

2020

ANNUAL LEGISLATIVE CONFERENCE
**Sponsorship
Opportunities**



ANNUAL LEGISLATIVE CONFERENCE

The Annual Legislative Conference (ALC) is the Congressional Black Caucus Foundation's premier public policy conference, bringing together thousands of people to explore issues affecting African Americans and black communities around the world. This year, ALC will be hosted virtually and will include 30 policy sessions led by Congressional Black Caucus (CBC) members, a National Town Hall, the Emerging Leaders Series and live entertainment.



Sponsorship demonstrates your company's commitment to the mission of the Congressional Black Caucus Foundation, Inc. (CBCF) — *to advance the global black community by developing leaders, informing policy, and educating the public.* Your sponsorship is a testament to your commitment to providing greater opportunities for young people by ensuring there are resources for more scholarships, internships and fellowships. Your support helps equip the next generation of leaders and prepares them for success.

Virtual ALC provides unique marketing and collaborative opportunities for companies and organizations, providing access to thousands of participants representing consumer markets at the local, state and national levels.



The Annual Legislative Conference is a great opportunity for your organization to impact young people, and be a part of the conversation around issues affecting African Americans domestically and globally.

We encourage you to review the various opportunities!

PARTNER WITH US FOR ALC2020

Providing the most visible platform for the Foundation's mission, the ALC provides a multitude of valuable sponsorship opportunities for companies.



Types of sponsorships include:

- Branding opportunities via digital sponsorship
- Promotional sponsorship opportunities
- Issue forum and braintrust partnerships
- In-kind donations
- Advertising and underwriting

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

- Advertising space in various ALC online platforms
- Branding
- Opportunities to participate in virtual issue forum panels (subject to CBCF approval)
- Invitations to or reserved seating at select CBCF signature events post ALC



▶ The Resource Development team will work with your company to tailor sponsorship packages to meet your charitable goals.

SPONSORSHIP LEVELS AND BENEFITS



**\$50,000-
\$99,999**

Package Includes

- Company branding on up to four (4) select issue forums
- Opportunity to provide a panelist during the virtual session
- Recognition through session promotion on all CBCF social media platforms
- Opportunity to air a 30-second commercial on the ALC virtual platform
- Invitation for two (2) guests to an exclusive private dinner event with CBC members (post ALC)
- Reserved seating for two (2) guests at the 2021 CBC Ceremonial Swearing-In
- Recognition on CBCF's website

**\$25,000-
\$49,999**

Package Includes

- Company branding on up to four (4) select issue forums
- Opportunity to provide a panelist during the virtual session
- Recognition through session promotion on all CBCF social media platforms

**\$100,000
and above**

Package Includes

- Exclusive company branding on select braintrusts and issue forums
- Opportunity to provide a panelist during the virtual session
- Recognition through session promotion on all CBCF social media platforms
- Opportunity to air a 30-second commercial on the ALC virtual platform
- Invitation for four (4) guests to an exclusive private dinner event with CBC members (post ALC)
- Reserved seating for two (2) guests at the 2021 CBC Ceremonial Swearing-In
- Recognition on CBCF's website

**\$10,000-
\$24,999**

Package Includes

- Company branding on up to two (2) select issue forums
- Recognition through session promotion on all CBCF social media platforms

**\$5,000-
\$9,999**

Package Includes

- Company branding on one (1) select issue forum
- Recognition through session promotion on all CBCF social media platforms



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. There are different levels of title sponsorship available, all of which give your company the opportunity to 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 Congressional Black Caucus Foundation, Inc.**

Title Sponsorship Options



Please note that these sponsorship packages can be specifically tailored for individual companies and include access to a range of CBCF events post ALC.



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

ALC Issue Forum/ Braintrust Sponsorship

\$5,000 - \$25,000

Every year at the ALC, African American members of Congress serve as honorary hosts of numerous issue forums covering topics of concern to our communities, including education, financial services, science and technology, telecommunications, transportation, health care and economic development.

This year, there will be 30 virtual issue forums and 15 virtual braintrusts hosted by CBC members. 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 the sponsorship level, sponsors may receive any combination of:

- Branding on the digital platform during the session
- Opportunity for programmatic involvement on a selected topic
- Organization representation on select panels (*subject to CBCF approval and availability*)
- Recognition through digital promotion of virtual ALC
- Recognition on CBCF social media platforms
- Recognition on CBCF's website



Third-Party Workshops

\$5,000

In addition to conducting several braintrusts and issue forums during the Annual Legislative Conference, the CBCF invites sponsors to apply to host their own issue forums or workshops as a part of the conference. Hosting your own issue forum during the conference is a unique, high-visibility opportunity. Supporting ALC in this way allows companies to 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. Each application will be reviewed by CBCF to prevent subject matter duplication and to ensure that the proposed topics are aligned with CBCF's mission. Upon approval, the CBCF team will schedule your issue forum.

