industry.

MENTORSHIP

Every year, colleges and universities churn out thousands of talented African-American graduates in government-related disciplines. Too often, they pursue other professions because they lack a central resource to learn about government affairs and all the opportunities within it. The NBPLA mentorship program will provide both aspiring and new lobbyists with direct access to seasoned professionals who are committed to building a diverse pipeline of government affairs talent.



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PROGRAMS, continued...

VISIBILITY

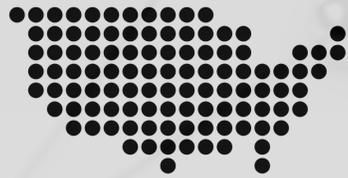
Government affairs professionals are always seeking opportunities to showcase the depth of their relationships, policy wins and advocacy abilities. This is arguably the most important factor in a lobbyist's ability to gain new clients. The NBPLA wants to provide its members a platform to pat themselves on the back in front of their colleagues and potential clients. In addition to offering a variety of leadership opportunities within the organization, the NBPLA also looks for innovative ways to highlight talent within the Black government affairs community, including its social media "Member Spotlight" series and annual "Who's Who in NBPLA" publication.

BUSINESS DEVELOPMENT

The lobbying profession is all about cultivating relationships with the goal of transforming them into business partnerships. This can pose a unique set of challenges for Black lobbyists, who often encounter implicit biases about their ability to effectively connect and communicate with elected officials, business leaders and colleagues of different ethnicities and/or backgrounds. The NBPLA will assist Black lobbyists in honing the skills, best practices and relationships required to overcome these obstacles to growing a strong and profitable book of business.

CORPORATE DIVERSITY & INCLUSION

There is a renewed commitment from Corporate America to prioritize diversity, equity and inclusion in the workplace; however, we know that business and government leaders struggle at times to find Black government affairs professionals to fulfill their staffing needs. The NBPLA aims to address this issue by serving as a connecting pipeline between our corporate sponsors and Black government affairs professionals across the country. We envision a reciprocal relationship that meets the objectives of both our membership and corporate partners.



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NBPLA GROWTH & ACHIEVEMENTS

The first two years of the NBPLA's existence were almost entirely limited to virtual events; however, the staff was diligent about providing dues-paying members and corporate sponsors with valuable learning tools despite the limitations caused by the pandemic. The NBPLA sponsored a variety of events and programming that solidified its status as a national resources for its 150+ members and government affairs professionals committed to advancing diversity initiatives, including the following:

✔ NBPLA MEMBER BENEFITS

NBPLA members have exclusive access to a variety of discounts through our member benefits portal.

✔ NBCSL NETWORKING MIXER

Our first annual mixer at the NBCSL conference in Atlanta was attended by over 300 professionals.

✔ FIRESIDE CHAT SERIES

The Fireside Chat series is a staple in our repertoire of learning tools, covering a variety of topics.

✔ 2021 LEGISLATIVE SUMMIT

The Legislative Summit brought together over 120 lobbyists for a series of educational discussions.

✔ 2021 HBCU SUMMIT

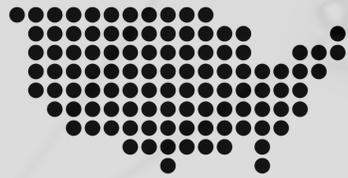
Over 100 students registered for our 1.5 day introduction to a career in policy and government affairs.

✔ NBPLA PILOT INTERNSHIP PROGRAM

The Pilot Internship Program placed five African-American college students in lobbying internships.

✔ NBPLA TV

Our YouTube channel offers professional insights from some of the nations top state lobbyists.



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NBPLA LEADERSHIP



Board Chair

Gregory Jones is President and CEO of The Jones Group, one of the southeast's premier strategic consulting firms. With over 25 years of leadership experience in government affairs, business development, and political advocacy, Mr. Jones and his team have served top business and political professionals locally, nationally and internationally. He launched The Jones Group in 2005 and has built a rolodex of "Who's Who" among Alabama's top business leaders, elected officials, and agency heads, who rely on him for his keen business sense and political acumen.



Board Vice Chair

Yolanda Cash Jackson is an experienced Government Law attorney with Becker & Poliakoff who has established a national reputation for her leadership and commitment to civic, charitable and professional organizations. She concentrates her practice in the area of Governmental Relations and has developed a proficiency in state government funding and appropriations. Ms. Jackson has excellent working relationships with many of Florida's leading elected officials and policymakers. She was elected to Becker's Management Committee in 2010.



