

ACT NOW!  
RESERVE YOUR  
OPPORTUNITY TO  
RECRUIT TODAY!

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**mba**<sup>®</sup>  
ASSOCIATION, INC.  
50th ANNIVERSARY

**2020**  
CELEBRATING VISIONARIES

NBMBAA<sup>®</sup> 2020 CONFERENCE & CAREER FAIR:

*A VIRTUAL EXPERIENCE*

September 23-25, 2020

2020  
RECRUITMENT PLANNER

RECRUITMENT OPPORTUNITIES  
**NBMBAA<sup>®</sup> Conference Management**  
blackmba@naylor.com  
(800) 796-2638, ext. 3468

# NBMBAA® 50<sup>TH</sup> ANNIVERSARY MAGAZINE

This 50<sup>th</sup> Anniversary Issue will celebrate the rich half-century excellence of the National Black MBA Association. This commemorative magazine will reflect the growth and change of the organization with a look back on the association's history as well as a go-forward glimpse into its future. For 50 years, NBMBAA® has had a substantial impact on African-Americans across our nation with commitments to education and economic growth.

This is your chance to join the golden anniversary experience! Within this special issue, your message will be personally mailed to all NBMBAA® members and the 2020 virtual conference attendees. These pages will have exclusive content and exciting articles that will be seen no place else. Don't miss your once in a lifetime chance to be included with such a historic publication. Over 20,000 members and affiliates will have this issue at their fingertips to keep as a memento of this momentous occasion.

We know you truly recognize the impact of NBMBAA's® work of celebrating visionaries. We invite you to join NBMBAA® in that work by participating in these special offering!



**Members and readers receive each issue via e-mail. This issue will be posted to [nbmbaa.org](http://nbmbaa.org) and to the virtual conference site.**

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# EXPLORE OUR 2020 CORPORATE SPONSORSHIP OPPORTUNITIES

The NBMBAA® thrives from partnerships with organizations that have shared missions and values, and seek a more diverse workforce. Our partners experience proven results and returns on investment in our programs and events. Join us in opening doors for people who are Empowered to Lead, Equipped to Succeed!

**Opening Keynote Session** - The opening of NBMBAA's first virtual conference will certainly set the tone for an exciting event. Take the lead by participating in this inaugural event.

**Meet The Experts** - These insightful, interactive sessions give our partners the opportunity to show off their company's best and brightest subject matter experts to present business insights on a topic of the partner's choosing. We know your sponsorship will inspire and enlighten NBMBAA members.

**Breakout Sessions** - These virtual sessions offer versatile topics providing focused learning opportunities to NBMBAA members. Speakers and panelists will immerse the audience in a panel-style discussion. Ensure your company leaves a positive impression on conference attendees by sponsoring one of these limited opportunities.

**NEW! Mentor Conversations** - NBMBAA members want to learn from the best. Showcase your company's top mentors in these TED-style talks. Do you have great mentors at your company that is willing to share their personal insight, advice, and life lessons? We'd have thousands of members that would love to hear from you. Inquire about this highly requested opportunity today!

**Fitting in Fitness** - Virtual conference attendees will once again experience how NBMBAA values the importance of fitness and health in the lives of its members. Sponsoring this daily activity will align your company's dedication to fitness in our communities.

**NEW! Virtual Visibility Bundle** - This is an effective way to broadcast your company for around-the-clock exposure. Include your company's branding during several popular virtual events. Stay at the forefront of the conference experience by adding your logo to attractive activities such as:

- **Seize the Day Morning Videos**
- **Family Movie® Night**
- **The MBA Live Virtual Conference Experience**

**Empowerment Stage** - The Empowerments Stage will put a bright spotlight on powerful keynote speakers delivering targeted messages to attendees. These opportunities will be highly visible due to the well-known speaker roster. Attendance will be pouring into sessions. Ask your Partner Development Rep for details.

**Leadership Studios** - Capitalize on this enrichment-filled session which includes interactive panels comprising accomplished business professionals, academic partners and students from around the globe, to examine important current issues with virtual conference attendees. This is a premium brand building opportunity!

**NEW! "Ask Me"** - The "Ask Me" series is modeled after the very popular "AMA" or "Ask Me Anything" concept. This engaging two-way-conversation will help answer relevant and pressing members via social media. These conversations are not limited to conference attendees but will be available to all NBMBAA social media subscribers.

