

28TH ANNUAL MERVYN L. & STEPHANIE TUBBS MEMORIAL
SCHOLARSHIP CLASSIC

EMERGE

JUNE 14-15, 2020

SPONSORSHIP OPPORTUNITIES

HYATT REGENCY CHESAPEAKE BAY GOLF RESORT, SPA & MARINA

CBCFINC.ORG/SCHOLARSHIPCLASSIC20

#SCLASSIC2020

WE ARE GLOBAL LEADERS

CBCF Vision: We envision a world in which all communities have an equal voice in public policy through leadership cultivation, economic empowerment, and civic engagement.



CONGRESSIONAL BLACK CAUCUS NATIONAL LEADERSHIP

CBC MEMBERS IN LEADERSHIP 116TH CONGRESS



Rep. James E. Clyburn
Majority Whip



Rep. Hakeem Jeffries
Democratic Caucus Chairman



Rep. Barbara Lee
Co-chair, Steering and Policy
Committee

EXECUTIVE LEADERSHIP



Rep. Karen Bass
Chair, CBC



Rep. Cedric L.
Richmond
CBCF Chair, Board of
Directors

SENATORS IN THE CBC



Sen. Cory Booker



Sen. Kamala D. Harris

HOUSE COMMITTEE CHAIRS

4



Rep. Maxine Waters
House Financial Services
Committee



Rep. Bobby Scott
Education and the Workforce
Committee



Rep. Bennie Thompson
Homeland Security



Rep. Eddie Bernice Johnson
Science, Space and Technology

HOUSE SUBCOMMITTEE CHAIRS

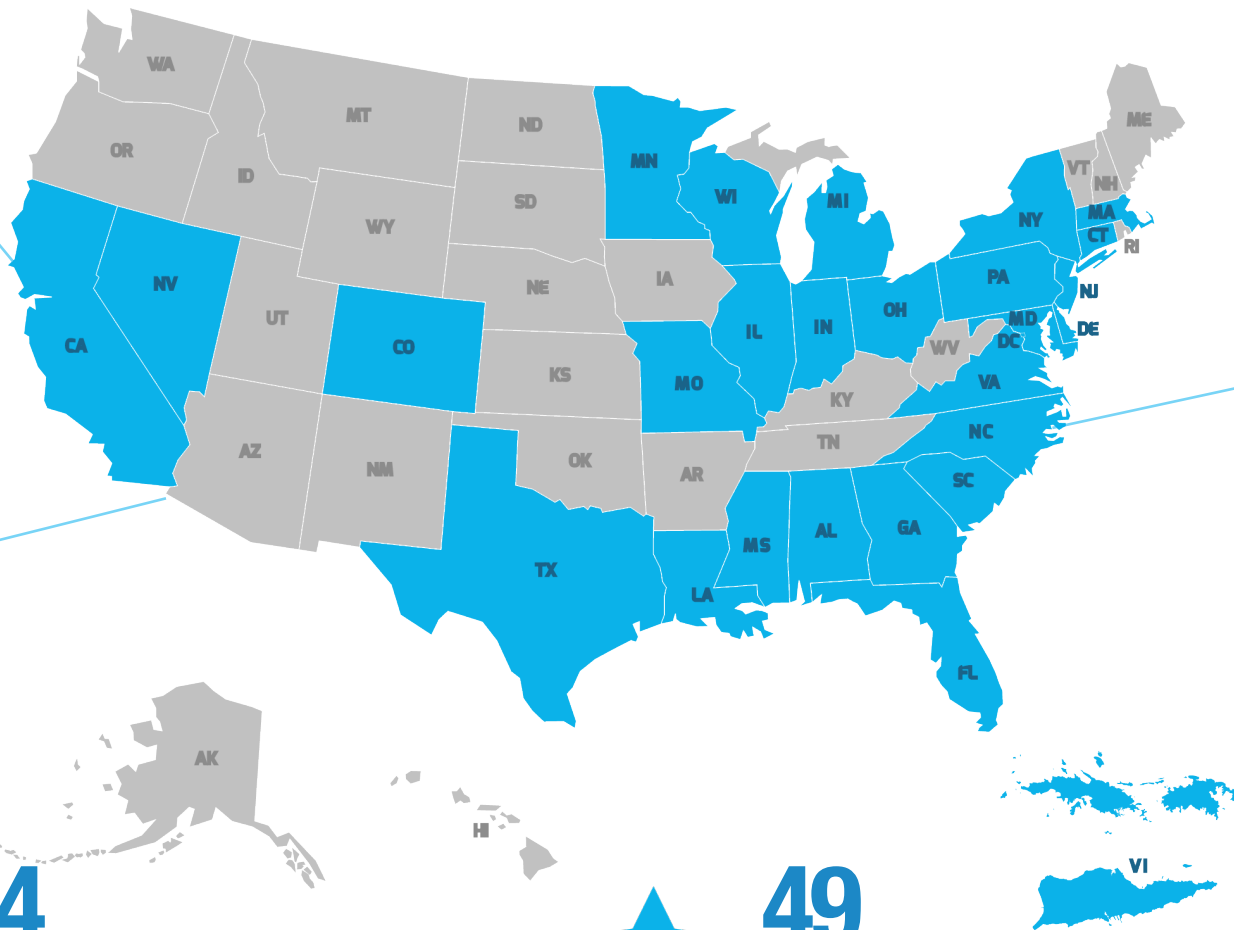
28

CONGRESSIONAL BLACK CAUCUS NATIONAL REACH

Representing
more than
82 MILLION
Americans in
26 States &
1 Territory

25%
of the total
U.S. population

41%
of the total U.S.
African American
population



54
MEMBERS



49
YEARS OF EMPOWERMENT

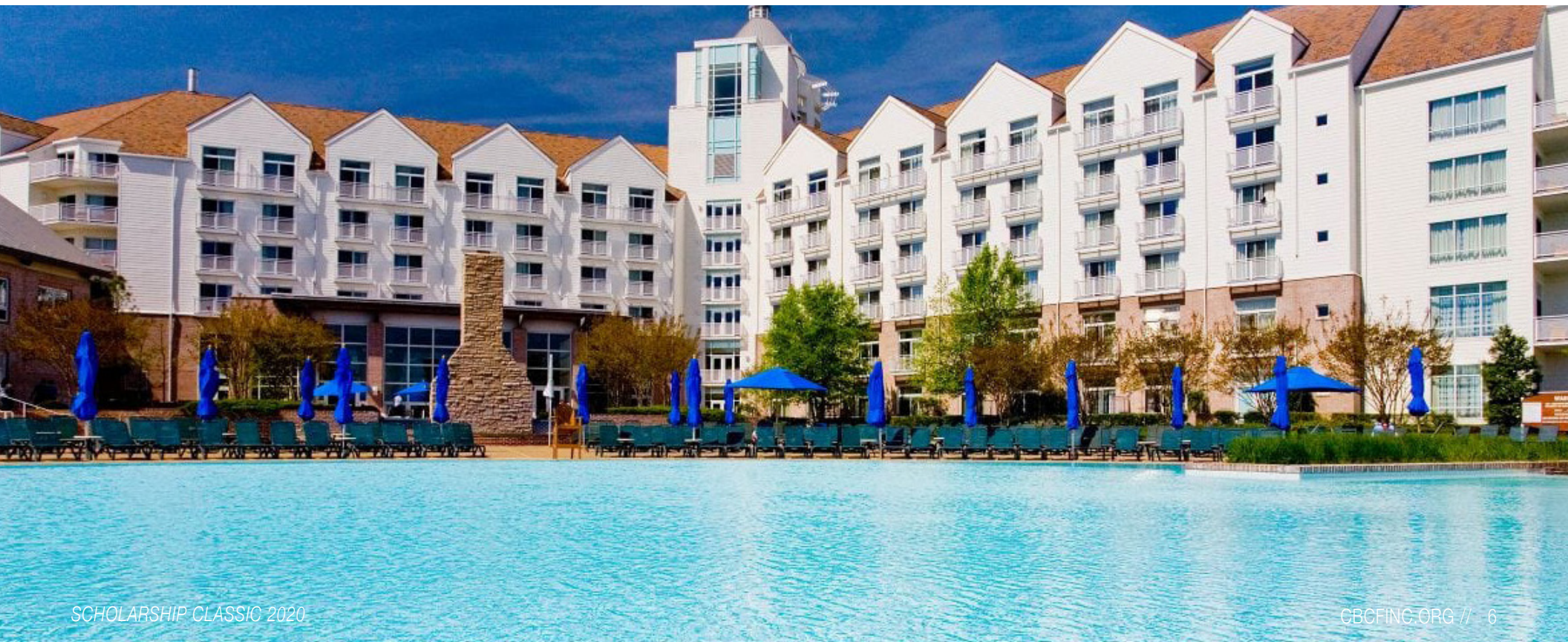
WE ARE CHANGING THE WORLD

