Congressional Black Caucus FOUNDATION

# SPONSOR BROCHURE

www.cbcfinc.org

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# WHO WE ARE

The Congressional Black Caucus Foundation, Incorporated (CBCF) is a nonprofit, nonpartisan public policy, research and educational institute that aims to help improve the socioeconomic circumstances of African Americans and other underserved communities.

## Why Sponsor?

Sponsoring a program or activity

- Affords you the opportunity to expose your company to a diverse audience nationwide.
- Aligns you with meaningful programs that affect African Americans.
- Maximizes your visibility and influence.
- Affords you opportunities to experience and participate in a variety of CBCF programs and events throughout the year.
- Gives you the opportunity to meet and network with like-minded companies and individuals that value the growth and development of African Americans.

## Benefits of Sponsorship

Each sponsorship opportunity comes with unique benefits. You are encouraged to review all of the options and determine what best meets your goals.

Many of our sponsors have chosen to bundle several opportunities together. Others simply select specific programs and/or events that meet their philanthropic goals. In either case, the Resource Development team is here to assist you with your charitable intentions.

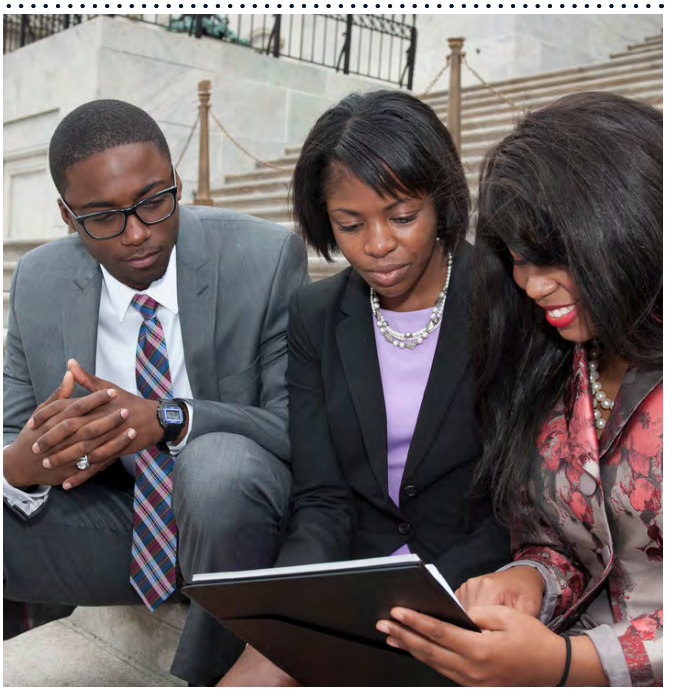
**The benefits of sponsorship traditionally include:**

- Engagement with CBCF stakeholders, including Congressional Black Caucus (CBC) members and program participants.
- Participation in policy forums and issue forums.
- Visible recognition during CBCF events.
- Special invitations to exclusive CBCF events.
- Preferential seating at CBCF events.
- Recognition in the CBCF annual report.
- Recognition on the CBCF website.

# PROGRAMS

The CBCF has a myriad of programs that give our partners the opportunity to demonstrate their commitment to issues directly affecting the black community.

# Leadership Institute – Preparing the Next Generation of Public Servants



The Leadership Institute prepares the next generation to take its place in community service and policy development arenas. Its primary goal is to increase the pool of black leaders in community-based programs and public service careers.

Participants are provided with opportunities to learn the inner workings of Congress, explore public service and public policy careers, discuss current events and policy initiatives, and get a close-up look at leadership at its very best by working with and learning from members of Congress.

**Hallmark initiatives of the Leadership Institute include:**

- Congressional Fellows Program
- Louis Stokes Urban Health Public Policy Fellows Program
- Donald M. Payne Foreign Policy Fellows Program
- Emerging Leaders Internship Program
- Communications Internship Program
- Pathway to C-Suite Internship Program
- Alumni Association
- Emerging Leaders: U.S.-China Study Delegation
- Scholarship Programs

## CBCF Congressional Fellows Program

The CBCF Congressional Fellows Program was launched in 1976 to address disparities in African-American employment on Capitol Hill. This 20-month fellowship enables participants to receive hands-on public policy training in congressional and committee offices as full-time legislative aides and policy analysts.

Former and current fellows have focused on various disciplines, including education, agriculture, business, finance, environment, U.S. foreign policy, housing, labor, energy, science, technology and health care.

Your support enables CBCF congressional fellows to take part in policy briefings, roundtable discussions, seminars and training sessions on policy and leadership.

## Congressional Internship Program

Established in 1986, the CBCF Congressional Internship Program provides leadership and professional development opportunities to college students from across the nation.

Students selected to participate in this nine-week summer program learn about the legislative process and public policy careers. Interns work in CBC member offices, participate in professional development events, and take part in leadership training.

Your support provides compensation and benefits for these students to work and learn as interns in the halls of Congress.

## Emerging Leaders: U.S.-China Study Delegation

The CBCF Emerging Leaders: U.S.-China Study Delegation enables students from accredited four-year colleges and universities to experience Chinese culture and learn Mandarin during a two-week visit to China.

When you donate to cover the costs of travel, lodging and meals for students participating in the program, your support helps expose African-American scholars to potential careers and study options involving U.S.-China relations, thereby expanding opportunities for African Americans in an era of increasing globalization.

## Pathway to C-Suite Internship Program

In collaboration with former Congressman Steven Horsford, starting in 2016, the CBCF launched a pilot program to expand the Leadership Institute internship program to include placements in private sector. The program "Pathways to C-Suite" will ensure our future leaders have an opportunity to experience how public policy is influenced and developed at every level of the process.

The purpose of the CBCF private sector internship program is to leverage the CBCF's ability to engage more undergraduate and post-graduate African-American students in opportunities to experience public policy development and stakeholder engagement and influence beyond Capitol Hill.

Benefits to the students will include housing, a competitive stipend, professional development courses and networking opportunities. The primary goal is to provide internship opportunities with private sector organizations whose top priorities include:

- Recognition as a CBCF Leadership Institute partner.
- Recognition as a Leadership Institute supporter in selected materials.
- Opportunity to host a leadership or professional development event for fellows or interns.

## CBCF Scholarships

The need for assistance in paying for college remains critical as the options for receiving financial support become ever more limited. CBCF scholarships provide funds to academically talented college students who intend to pursue or who are already working full-time toward undergraduate, graduate or doctoral degrees.

Since its inception, the CBCF has awarded scholarships to more than 2,000 students throughout the nation. There are several different scholarships available to sponsor. Supporting the scholarship program places you at the forefront of making a difference in the lives of students across the country who otherwise might not have the opportunity to pursue higher education.

Our Leadership Institute awards more than 250 public service, public health, education and arts scholarships annually to emerging leaders nationwide.