**For more information on how your company can take part in these and other corporate sponsorships, please contact our Partner Development team at [Pd@nmbaa.org](mailto:Pd@nmbaa.org)**



# WHAT WILL YOUR POTENTIAL CANDIDATES LOOK LIKE?

**NBMBA<sup>®</sup>**  
represents more  
than **20,000**  
members across  
the country.

## Ethnicity



Black **74%**  
Caucasian **11%**  
Asian **11%**  
Hispanic/  
Latino **4%**

## Age



25 and under **20%**  
26-35 **45%**  
36-45 **19%**  
46-60 **16%**



**Digital Reach**  
**711 million**  
total impressions

## Highest Degree



MBA **40%**  
BA/BS **38%**  
Other Masters **17%**  
Other **3%**  
JD **1%**  
Doctorate **1%**

## Career Level



Graduate **47%**  
Professional/  
Technical Level **18%**  
Entry Level **10%**  
Senior Level Management **9%**  
Executive Level Management **5%**  
Mid Level **5%**  
Mid Level Management **5%**  
Undergraduate **1%**

## Years of Work Experience



15+ years **44%**  
11-14 years **14%**  
6-10 years **19%**  
3-5 years **15%**  
0-2 years **8%**

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TRANSFORM  
THE FUTURE  
OF YOU



# NBMBAA® Virtual Recruitment Plans



Marquee Package	Professional Package	Recruiter Package
\$30,000	\$20,000	\$10,000
<b>Enhanced Customizable Exhibit Booth in Marquee Exhibit Hall with:</b> <ul style="list-style-type: none"> <li>Additional booth customization assets, Welcome Video + 1 additional video,</li> <li>Enhanced materials for attendee bag, 1:1 Chat capabilities, Group chat capabilities, search and direct chat with other attendees.</li> </ul>	<b>Customizable Exhibit Booth in Upgraded Exhibit Hall with:</b> <ul style="list-style-type: none"> <li>Welcome Video, Materials to share with Attendees, 1:1 Chat capabilities, Group chat capabilities, search and direct chat with other attendees.</li> </ul>	<b>Customizable Exhibit Booth in Alphabetical Exhibit Hall with:</b> <ul style="list-style-type: none"> <li>Welcome Video, Materials to share with Attendees, 1:1 Chat capabilities, Group chat capabilities, search and direct chat with other attendees.</li> </ul>
<b>Unlimited On-Site Interviewing with Direct Video Linking</b> <ul style="list-style-type: none"> <li>Ability to pre-schedule direct from Career Success Network Job Board</li> <li>Text chat 1:1 from your booth</li> <li>Link candidates to video interviews via direct link from your booth to NBMBAA® or company-approved platform</li> </ul>	<b>Unlimited On-Site Interviewing with Direct Video Linking</b> <ul style="list-style-type: none"> <li>Ability to pre-schedule direct from Career Success Network Job Board</li> <li>Text chat 1:1 from your booth</li> <li>Link candidates to video interviews via direct link from your booth to NBMBAA or company-approved platform</li> </ul>	<b>Unlimited On-Site Interviewing with Direct Video Linking</b> <ul style="list-style-type: none"> <li>Ability to pre-schedule direct from Career Success Network Job Board</li> <li>Text chat 1:1 from your booth</li> <li>Link candidates to video interviews via direct link from your booth to NBMBAA or company-approved platform</li> </ul>
<b>Postings</b> <ul style="list-style-type: none"> <li>6 job postings with programmatic retargeting</li> </ul> Career Success Network® resume database access July 1-Dec. 31, 2020	<b>Postings</b> <ul style="list-style-type: none"> <li>4 job postings with programmatic retargeting</li> </ul> Career Success Network® resume database access July 1-Dec. 31, 2020	<b>Postings</b> <ul style="list-style-type: none"> <li>2 job postings</li> </ul> Career Success Network® resume database access for July 1-September 30, 2020
<b>Registrations</b> <ul style="list-style-type: none"> <li>10 Premium registrations</li> <li>20 Recruiter registrations</li> <li>Ability to purchase additional registrations at \$50 each</li> </ul>	<b>Registrations</b> <ul style="list-style-type: none"> <li>4 Premium registration</li> <li>15 Recruiter registrations</li> <li>Ability to purchase additional registrations at \$50 each</li> </ul>	<b>Registrations</b> <ul style="list-style-type: none"> <li>2 Premium registration</li> <li>10 Recruiter registrations</li> <li>Ability to purchase additional registrations at \$50 each</li> </ul>
<b>Engagement Package</b> <ul style="list-style-type: none"> <li>Rotating logo placement in lounge Marquee each event day</li> <li>Custom Badge and placement on 1 daily game</li> <li>1 pop up notification per event day on platform</li> <li>1/4 Page Ad in Commemorative 50th Anniversary digital edition</li> </ul>	<b>Post Event Data</b> <ul style="list-style-type: none"> <li>Full list of all participants who visited booth and/or downloaded assets</li> <li>Full record of all booth chats</li> </ul>	<b>Post Event Data</b> <ul style="list-style-type: none"> <li>Full list of all participants who visited booth and/or downloaded assets</li> <li>Full record of all booth chats</li> </ul>
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# NBMBAA® Recruiting and Branding Plans