CBCF Mission: The Congressional Black Caucus Foundation, Inc. works to advance the global black community by developing leaders, informing policy, and educating the public.



LUXURIOUS LOCATION

This year's Scholarship Classic will be hosted at the luxurious Hyatt Regency Chesapeake Bay Golf Resort, Spa and Marina in Cambridge, Maryland.



OUR WORK TO ACHIEVE THE MISSION

IDEAS & INFORMATION

Facilitating the exchange of ideas and information to address critical issues affecting our community.

DEVELOPING LEADERS

Providing leadership development and scholarship opportunities to educate the next generation of leaders.

EMPOWERING COMMUNITIES

Promoting public health and financial empowerment for all communities through innovative programs.

STRATEGIC RESEARCH

Conducting strategic research and creating historical resources for the public, academics, educators, and students.



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 capital to provide financial support to deserving students across the country.





IMPACT OF THE SCHOLARSHIP CLASSIC

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

DID YOU KNOW?

A joint study by the Demos think tank and the Institute for Assets & Social Policy at Brandeis University found that 54 percent of African Americans between the ages of 25 and 40 have student loan debt, compared with 39 percent of their white counterparts.

African American college students with student loan debt **54%**

White college students with student loan debt **39%**



SCHOLARSHIP CLASSIC PARTICIPANTS

While the majority of attendees hail from the Washington, DC metro area, the Classic attracts many guests and sponsors from across the United States. Attendees include:

Corporate executives
from Fortune 500
companies



Young leaders from
CBCF and other
community programs



Policy influencers &
decision-makers



Philanthropists



Members of Congress



EACH YEAR, SCHOLARSHIP CLASSIC
WELCOMES NEARLY 250 GUESTS

SPONSORSHIP OPPORTUNITIES SPORTING ACTIVITIES



Spa
Services



Fitness
Classes



Tennis



Golf Clinic



Rising Stars
Breakfast



18 Holes of
Golf



Awards
Luncheon



Dessert
Lounge



Child Care
Services



Opening
Soirée

SCHOLARSHIP CLASSIC EVENT DATA

75⁺

More than 75 corporations have supported and participated in the Scholarship Classic including:



CBCF has raised more than \$6M in cash contributions and more than \$300K from in-kind contributions over the past 10 years.



SPOUSES EDUCATION SCHOLARSHIP

The Spouses Education Scholarship is open to college students pursuing an undergraduate or graduate education at an accredited U.S. college or university. The scholarship was established in 1988 by the Spouses of Congressional Black Caucus members in response to federal cuts in spending for education programs and scholarships, which disproportionately affect people of color. The scholarships are awarded in partnership with the CBC District Offices. Students must live or attend school in a CBC member district.