**The following scholarships are available for your support:**

- CBC Spouses Education Scholarship
- CBC Spouses Heineken USA Performing Arts Scholarship
- CBC Spouses Visual Arts Scholarship

## How Can You Support the Leadership Institute?

As a Leadership Institute supporter, you join a distinguished group that is helping us to eliminate education disparities for the black community and to open doors for future leaders.

Sponsor levels range from our title sponsorship of $100,000 to $15,000 — the cost to support one summer intern.

As a sponsor, you will have the opportunity to receive one or more of the following based on your commitment level:

- Recognition as a CBCF Leadership Institute partner.
- Recognition as a Leadership Institute supporter in selected materials.
- Opportunity to host a leadership or professional development event for fellows or interns.
- Opportunity to participate in opening or closing ceremonies for selected cohorts.
- Opportunity to mentor and engage with individual fellows or interns.
- Opportunity to engage with selected cohorts during the internship or fellowship period.
- Invitations to select CBCF programs and events, including the CBCF annual Scholarship Classic and Annual Legislative Conference signature events.
- Recognition in the CBCF annual report.

The Leadership Institute has successfully equipped the next generation of leaders for more than 30 years. It would not be possible without the generous support of CBCF donors.

Your support of CBCF scholarships, internships and fellowships is needed. Each gift makes a phenomenal impact on African-American scholars' lives throughout the nation.

**Here are some examples of how you can support the Leadership Institute through scholarship sponsorship:**

- $7,500 sponsors one student for the China Study program.
- $10,000 sponsors one scholarship awarded to a CBC member district.
- $15,000 sponsors one scholar for an internship on Capitol Hill.
- $30,000 sponsors scholarships for three CBC member districts or two summer interns.
- $75,000 sponsors one leader for half of a 20-month fellowship on Capitol Hill or five summer interns.
- $150,000 sponsors one leader for a 20-month fellowship on Capitol Hill or 10 summer interns.

# Emerge 535

Emerge 535 is the CBCF initiative to place 535 African-American interns on Capitol Hill.

## Why do we want 535 interns on Capitol Hill?

Nearly 30 years ago, the CBCF initiated our Congressional Internship Program to address underrepresentation of African Americans in professional staff positions on Capitol Hill. Diverse voices and experiences among Capitol Hill staff are important when making public policy decisions that affect black communities.

**Placing 535 future leaders in congressional internships will:**

- Expand academic, leadership and professional development opportunities for emerging black leaders.
- Provide students with firsthand leadership experience working with seasoned leaders in Congress and in public service careers.
- Prepare students to be informed citizens who can shape our world.

## Why is the CBCF internship program one of the best in Washington?

The CBCF has a proven track record of developing leaders through our Leadership Institute for Public Service. To date, more than 500 interns have graduated from the Leadership Institute.

- Students leave the Leadership Institute informed about Congress and the public policy process.
- CBCF interns who pursue public policy careers possess institutional knowledge, practical experience and the professional skill sets needed to make a positive difference.
- Graduates of the Leadership Institute understand and embrace the CBCF mantra: **I lead. I serve**.

**With your support, we can increase our intern placements each year.**

Let's work together to develop 535 leaders who will make a difference on behalf of African Americans and all Americans.

## We cannot do it without you!

$5,350

supports 1 intern.

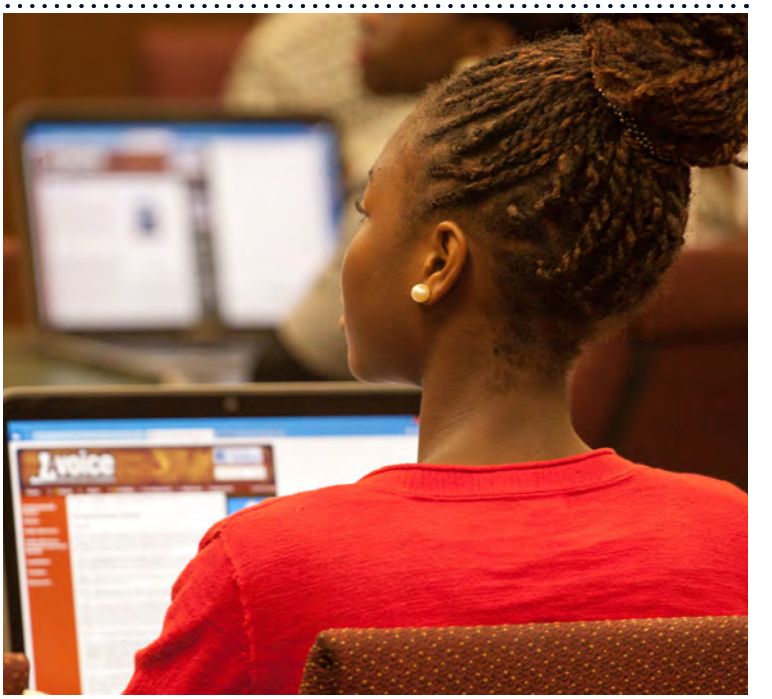
$53,500

supports 10 interns.

$535,000

supports 100 interns.

# Center for Policy Analysis and Research



The Center for Policy Analysis and Research (CPAR) researches, analyzes and disseminates policy-related information critical to advancing African Americans toward economic development, educational opportunity and health equity. CPAR seeks to improve the socioeconomic circumstances of African Americans by generating analyses of policy issues in education, economic development, public health and social welfare; facilitating substantive communication between stakeholder groups; and disseminating vital information to African-American elected officials, the media and the general public.

In conjunction with CPAR, the Avoice (African American Voices in Congress) website preserves the rich history of the political and legislative contributions of African Americans for future generations. This virtual online library is a central source of information about historical and contemporary African-American policy issues important to researchers, academics, educators and students.

Your sponsorship of CPAR helps the black community by facilitating communication between stakeholder groups and disseminating vital information as part of our New Horizons initiatives:

- STEM education and employment for African Americans
- Minority business development and entrepreneurship
- National Agenda on Poverty Alleviation
- Black voter mobilization in midterm and general elections
- Environmental sustainability in black communities
- Benefits of the Affordable Care Act

**The benefits of sponsorship include:**

- Recognition as a CPAR sponsor on selected marketing materials.
- Engaging with staff on topic selection and speakers for selected events (subject to CBCF approval).
- Opportunities for panel participation (subject to CBCF approval).
- Opportunities to share literature or distribute products at selected events.

# Policy Now

Policy Now is a cloud-based, web platform offering up-to-date analyses and resources on public policy issues being discussed and debated on Capitol Hill and in legislative bodies across the nation. Through the Policy Now platform, the CBCF aims to inform and educate the public about issues affecting black communities. Policy Now will feature access to reports, research materials and digital resources to enable the public to make informed decisions about public policy issues.

Sponsoring Policy Now makes you a charter supporter of this new initiative.
Through your sponsorship, you will help the CBCF achieve the following objectives:

- Provide nonpartisan, unbiased, fact-based analyses, research and resources about public policy issues.
- Explore the implications of current public policy on black communities.
- Facilitate the exchange of ideas and information to address critical, long-term challenges affecting black communities.
- Create an informed, vibrant, nationwide, virtual community (and database) of people who are concerned about public policy, civic engagement and community advancement.
- Provide users in the academic, government, public policy and business communities who inform public policy with access to critical information.
- Provide resources for and connect with black people who are not represented by African-American members of Congress.