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

- The opportunity to network with like-minded companies and individuals that value the growth and development of African Americans
- Developing the programmatic content and selecting panel participants for the selected issue forum topic (*subject to CBCF approval*)
- Maximized visibility and influence through exposure to a diverse, nationwide audience





National Town Hall Meeting

\$100,000
(exclusive sponsorship)

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 conference.

General Plenary Session

\$50,000 or \$25,000

(exclusive sponsorship)

(co-sponsorship)

The CBCF's annual General Plenary Session has become a celebrated part of the Annual Legislative 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 include:

- 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 Stewart, 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"
- Facebook





Health and Wellness Policy Session

\$10,000 – \$50,000 *(Exclusive or multiple sponsorship available)*

The ALC Health and Wellness Policy Session highlights some of the leading health conditions affecting African Americans and the individual, program and policy solutions to address them. The session features a small panel of experts in health care and health policy and, when appropriate, celebrities who are close to the issue area. Prior topics include obesity and chronic disease, mental health, heart disease, genomics, birth defects, and Alzheimer's disease.



Emerging Leaders Series

\$10,000 – \$25,000 *(Exclusive or multiple sponsorship available)*

The Emerging Leaders Series is designed to engage political leaders, corporate executives, community activists, entertainers and other young professionals in discussion about 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 affecting change, we also identify strategies to help them to navigate the political process, influence public policy, and excel in corporate America.



ALC Virtual Platform Sponsor

\$150,000 *(Exclusive sponsorship)*

The virtual ALC platform sponsorship is a unique opportunity to provide connectivity with thousands of participants throughout the conference. Underwriting the virtual platform allows the sponsor to have branding across the platform as issue forums and braintrusts are being held, as well as a presence in all digital promotion of ALC. Early commitment is necessary to take full advantage of this highly visible branding and sponsorship opportunity.



A Day of Healing

\$250,000

(exclusive sponsorship)

Generations of African Americans have relied on their spiritual strength to guide them through the challenges of life. The Prayer Breakfast began more than 20 years 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. This year, we will celebrate virtually *A Day of Healing* in lieu of the traditional Prayer Breakfast.

Similar to former prayer breakfasts, the virtual *A Day of Healing* will host celebrities, political leaders, top gospel artists and ministers, making it one of the most popular events nationwide. Music and a strong message resonate across denominations and religions. To that end, *A Day of Healing* will boast a rich mix of talent messengers and ministers of music.





Phoenix Awards Sponsorship Opportunities **\$10,000 - \$50,000**

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

The Phoenix Awards event celebrates the achievements of the awardees for their exceptional contributions to our communities, our culture and the nation. This year, the Phoenix Awards virtual event will feature a star-studded evening of entertainment. Additionally, the members of the Congressional Black Caucus will be honored for their service, accomplishments and efforts to eliminate the many disparities that continue to exist for millions of African Americans.

Sponsorship recognition during the virtual Phoenix Awards event will include multiple promotion opportunities like digital promotion on CBCF social media platforms, CBCF website promotion, and opportunities for 30-second commercials during the event.



MISSION SUPPORT

Your generous support of the Annual Legislative Conference is an investment in CBCF'S mission.

You may, however, decide to directly support CBCF's programs by making a contribution to one of the various program funds. The CBCF has a myriad of programs that give our partners the opportunity to demonstrate their commitment to issues directly affecting the black community.

CBCF programs include the Leadership Institute which prepares the next generation to take its place in community service and policy development arenas by providing scholarship, internship and fellowship opportunities. Additionally, the Center for Policy Analysis and Research, or CPAR, researches, analyzes and disseminates policy-related information critical to advancing African Americans toward economic development, educational opportunity and health equity.

You may also choose to make a gift to CBCF's General Mission Fund, which allows CBCF to continue offering its hallmark programs to African Americans nationwide.



**CBCF General
Mission Fund**
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**Scholarship
Programs**
.....



**C-Suite Internship
Program**
.....



**Congressional
Fellows Program**
.....



**Congressional
Internship Program**
.....



**Center for Policy
Analysis and Research**
.....

WAYS TO GIVE

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:

ACH/Wire Transfer

Transfer instructions provided upon request

Check

Please make all checks payable to "Congressional Black Caucus Foundation, Inc."

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.

Mobile Giving

Make a quick and easy contribution of your choice by texting **CBCF to 56512**. Your gift will be billed to your credit/debit card.

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.

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.

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 include in an auction to raise funds.
- **Giveaway items**: These are small, inexpensive items given to a nonprofit organization for inclusion in gift bags or as door prizes.

CONTACT INFORMATION

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