\$6.4 M

In nearly 15 years, more than 4,300 Spouses Education Scholarships were awarded totaling more than \$6.4 million



245+

Nearly 250 Spouses Education Scholarships were awarded in 2019



\$434 K

Total award amount was more than \$434,000 in 2019



\$1 M

Target for our 2020 Scholarship goal

OUR BEST TEAM

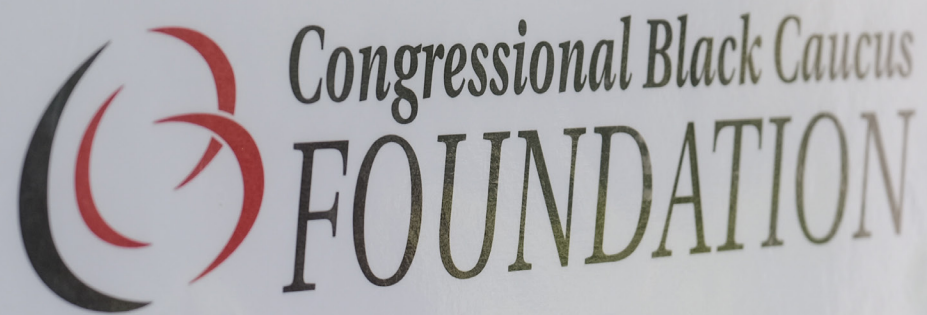
Resource Development: The Development team is an all-star group of resource specialists ready to help you engage with our stellar programs.

Donna Fisher-Lewis

Senior Development Manager
dfisher-lewis@cbcfinc.org

Thelma Barnett

Development Manager
tbarnett@cbcfinc.org




SPONSORSHIP OPPORTUNITIES

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



Benefits may include:

- Branding and signage, including display of company products in select high-visibility areas.
- Premium and/or reserved seating at special activities during the events.
- Golf, tennis and/or tournament spectator registration, 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 select activities.
- Photo opportunities with special guests, award recipients and VIPs.
- Recognition in formal sponsorship acknowledgments.
- Advertisement in commemorative Scholarship Classic program book (printing deadlines apply).



SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR

\$120,000 (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 digital and printed materials and signage, and will also enjoy select exclusive sponsor benefits.

SPONSORSHIP OPPORTUNITIES

SPORTING ACTIVITIES

\$6,500	\$10,000	\$15,000	\$40,000	\$10,000	\$2,500	\$250 - \$650
CLASSIC FOURSOME SPONSOR <i>limited availability</i>	FITNESS SPONSOR	GOLF/TENNIS CONTEST SPONSOR	ACE SPONSOR -- TENNIS TOURNAMENT & CLINIC SPONSOR	GOLF CLINIC SPONSOR	SINGLE FOURSOME SPONSOR <i>limited availability</i>	INDIVIDUAL REGISTRATIONS

SPONSORSHIP OPPORTUNITIES SPECIAL ACTIVITIES

\$25,000

OPENING
SOIREE
SPONSOR

limited availability

\$10,000

BRUSHES &
BELLINIS

\$10,000

REST, RELAX,
REJUVENATE
SPA SERVICES

\$25,000

AWARDS
LUNCHEON
SPONSOR

limited availability

AFTERGLOW
EXPERIENCE

\$50,000

one available

SCHOLARSHIP
RECEPTION

DESSERT
LOUNGE /
AFTERGLOW
RECEPTION

RISEING STAR
BREAKFAST

limited availability

KIDS
FUN ZONE
SPONSOR

\$15,000

\$15,000

\$15,000

\$5,000

SPONSORSHIP OPPORTUNITIES BRANDING OPPORTUNITIES

\$60,000

**GOLF COURSE
SPONSOR**

\$40,000

**EAGLE
SPONSOR**

*branded golf balls,
signage, bag tags,
scoreboard*

\$20,000

**GOLF CART
SPONSOR**

two available

\$20,000

**REGISTRATION
SPONSOR**

**TRANSPORT
SHUTTLE
SPONSOR**

\$15,000

**TOURNAMENT
REFRESHMENT
SPONSOR**

\$10,000

**PRINTED
AD**

*in commemorative
Scholarship Classic
program book*

PRICES VARY

**OFFICIAL
APPAREL
SPONSOR**

one available

MARKET VALUE

**COURSE
SIGNAGE
SPONSOR**

\$5,000 - \$15,000

**IN-KIND
OPPORTUNITIES**

*including branded or
promotional items
for attendee
registration bags
and silent auction items*

CONTACT INFORMATION

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Resource Development
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I lead. I serve.