Becoming a charter supporter of Policy Now puts you at the foundation of this groundbreaking initiative. As a sponsor, you will receive:

- Online recognition on the Policy Now site.
- Recognition as a charter supporter.
- The opportunity to provide content relevant to the African-American community (subject to CBCF approval).
- Recognition in the CBCF annual report.

There are several levels of charter sponsorship from which you can choose. Additionally, you can combine your Policy Now support with funding for other CBCF programs.

# MISSION-DRIVEN EVENTS

Each year, the CBCF hosts fundraising events to bring together partners, sponsors and individual supporters who share the common goal of advancing the global black community and sustaining the work of the foundation.

In addition to our annual signature events, the CBCF periodically hosts a variety of other programs and events that provide outstanding, high-visibility opportunities for sponsors to partner with the CBCF and support our mission to eliminate disparities for African Americans.

While these special events may not take place every year, they are all important initiatives for the foundation because they acknowledge and celebrate some of the CBCF's key stakeholders.

# Avoice Heritage Celebration

The annual Avoice Heritage Celebration is the CBCF official Black History Month gathering. Proceeds from the event support the collection and preservation of the digital archives maintained in the Avoice virtual library and also help to carry out Avoice's various programmatic activities throughout the year. The Heritage Celebration recognizes individuals who embody the spirit and mission of Avoice and also honors institutions seeking to preserve African-American history and a heritage that has allowed us to change so many lives, inspire great leaders and build for future generations.

## The Heritage Celebration is unique every year, allowing for tailored sponsorship opportunities that reflect the year's award recipients, venue and program.

### Exclusive Opportunities

- Presenting Sponsor: $40,000 (1 available)
- Opening Reception Sponsor: $25,000 (1 available)

### General Sponsorship (non-exclusive)

- Award Presentation Sponsorship: (limited availability)
- Legacy Sponsor: $10,000 (limited availability)
- Heritage Section Sponsor: $5,000 (limited availability)
- Preservation Sponsor: $2,500
- Pioneer Sponsor $1,000

**Traditionally, sponsor opportunities include one or more of the following:**

- Reserved or premium seating (exact number of tickets is contingent on the venue)
- Logo/company placement on Avoice website
- Speaking opportunity at select activities
- Listing as sponsor on select pre- and post-event marketing
- Special invitations and preferred seating at future Avoice events
- Photo opportunity with award recipients, special guests, CBCF principals and VIPs

Please contact a member of the Resource Development team to learn more about becoming a sponsor of the Heritage Celebration and Avoice.

# Memorial Scholarship Classic

The Mervyn L. & Stephanie Tubbs Jones Memorial Scholarship Classic is the premier fundraiser of the Congressional Black Caucus Spouses General Education Scholarship program. Named in honor of the late Rep. Stephanie Tubbs Jones and her spouse, Mervyn L. Jones, this purposeful event raises funds to provide financial support to deserving students across the country.

Since 1988, the education scholarship fund has provided more than $11 million in scholarships and educational support to African-American college students nationwide. This fundraiser brings together motivated individuals and socially responsible corporations, giving each the opportunity to network with professionals, celebrities, and members of Congress and their spouses, all of whom support the education scholarship fund.

This event provides various networking opportunities including golf and tennis clinics, fitness class, welcome BBQ, Scholarship Reception, silent auction, Rising Stars breakfast, and awards luncheon with our program beneficiaries.

Child care services are traditionally provided on-site during event hours as part of the CBCF Kids Fun Zone, which provides a caring, entertaining and secure atmosphere for children of every age group during the event. Kids will enjoy toys, games, activities, arts, crafts, songs and much more to keep them amused. Attendees can relax and have a great time while qualified babysitters are attentively watching their kids nearby.

The whole family can enjoy fun-filled activities while supporting a great cause.

*There are several opportunities to sponsor different activities throughout the weekend. These sponsorship opportunities are detailed below.*

### Title Sponsor: $125,000 (exclusive)

The premier Title Sponsorship is the top sponsor level of the Mervyn L. & Stephanie Tubbs Jones Memorial Scholarship Classic.

This sponsor will have its company/organization logo included on all key event printed materials and signage and will also enjoy selected exclusive sponsorships.

## Sporting Activities

- Golf Clinic Sponsor: $10,000 (2 available)
- Ace Sponsor/Tennis Tournament and Clinic Sponsor : $40,000 (2 available)
- Fitness Sponsor: $10,000
- Classic Foursome Sponsor : $6,500 (limited availability)
- Single Foursome Sponsor: $2,500 (limited availability)
- Individual registrations: $250 to $650

## Special Activities

- Registration Sponsor: $20,000 (1 available)
- Welcome BBQ Sponsor $25,000 (limited availability)
- Scholarship Reception Sponsor : $25,000 (limited availability)
- Rising Star Breakfast Sponsor: $10,000 (limited availability)
- Breakfast/Lunch Sponsor : $20,000 (2 available)
- Official Silent Auction Sponsor (1 available): Contingent on market value
- Kids Fun Zone Sponsor: $5,000

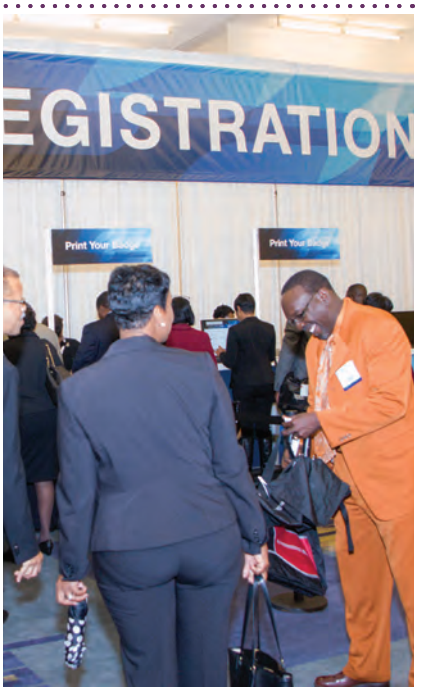
## Branding Opportunities

- **Official Apparel Sponsor: Contingent on Market Value**
- Eagle Sponsor – Branded Golf Balls/Signage: $30,000
- Golf Course Sponsor (2 available): $60,000
- Golf Cart Sponsor (2 available): $20,000
- Tournament Refreshment Sponsor (4 available): $6,500
- Advertisement in printed commemorative Scholarship Classic program book: Prices vary
- Course and hotel signage opportunities, including cart path signs, tee signs and pin flags: Prices vary
- In-kind sponsorship opportunities, including branded or promotional items for attendee registration bags and silent auction items.