## Gold Package: \$75,000

### Marquee Package, plus:

- Rotating ad in event Lobby
- 1 pop up per event day on platform (Thursday/Friday)
- Rotating banner in Lounge (event days)
- Designated as stop on event game/scavenger hunt with custom badge (Thursday and Friday)
- (2) 15-30-minute In-Booth Promoted Speaking Opportunity (Fireside Booth Chat) (1 Thursday/1 Friday)
- Dedicated Poll Question
- Dedicated End of Event Survey
- Additional Post-Event data to include full list of participants at Fireside Booth Chat, record of chats/Q&A for fireside chat and results of fireside chat and overall polling and survey questions.

## Silver Package: \$60,000

### Marquee Package, plus:

- Rotating banner in Lounge (event days)
- Designated as stop on event game/scavenger hunt (Thursday)
- Dedicated Poll Question to Career Fair attendees
- 15-30-minute In-Booth Promoted Speaking Opportunity (Fireside Booth Chat)
- Additional Post-Event data to include full list of participants at Fireside Booth Chat, record of chats/Q&A for fireside chat and results of fireside chat and overall polling questions.

## Premier Package: \$45,000

### Professional Package, plus:

- Rotating banner in exhibit hall with your booth
- 15-30-minute In-Booth Promoted Speaking Opportunity (Fireside Booth Chat)
- Additional Post-Event data to include full list of participants at Fireside Booth Chat, record of chats/Q&A for fireside chat and results of polling questions.
- Additional Post-Event data to include full list of participants at speaking sessions, all survey and polling responses and record of all chats and Q&A.

# NBMBAA® Media Rates Academic Package



## NBMBAA® Media Rates

### Conference Magazine (50<sup>th</sup> Anniversary)

- Full Page \$4,240
- 1/2 page \$3,700
- 1/4 page \$1,800
- Corporate Profile \$880
- Academic Section \$675
- Belly Band \$7,800

### Conference eBlasts

- 1 pre-June 30 \$2,000
- 1 pre-conference \$4,000
- During Conference Days \$4,500

### NBMBAA.org

- Leaderboard 12 mos \$7,730
- Leaderboard 6 mos \$4,640
- 3:1 Rectangle 12 mos \$4,640
- 3:1 Rectangle 6 mos \$3,710

### Programmatic

- Annual Active Recruitment \$12,000 (\$1,000/mo.)
- Quarterly Active Recruitment \$4,000 (3 months)



## University Package: \$2,500

### Customizable Exhibit Booth in University Village with

Welcome Video, Materials to share with Attendees, 1:1 Chat capabilities

### Registrations

- 2 exhibitor registration 10 standard registrations
- Ability to purchase additional standard registrations at \$75/piece or 20+ at \$50 each

### Post Event Data

- Full list of all participants who visited your booth and/or downloaded assets
- Full record of all booth chats

# Conference Social Media Pricing

## Social Media-Conference

	Pricing	Audience	Deliverable
<b>Event Coverage Social Media Takeover</b>	<b>\$9,500</b>	2,000,000	Every day (8am-5pm) *
<b>Day Coverage Social Media Takeover</b>	<b>\$3,500</b>	2,000,000	Per Day (8am-5pm) *
<b>Facebook Live Q&amp;A</b>	<b>\$5,000</b>	1,000,000	1 Hour **
<b>Content Development-Standard Social Media</b>	<b>\$2,000</b>	500,000	Pre-written copy and visuals (10 Twitter post)
<b>Content Development-Enhanced Social Media</b>	<b>\$4,000</b>	500,000	Pre-written copy and visuals (20 Twitter posts-5 Facebook posts and 5 Instagram posts)
<b>Social Media Activity Reporting/Analytics</b>	<b>\$1,000</b>		

*\*Social Channel-Wide Takeover with consistent reporting from the virtual events and happenings throughout the day. Along with brand mentions, contests and promotions, or giveaways from Partners. This also includes pre-determined sponsored posts. (10 Twitter posts, 5 Facebook posts, 5 Instagram posts stories, copy and imagery.)*

*\*\* Facebook Live Q&A with vendors, sponsors and/or partners.*

**For more information on how your company can take part in these and other corporate sponsorships, please contact our Partner Development team at [pd@nbmbaa.org](mailto:pd@nbmbaa.org)**