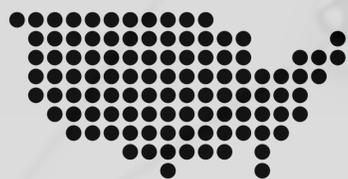
Secretary/Treasurer

John Heath is the Senior Director of Government Relations for Turo. He previously served as Director of Government and External Relations (Western US) at Rock Central. He has an extensive background in government affairs, previously holding senior positions in both the executive and legislative branches of the State of Maryland. He's also held leadership roles with nonprofit organizations and membership associations. Mr. Heath's lifelong passion is the ministry, having served as a minister in the African-American church for 29 years.



Executive Director

Terri Sharpley Reynolds is an Alabama-based attorney and government affairs professional. With 15 years experience in government affairs, consulting and political campaigns, she has developed a network that includes elected officials at all levels of government. Ms. Reynolds previously served as Director of Public Affairs and Legislative Counsel to a statewide association representing county government leaders. She has managed campaigns at the local, state and federal levels, and most recently completed her Diversity and Inclusion Certification from Cornell University.



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CORPORATE SPONSORSHIP

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

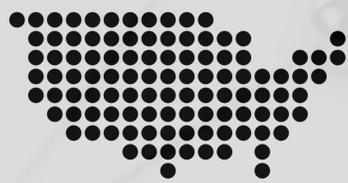
- Listed as an NBPLA sponsor on all marketing and promotional materials, including the NBPLA website
- Promoted as a sponsor on NBPLA social media, YouTube channel, and at all NBPLA events
- Two appointments to the NBPLA Corporate Advisory Board
- Provided 15 membership packages and discounted registrations 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



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CORPORATE SPONSORSHIP - THE NBPLA FOUNDATION

Corporate sponsors that support the NBPLA at the Goliath or Titan levels may also contribute to the NBPLA Foundation, the charitable arm of the organization's operation. The recently-launched Foundation supports the collegiate talent pipeline and professional development efforts of the NBPLA. Corporate entities that contribute to the Foundation receive special recognition at Foundation-supported programs, and customized opportunities to advance the company's government affairs diversity, equity and inclusion efforts.

The following activities and events are supported through The NBPLA Foundation:

- **NBPLA Internship Program**

- The 2021 NBPLA Pilot Internship Program placed four students from Alabama State University into internships at some of the state's top corporations, nonprofit entities, and contract lobbying firms. In addition to the internship, student participants were partnered with an experienced government affairs professional for weekly calls where they could seek professional guidance and discuss their internship experience. The NBPLA Foundation, in partnership with the NBPLA, is working to expand the program to other states.

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- **NBPLA Foundation Annual Scholarship**

- The NBPLA wants to support undergraduate and graduate students with a demonstrated interest in lobbying, advocacy and government affairs. The annual scholarship program will offer tuition assistance and supplement internship stipends to help build the pipeline of government affairs talent among Black college students.

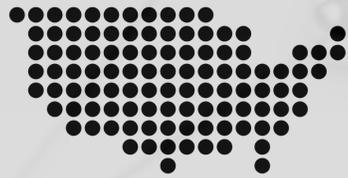
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- **NBPLA Professional Development Programming**

- The NBPLA Foundation will support the NBPLA's educational programming initiatives in the form of grants. Specifically, the grants will support the NBPLA HBCU Summit, the NBPLA Legislative Summit, and components of the NBPLA Annual Conference.

Contact Terri Reynolds at terri@nbpla.org for more information about The NBPLA

Foundation. NOTE: *The NBPLA Foundation is a not-for-profit organization whose tax-exempt status is pending. All donations to the Foundation are currently made through a fiscal agent with 501(c)(3) tax-exempt status.*



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CONTACT US



www.nbpla.org



info@nbpla.org



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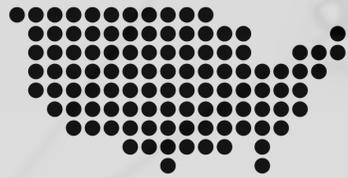


[NBPLA 2022](https://www.youtube.com/NBPLA2022)



[National Black Professional Lobbyists Association](https://www.linkedin.com/company/National-Black-Professional-Lobbyists-Association)

Interested in becoming a corporate sponsor? Contact Terri Reynolds, NBPLA Executive Director, at terri@nbpla.org.



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STRATEGY | GOVERNMENT | RELATIONSHIPS