Sponsors who underwrite events will be recognized in accordance with their level of sponsorship. Such benefits may include:

- Branding and signage, including display of company product in select high-visibility areas.
- Premium and/or reserved seating at special activity events.
- Golf, tennis and bid whist tournament and/or tournament spectator registrations, including greens fees, cart, range balls, breakfast, lunch and registration bags.
- Access to the CBCF room block rate at the host hotel.
- Speaking opportunities at selected activities.
- Photo opportunities with special guests, award recipients and VIPs.
- Recognition in sponsorship acknowledgments.
- Advertisement in commemorative Scholarship Classic program book (printing deadlines apply).

# Annual Legislative Conference



The CBCF Annual Legislative Conference is a five-day public policy conference held every September at the Walter E. Washington Convention Center in Washington, D.C.

The ALC is the premier public policy conference, bringing together close to 9,000 people to explore issues affecting African Americans and black communities around the world. The conference features nearly 70 policy sessions, a National Town Hall, a job and contract procurement fair, the Phoenix Awards Dinner and much more.

ALC provides a unique marketing and collaborative opportunity for companies and organizations, providing access to some 9,000 attendees representing consumer markets at the local, state and national levels.

Involvement as a sponsor is not only good for business, it also supports numerous programs and events provided by the CBCF.

ALC is a prime opportunity for businesses to connect with consumers who utilize a wide range of products and services.

We encourage you to review the various opportunities!

### How You Can Be Part of ALC

Offering the most public spotlight for the foundation's mission, ALC provides a multitude of attractive sponsorship opportunities for companies.

Types of sponsorships include:

- Branding opportunities, including ALC Daily, the conference's daily highlights publication, and digital sponsorship.
- Promotional sponsorship opportunities.
- Recognition receptions and celebrations honoring members and leaders of the CBC and the CBCF.
- Issue forum and braintrust partnerships.
- In-kind donations.
- Advertising and underwriting.
- Third-party workshops.
- Specialty sponsorships.
- Sponsorships of exhibit hall venues, including the author's pavilion, the business and technology pavilion, the enterprise pavilion, the health pavilion and the marketplace pavilion.

Sponsors who underwrite events will be recognized in accordance with their level of sponsorship.

Such benefits may include:

- Branding.
- Advertising space in various ALC print and online platforms.
- Invitations to or reserved seating at select ALC signature events.
- Conference registrations.
- Speaking opportunities.
- Photo opportunities with special guests, award recipients and VIPs.
- Opportunities to participate in issue forum panels (subject to CBCF approval).

### Title Sponsor Packages

The Annual Legislative Conference title sponsorship is a coveted opportunity that allows corporations to engage in a variety of prominent branding activities, receiving significant recognition and options for participation. As a title sponsor, a corporation demonstrates its commitment to the mission of the CBCF while being a philanthropic leader. Five different levels of title sponsorship are available, all of which give your company the opportunity to directly engage in solutions for public policy issues that affect African Americans.

The CBCF encourages its corporate partners to consider title sponsorship, as this level of support provides a full ALC experience while advancing the meaningful work of the CBCF.

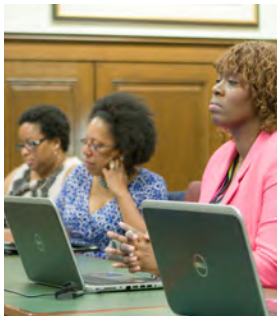
Title sponsorship options are listed below. Please note that these sponsorship packages can be specifically tailored for individual companies and include access to a range of events throughout the ALC.

| | |
|---|---|
| Premier Sponsor: | $500,000 |
| Presidential Sponsor: | $250,000 |
| Congressional Sponsor: | $150,000 |
| Partner Sponsor: | $100,000 |

Please contact the Resource Development team for more information about customizing a title sponsorship to help your organization meet its objectives.

### ALC Issue Forum $10,000 - $40,000 (Exclusive and multiple sponsorships available)

Every year at the ALC, African-American members of Congress serve as honorary hosts of more than 70 issue forums dealing with topics that concern our communities, including education, financial services, science and technology, telecommunications, transportation, health and economic development.



There are a variety of ways an organization or company can host an issue forum including:

- Sponsorship of several issue forums dealing with specific topics of interest to your organization
- Sponsorship of a single forum dealing with an issue of particular interest to your organization

Depending on their sponsorship level, sponsors may receive any combination of the following:

- Branding and signage at the event
- Opportunity for programmatic involvement on a selected topic
- Organization representation on selected panels (subject to CBCF approval and availability)
- Recognition on the sponsorship wall
- Reserved seating at the sponsored issue forum(s)
- Product or information bution (subject to CBCF approval)

Sponsors that partner with the CBCF by hosting an issue forum during the ALC can enjoy:

- The opportunity to meet and network with like-minded companies and individuals that value the growth and development of African Americans.
- Highly visible branding and signage during the event.
- Developing the programmatic content and selecting panel participants for the selected issue forum topic (subject to CBCF approval).
- Opportunity to distribute branded collateral, company products and/or information to attendees (subject to CBCF approval).
- Maximized visibility and influence through exposure to a diverse, nationwide audience.

**CPAR Future Focus Series $10,000 - $30,000 (Exclusive and multiple sponsorships available)**

The CBCF hosts a series of issue forums at the ALC connected to the efforts of the Center for Policy and Research. Through CPAR, the CBCF generates an exchange of ideas through discussions and analyses of policy issues in education, economic development, public health and social welfare.

Sponsorship of each CPAR Future Focus Series issue forum can include one or more of the following benefits:

- Event signage.
- Opportunity for panel participation (subject to CBCF approval).
- Corporate branding on the sponsorship wall.
- Premium digital signage placement at the convention center.
- Photo opportunities with honorees, special guests, speakers and VIPs.
- Invitations to select ALC signature events (tickets and invitations based on interest and availability).

### Third-Party Workshops

In addition to conducting nearly 70 workshops, seminars and issue forums during the Annual Legislative Conference, the CBCF also invites sponsors to apply to host their own issue forums or workshops in conjunction with the conference. Hosting your own issue forum during the conference is a unique, high-visibility opportunity. Supporting ALC in this way allows companies to directly engage the public by sharing and exchanging information and ideas on how to address the challenges facing underserved populations.

By sponsoring your own issue forum, you send a clear message that your organization is strongly aligned with the CBCF's efforts to eliminate disparities for African Americans.

Each potential sponsor must submit a detailed description of the proposed issue forum topic, and each application will be vetted by the CBCF leadership to prevent subject matter duplication and to ensure that the proposed topics are aligned with the CBCF mission. Upon approval, CBCF staff will schedule your issue forum. Based on your specifications, CBCF staff will also assign a meeting room for your session and connect you with our service partners at the Walter E. Washington Convention Center, so you can place your catering order and/or arrange for any audio-visual equipment needs.

Third party workshops sponsorship begins at $10,000.

Please contact the Resource Development team for additional issue forum sponsorship opportunities.

### Phoenix Awards Dinner Sponsorship Opportunities

Each year, the CBCF recognizes extraordinary individuals who, through their efforts and accomplishments, have made significant contributions to society. The Phoenix Awards Dinner pays tribute to the legacy and achievements of these extraordinary individuals. At the dinner, they receive the prestigious, CBCF-commissioned Phoenix Award.

Traditionally held on the Saturday night of the conference, the Phoenix Awards Dinner celebrates the achievements of the awardees for their exceptional contributions to our communities, our culture and the nation. This dinner is one of the largest gatherings anywhere of African-American political leaders, educators, diplomats and other influential individuals.

The Phoenix Awards Dinner is also an opportunity to honor the members of the Congressional Black Caucus for their service, accomplishments and efforts to eliminate the many disparities that continue to exist for millions of African Americans.

The four sponsorship levels for the dinner start with the platinum level, which includes a table for ten in the highly coveted, inside-the-rope premium section designated for CBC members and their guests. The following sections detail the benefits of contributing at each sponsorship level.

The dinner also includes several branding opportunities that provide unique visibility among the more than

### AWARDS DINNER PLATINUM TABLE: $35,000

- Ten tickets in the platinum seating section
- Opportunity to network with dinner attendees
- Special listing in the Phoenix Awards Dinner program booklet
- Ten invitations to the pre-dinner reception
- On-screen listing as a platinum table sponsor

### AWARDS DINNER GOLD TABLE $20,000

- Ten tickets in the gold seating section
- Opportunity to network with dinner attendees
- Special listing in the Phoenix Awards Dinner program booklet
- Four invitations to the pre-dinner reception

### AWARDS DINNER SILVER TABLE: $10,000

- Ten tickets in the silver seating section
- Opportunity to network with dinner attendees

### AWARDS DINNER BRONZE TABLE: $7,500

- Ten tickets in the bronze seating section
- Opportunity to network with dinner attendees

2,500 dinner guests. These include:

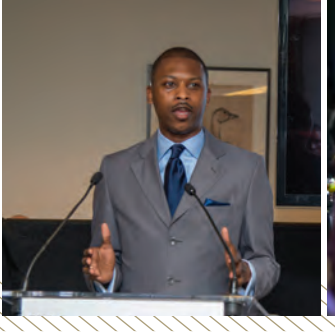
- Awards Dinner Program Booklet: $40,000 (1 available)
- Awards Dinner Platinum Table Gift: $30,000 (1 available)
- Awards Dinner General Table Gift: $45,000 (1 available)

**Official CBCF Hosted Signature Sponsorship Opportunities**

Official ALC events are part of the overall strategy to generate support for the CBCF's year-round educational programs and initiatives. By attending, conference participants support the CBCF's mission to develop leaders, inform policy and educate the public.

Sponsor benefits and opportunities vary by event. The traditional sponsorship levels are:

| | |
|---|---|
| Presenting Sponsor: | $75,000 - $150,000 |
| Platinum Sponsor: | $50,000 |
| Gold Sponsor: | $20,000 - $25,000 |
| Silver Sponsor: | $10,000 - $15,000 |
| Bronze Sponsor: | $5,000 |
| Individual Tickets: | Prices vary by event |



Sponsors who underwrite events are recognized in accordance with their level of sponsorship. Such benefits may include:

- Branding.
- Advertisements in various ALC print and online platforms.
- Invitations or reserved seating at select ALC signature events.
- Conference registrations.
- Speaking opportunities.
- Photo opportunities with special guests, award recipients and VIPs.
- Opportunity to participate in issue forum panels (subject to CBCF approval).

Sponsors may underwrite any of the ALC events described below.

### National Town Hall Meeting: $75,000 (Exclusive or 2 sponsorships available)

The National Town Hall Meeting stirs thought-provoking discussions among a diverse and intergenerational panel of prominent voices from politics, academia and pop culture to explore timely issues of social, political and cultural relevance to African Americans. The National Town Hall is the largest public policy forum sponsored by the CBCF throughout the five-day conference.

### Prayer Breakfast: $300,000 (Exclusive sponsorship)

Generations of African Americans have relied on their spiritual strength to guide them through the challenges of life. The Prayer Breakfast was founded more than two decades ago to honor the critical role faith has played in the lives of African Americans. Over the years, the event has become more ecumenical in nature, incorporating representatives from multiple religious faiths.

The Prayer Breakfast has hosted celebrities, political leaders, top gospel artists and ministers, making it one of the most popular events in the nation's capitol. Music and a strong message resonate across denominations and religions. To that end, the Prayer Breakfast boasts a rich mix of talent messengers and ministers of music.

Since the inception of the Prayer Breakfast, The Coca-Cola Company has been a steadfast supporter and the title sponsor for the event. Other companies have also lent their support in the form of gifts for event attendees.

### Leadership Reception: $75,000 (Exclusive or 2 title sponsorships available)

A reception to celebrate the chair of the Congressional Black Caucus, this invitation-only event is an opportunity to celebrate and honor members of the CBC who serve as the "conscience of Congress." A VIP reception occurs before the main event. Leaders from across the country and around the world mix and mingle during this exclusive reception.

### CBCF Chair's Reception: $75,000 (Exclusive or 2 sponsorships available)

This reception is presented by the CBCF Board of Directors to honor the Board's chair. The reception invitation is included as part of all registration packages and is inserted in every one of the nearly 5,000 conference bags. The CBCF Chair's Reception is the only event including food and beverage that is provided to all registered conference attendees.

### Pre-Awards Dinner Reception: $35,000 (Exclusive or multiple sponsorships available)

A reception preceding the Phoenix Awards Dinner, this exclusive event is a must for dinner attendees, attracting CBC members, VIPs and special guests prior to the annual dinner.

The reception is usually held in the convention center near the main dinner ballroom. Sponsorship includes photo opportunities, listing on the printed invitations that go out to all VIP guests, and exclusive invitations for the sponsor.

### General Session Luncheon: $50,000 (exclusive sponsorship) or $25,000 (co-sponsorship)

The CBCF's annual General Session Luncheon has become a celebrated part of the Annual Leadership Conference for good reason. The featured speakers always bring sound, practical advice on effective networking and other topics of interest to the attendees.

Past presenters and speakers have included:

- Brother2Brother - A Conversation Among Black Men
- Apple
- Iyanla Vanzant, author, motivational speaker and television host
- Judy Smith, author, television producer and crisis manager
- Bonita Coleman, vice president for U.S. sales, Google, Inc.
- Elaine Meryl Brown, Marsha Haygood, and Rhonda Joy McLean, authors of "The Little Black Book of Success"

### New Attendees Reception: $50,000 (exclusive sponsorship) or $25,000 (co-sponsorship)

This breakfast reception is an opportunity for new attendees and/or second-year returning attendees to learn about the purpose and history of the ALC. It also highlights gatherings such as the National Town Hall, braintrusts and evening events. This event provides an opportunity for new attendees to meet, mingle and learn how to navigate the upcoming days of the ALC. It's described as the start of the best network ever!

### Black Elected Officials Session: $30,000 (exclusive or multiple sponsorships available)

The Black Elected Officials Session is designed for those attendees of the ALC who are state and local leaders. The session and topic themes provide a platform for collaboration and policy development to occur among national and local leaders and their constituencies, with the goal of addressing current legislative issues in local communities.

Sponsoring this session gives you the chance to:

- Participate in a forum featuring powerful speakers and dynamic state and local thought leaders.
- Network with policy-makers, state and federal officials, business and labor leaders, community leaders and other stakeholders.
- Voice your concerns regarding pressing issues in your community.

### Faith Leaders Roundtable $25,000 - $50,000 (Multiple sponsorships available)

The Faith Leaders Roundtable traditionally takes place on Saturday immediately following the Prayer Breakfast. Here, faith, spiritual and community leaders convene to discuss the difficult and challenging issues facing our communities and the nation.

### CPAR Health and Wellness Luncheon: $5,000 - $35,000 (Exclusive or multiple sponsorship available)

The ALC Health and Wellness luncheon highlights some of the leading health conditions affecting African Americans and individual, program and policy solutions to address them. The interactive session features a small panel of experts in health care and health policy and, when appropriate, celebrities who've espoused the issue area. Prior topics include obesity and chronic disease; mental health; heart disease; birth defects; Alzheimer's disease; bone marrow donation; the importance of community health centers; and the use of personal technology devices and applications to prevent and manage disease.

### The Sojourner Truth Legacy Project $15,000 - $50,000 (Multiple sponsorships available)

The Sojourner Truth Legacy Project began in 2008 with a congressional unveiling ceremony for Sojourner Truth's bust in the Capitol Visitors Center. The women members of the CBC believed that Dr. C. DeLores Tucker and the National Congress of Black Women, Inc. were not properly recognized for their work in bringing about the bust's installation. Propelled by this historic event, the CBCF and the CBC's women members called for an event during the ALC to celebrate Sojourner Truth and those working to continue her legacy.

Through a series of programs over the past several years, the Sojourner Truth Legacy Project has continued to build a dynamic, nationwide, intergenerational network of African-American and multicultural women committed to harnessing their power to confront issues important to African-American women, including jobs, healthcare and the advancement of women in business and government sectors.

ALC events connected to the Sojourner Truth Legacy Project include an evening kick-off reception, the Sojourner Truth "Women of Truth" Award Ceremony and an issue forum.

### Jazz Concert $10,000 - $50,000 (Multiple sponsorships available)

Generations of African Americans have both contributed to jazz and enjoyed it as a challenging, edifying and entertaining modality of musical expression. Accordingly, over the years, the Jazz Concert has presented and honored many of jazz's leading figures, and it has grown in stature to become one of the most anticipated events of the Annual Legislative Conference and the Washington cultural calendar.

The Jazz Concert was created more than two decades ago by Rep. John Conyers, known respectfully as the "Jazz Congressman" for his many legislative initiatives in the service of jazz. Over time, the Jazz Concert has come to be regarded as a celebration of a cultural phenomenon rooted in the black community and practiced around the world.

Since the inception of the Jazz Concert, a wide range of sponsors have supported the event, including ASCAP, RIAA, DTE Energy, Microsoft, Prudential, the UAW-Chrysler Training Center, JP Morgan, Centric, Time/Warner, BMI, General Motors Corporation, Ford Motor Company, the Bridgestone-Firestone Trust Fund, Dish Network and Western Union.

Jazz resonates across generations, genders and ethnicities. To that end, the Jazz Concert offers a robust mix of living legends, highly accomplished practitioners and emerging talent.

### Gospel Extravaganza $10,000 - $50,000 (Multiple sponsorships available)

A long-time staple of the ALC, the Gospel Extravaganza showcases the best of southern gospel from the districts of honorary event hosts Rep. James E. Clyburn, Rep. Sanford D. Bishop, Rep. G. K. Butterfield and Rep. Bennie G. Thompson. This event is a favorite among conference attendees who want to experience the power of anointed praise.

### Donald M. Payne Foreign Policy Fellowship Cruise $10,000 - $100,000 (Multiple sponsorships available)

This annual cruise is a tribute to the late Rep. Donald M. Payne, former chairman of the CBCF, and honors his commitment to the foundation's education programs.

The funds generated by the cruise will support the CBCF Donald M. Payne Foreign Policy Fellows Program, which provides training and leadership development for early-career policy professionals who are dedicated to advancing positive global change.

The relaxing cruise aboard the Washington Odyssey traditionally occurs on Sunday, the final day of the conference, and features breakfast, brunch, live entertainment, special guests and VIPs. Former and current Don Payne fellows are also invited, and the cruise is an opportunity to interact with the fellows.

#### Emerging Leaders Sponsorship Opportunities

Several years ago, the CBCF created a special track of issue forums for attendees between the ages of 18 and 35. This track, the Emerging Leaders Series (ELS), has become very popular, encouraging more and more young leaders to attend the ALC each year. The ELS offers a unique experience for these leaders to take their careers and community to the next level.

This series is designed to provide information, dialogue, tools and networking opportunities for personal and professional growth. ELS registrants gain essential tools for personal and professional success by networking, attending issue forums geared toward their interests, and building their professional and personal brands.

### Instant Apprentice Power Luncheon: $50,000 (exclusive sponsorship) or $25,000 (co-sponsorship)

During this high-energy event, emerging leaders lunch with African-American executives and leaders in business, government, education, sports and nonprofit organizations, gaining access to these power brokers by becoming their "instant apprentices." Industry leaders share the lessons that have helped them become successful and offer attendees advice on how to gain a competitive advantage in today's market, tap into their entrepreneurial spirits, and enhance their leadership skills.

### Emerging Leaders Town Hall: $85,000 (Exclusive or Multiple sponsorships available)

The Emerging Leaders Town Hall is designed to engage political leaders, corporate executives, community activists, entertainers and other young professionals in discussion on the state of affairs in black America. Historically, our community has played a major role in the country's economic, political and social development. Acknowledging the role that emerging leaders play in advocating for and effecting change, we also identify strategies to help them to navigate the political process, influence public policy, and excel in corporate America.

### The Black Party: $5,000 - $25,000 (Multiple sponsorships available)

A play on Jay-Z's 2003 "Black Album," the Black Party is one of the most popular events at the Annual Legislative Conference. Since its debut in 2004, the Black Party has been a highlight of the Emerging Leaders Series, the special track of sessions during ALC designed to address the unique needs of young professionals between the ages of 21 and 35. Eleven years later, the track has grown from just a few attendees to thousands of registrants from across the country. The CBCF's signature party with a purpose features up-and-coming musical talent and is a must-attend event for ELS registrants.

### CBCF Alumni Networking Reception: $5,000 - $75,000 (Multiple sponsorships available)

The CBCF Alumni Association was created to foster continuous engagement among previous interns, fellows and scholarship recipients. CBCF alumni are some of the most accomplished and dedicated professionals in the country, and they work tirelessly to make a difference in their communities. The foundation is proud to recognize more than 2,000 alumni. To give alumni an opportunity to interact with each other, the foundation hosts an annual alumni reception at the Annual Legislative Conference.

### Celebration of Leadership in the Fine Arts Sponsorship Opportunities $5,000 - $100,000 (Multiple sponsorships available)

This annual celebration recognizes African-American accomplishments in the arts and the contributions of individuals who have influenced history and inspired generations. Each year, the honorees are selected by a committee of CBC spouses. Typically, one recipient is selected from each of three categories: television and film, music, and literature and art. Each honoree receives a Lifetime Achievement Award.

The event also recognizes and presents ten young performing arts scholars and ten visual arts scholars who have demonstrated a competitive and exceptional level of talent. These scholars receive monetary scholarship awards to be used toward their pursuit of higher education in the visual and performing arts.

Past honorees have included Bill Withers, Phylicia Rashad, Tyler Perry, Alice Walker, B.B. King, Robert Townsend and the O'Jays.

## Avoice Workshop Sponsorships $5,000 - $50,000 (Multiple sponsorships available)

During the ALC, Avoice conducts an hour-long workshop for high school students using a lesson plan covering a topical issue of interest to students. Teachers and other educators are invited to attend and observe the lesson in action. Previous student workshop topics have included environmental justice, voting rights and the anti-apartheid movement. Students access the materials on laptops.

## Essay Contest and Issue Forum Sponsorships $5,000 - $50,000 (Multiple sponsorships available)

Each year, the CBCF invites qualified students from the districts of Congressional Black Caucus members to participate in an essay contest and issue forum. Students are presented with a topic that embodies some of our communities' most pressing issues and are asked to write an essay to defend their research, analyses and opinions. Submissions are judged by a special committee of CBC spouses, CBCF staff and other volunteers.

Previous essay topics have included bullying, cyberbullying, obesity and healthy living, and increasing the graduation rate among minority high school students.

In 2014, the CBCF introduced a new technological element to the contest. Students were invited to submit an original written essay or a video essay on the topic to showcase their video production talents.

Essay winners and their families are invited to Washington, D.C., in September to receive their prizes and attend an issue forum on the subject during the Annual Legislative Conference.

Essay contest winners receive airfare and hotel accommodations as well as cash prizes. Prizes are awarded for first-, second- and third-place winners. The winners are traditionally announced in early August.

Sponsors are invited to participate in the judging and the presentation of the checks to the essay contest winners.

## Community Breakfast and Health Fair Sponsorships $25,000 - $50,000 (Multiple sponsorships and in-kind sponsorships available)

For almost a decade, the CBCF has hosted an annual Community Breakfast and Health Fair on Thursday during the ALC. Founded by the Congressional Black Caucus Spouses, this partnership between the CBCF and a local homeless and/or transitional center provides services to the homeless and low income population of Washington, D.C. At this event, CBCF members, CBC spouses and sponsorship partners serve breakfast and provide health screenings to the population served by the center.

The Community Breakfast and Health Fair provides an opportunity for members of Congress, spouses, and corporate and community partners to participate in a community service event during the ALC. This event continues a longstanding tradition of direct community involvement by CBCF partners and stakeholders.

## Advertising and Underwriting Opportunities

The ALC is a premier opportunity to reach nearly 9,000 conference attendees from across the nation. ALC attendees include elected officials as well as business, educational, religious, industry and community leaders who attend the ALC to learn firsthand about products, services and opportunities of interest to African Americans.

The wide range of events offered during the conference guarantees multiple unique platforms for companies to gain valuable exposure to our diverse and engaged audiences. Advertising at the ALC provides a unique marketing opportunity for any organization and also supports the numerous research, education and scholarship programs provided by the CBCF.

## ALC Exhibit Showcase

Raise your business profile among African-American consumers during the ALC by participating in the ALC Exhibit Showcase. Over the course of five days, nearly 7,000 ALC registrants will visit the Exhibit Showcase as part of their ALC experience.

Attendees include elected officials and business, educational, religious and civic leaders of diverse ages, interests and socioeconomic statuses. This makes the Exhibit Showcase a unique marketing opportunity for your organization.

The ALC Exhibit Showcase features nearly 200 exhibit spaces for corporations, government organizations and nonprofits. It offers the advantage of brand awareness and visibility among a diverse mix of conference attendees. There are numerous options for easy communication with potential customers, including networking opportunities, a job fair, a contract procurement platform, book signings, health screenings, product demos and more.

Exhibiting companies can engage customers in face-to-face meetings that can easily translate into direct sales and on-site sales.

The ALC Exhibit Showcase features the following five pavilions, each of which offers opportunities for underwriting:

- Author's Pavilion
- Business and Technology Pavilion
- Enterprise Pavilion
- Health Pavilion
- Marketplace Pavilion

Please contact a member of the Resource Development team to learn more about exhibiting in the ALC Exhibit Showcase or underwriting a pavilion.

## ALC Registration Host: $100,000 (1 available)

ALC registration is a unique opportunity to connect with all attendees over the five-day conference. Registration is required to receive all official conference materials, including registration badge, registration bag and invitations to select CBCF events, including the CBCF Chair's Reception.

Many of the sponsor packages include conference registrations, and all of the nearly 400 speakers at the more than 70 issue forums across the five-day conference must register.

Traditionally, registration collateral includes a conference badge with a lanyard and a registration bag. Please be aware that there are printing and ordering deadlines associated with sponsorship of these materials. Early commitment is necessary to take full advantage of this highly visible branding and underwriting opportunity.

## Corporate Lounge Sponsor

The Corporate Lounge is adjacent to the Sponsor Suite, which serves as the Will Call service for the ALC's nearly 500 sponsors. The Sponsor Suite is used to distribute sponsor packages and tickets to guests.

Corporate Lounge passes are traditionally offered as part of the corporate registration package and offer an opportunity to market and communicate to attendees before they visit the lounge.

Working with the convention center staff and the foundation's experienced meeting planners, this space can be outfitted to create an informal networking and business environment for the attendees who support the conference.

The ALC is one the largest gatherings of African-American professionals anywhere, and it offers multiple opportunities to forge long-range business contacts and relationships. The Corporate Lounge offers the advantage of immediate brand awareness and visibility with a diverse mix of corporate and organizational sponsors.

Please contact a member of the Resource Development team for more information on this special opportunity.

## Digital Signage Opportunities: $5,000 - $60,000

Capture the attention of more than 9,000 attendees at the ALC with this exciting branding opportunity. The Oculus Digital Signage Network at the Walter E. Washington Convention Center is truly the next generation of in-conference communication.

The Oculus Digital Signage Network comprises more than 180 high-definition LCD and LED displays, strategically located in public spaces and halls throughout the convention center. The reach and flexibility of the digital signage offer an unparalleled opportunity for you to inform and influence a captive audience for five days, with constant impressions throughout the entire conference.

Digital signage provides immeasurable benefits, including enhancing your brand, conveying important messages and connecting you with high volumes of consumers in targeted demographics.

Sponsor benefits and options are based on rotations, pricing and locations, including entrances, walkways and hallways. Most sponsor packages include corporate registrations and invitations to select ALC signature events. Tickets and invitations vary based on interest and availability.

## ALC Daily

The conference's daily online and printed publication, ALC Daily provides extraordinary brand visibility while informing attendees of conference happenings. Advertising in this keepsake is an opportunity to reach more than 9,000 ALC attendees.

ALC Daily is distributed throughout the conference at the convention center and is available on the CBCF website and mobile app. Take advantage of prime access to attendees through the primary source of daily conference news and highlights.

## Standard Package

| | |
|---|---|
| Full-page color ad | $2,000 per day |
| Half-page color ad | $1,000 per day |
| Quarter-page ad | $500 per day |

## Premium Placement

| | |
|---|---|
| Back cover full-page color ad | $5,000 per day |
| Inside front cover full-page color ad | $5,000 per day |
| Inside back page full-page color ad | $5,000 per day |

## Special Package

Full-page color ad in all four editions $5,400

## Specialty Advertising Opportunities

The following additional advertising opportunities are available at the ALC:

- Hotel key cards: $10,000 (2 available)
- Conference portfolio inserts $7,500
- Conference portfolio product $10,000
- Mobile app, including advertising Contact the Resource Development team for pricing
- WiFi, including advertising Contact the Resource Development team for pricing

# CBCF Special Events

The CBCF periodically hosts a variety of other programs and events that also provide outstanding, high-visibility opportunities for sponsors to partner with the CBCF and support our mission to eliminate disparities for African Americans.

These events, which acknowledge and celebrate some of the CBCF's key stakeholders, also serve as additional opportunities for our partner organizations and individual donors to actively support the CBCF while deriving value from the exposure they received by doing so. As a sponsor of one of these events, you send a clear message that your brand is strongly aligned with the CBCF's effort to create the next generation of diverse leaders. In addition to financial support, previous supporters of these events have provided meeting space, food, beverages and other in-kind resources.

Our sponsors that partner with us on these events may enjoy:

- Networking with and among African-American leaders, CBCF leaders and stakeholders, and special guests.
- Branding exposure to a diverse and influential group of professionals.
- Photo opportunities with political leaders and other dignitaries.
- Invitations to future CBCF events.
- Social event benefits, such as hotel accommodations and parking.
- Discounted registration packages to the Annual Legislative Conference.

Please contact a member of the Resource Development team today to further explore these opportunities and discuss how we can tailor a sponsorship package for you.

### Congressional Black Caucus Ceremonial Swearing-In Ceremony

At the beginning of each new congressional session, the CBCF hosts a ceremonial swearing-in for the African-American members of Congress forming the Congressional Black Caucus. The ceremony provides an opportunity for the members to be sworn in before family members, heads of African-American organizations, stakeholders, special guests and African-American leaders. In recent years, this event has been held at the Capitol Visitors Center on Capitol Hill in Washington, D.C.

The event serves as an intimate opportunity to celebrate the members of the Congressional Black Caucus and also provides an opportunity for the newly elected CBC chair to speak to an audience of key constituents.

The program consists of the ceremonial oath of office, the installation of CBC officers for the new Congress, and remarks by the newly elected CBC chair. Following the ceremony, African-American members of Congress and guests are invited to take part in a celebratory reception.

### CBCF Inauguration Celebration

Starting in 2009, the CBCF has honored the new president-elect's inauguration by hosting an Inaugural Gala and Celebration in January. Over the years, the CBCF has provided live entertainment, seated dinners and dessert receptions for guests to enjoy. These celebrations have been attended by African-American members of Congress, the CBCF leadership, corporate executives, African-American business leaders, prominent entertainers, political leaders and CBCF stakeholders from the general public.

### CBCF Volunteer Appreciation Ceremony

Following the ALC each year, the CBCF hosts an intimate ceremony to acknowledge the volunteers who worked and performed countless duties during ALC. This ceremony typically takes place in October or November and is an informal celebration that provides an opportunity for the CBCF leadership and staff to thank all of the volunteers for their assistance with the execution of the conference.

In the past, this ceremony has been attended by African-American members of Congress, the CBCF leadership, corporate executives, congressional staffers, and the men and women who volunteered to serve at that year's ALC.

### CBCF Internship Closing Ceremony

In December of each year, the CBCF hosts an intimate ceremony to celebrate the graduating fall intern class. This ceremony provides an opportunity for the graduating interns to be recognized in front of their family members, African-American members of Congress, congressional staffers, CBCF stakeholders and other special guests.

Supporters of this event can preview the upcoming CBCF Leadership Institute program participants as well as support academic, leadership and professional development opportunities for emerging black leaders.

# WAYS TO GIVE

Supporting the mission of the CBCF is the perfect way to meet your philanthropic goals. There are numerous ways to give to the CBCF. Your gift makes a difference for African Americans nationwide through the CBCF's programs. The CBCF's various giving vehicles are described below.

The CBCF is a qualified 501(c)(3) nonprofit organization. Your gift is a tax-deductible donation.

### Monetary Donations

Monetary gifts to the CBCF can take several forms. Any of the following are welcome methods of contributing funds to support the CBCF's many valuable programs:

- **Check:** Please make all checks payable to "Congressional Black Caucus Foundation, Inc."
- **Credit card:** Please visit www.cbcfinc.org to donate by credit card.
- Please consider the recurring gift option, which allows you to make a monthly contribution to the CBCF, easing the burden of a large donation by spreading it out over the entire year.
- When you donate through the CBCF website, you can designate your gift for a specific CBCF program or to general mission support.
- **Matching gifts:** Many companies have matching gift programs. If your company has such a program, the CBCF will complete the necessary documents so that you can double your gift.
- **Workplace giving:** The CBCF participates in the Combined Federal Campaign. Federal employees nationwide have the opportunity to support the CBCF through payroll deduction. Federal employees are encouraged to specify #11337 on their contribution forms to direct their ongoing donations to the CBCF.
- **Mobile giving:** Make a quick and easy $10 contribution by texting 20222. You will see the charge on your cell phone bill.

### In-Kind Donations

Every kind of giving is valuable when it comes to philanthropy. To defray costs and provide budget relief for the organization, the CBCF invites companies, organizations and individuals to donate gifts in kind. Gifts in kind provide an ideal opportunity for companies and individuals to expand their giving. Whether delivered in the form of goods, services or expertise, in-kind gifts offer a more accessible giving pathway that allows individuals, companies and organizations to flourish, regardless of monetary restraints.

Examples of in-kind donations include:

- **Excess equipment** (also referred to as capital assets and expense equipment). This may include items such as surplus office equipment, machinery, computers and printers.
- **Services**, such as printing, photography, videotaping and editing.
- **Loaned labor:** This is a formal arrangement whereby an employee with a particular expertise or skill works with a nonprofit organization on a short-term project or program.
- **Auction items:** These are existing or purchased items that are given to a nonprofit organization to

# CONTACT US

For more information, please visit the CBCF website or contact the CBCF Resource Development team by email or phone.

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