

Sponsorship Opportunities



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 likeminded 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 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.

Ways to Give

Supporting the mission of CBCF is the perfect way to meet your philanthropic goals. There are numerous ways to give to CBCF. Your gift makes a difference for African Americans nationwide through CBCF's programs. CBCF's various giving vehicles are described below. 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 565-12. You will see the charge on your cell phone bill.



IN-KIND DONATIONS

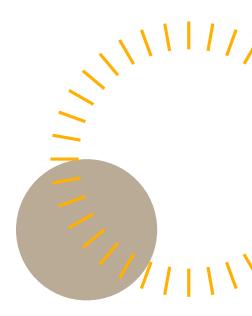
Every kind of giving is valuable when it comes to philanthropy. To defray costs and provide budget relief for the organization, the CBCF invites companies, organizations, and individuals to donate gifts in kind. Gifts in kind provide an ideal opportunity for companies and individuals to expand their 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.

AUCTION ITEMS

These are existing or purchased items that are given to a nonprofit organization to include in an auction to raise funds.

GIVE-AWAY ITEMS

These are small, inexpensive items given to a nonprofit organization for inclusion in gift bags or as door prizes.



Mission Support:

<u>Programs and</u> <u>Scholarships</u> You may decide to directly support CBCF's programs, by making a contribution to one of its various program funds. 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. A variety of scholarship, internship and fellowship opportunities are open for support. Additionally, 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.

You may also choose to make a gift to CBCF's <u>General Mission Fund</u>, which allows CBCF to continue offering its hallmark programs to



MISSION SUPPORT: Programs and Scholarships

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.

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

- Congressional Fellows Program
- Donald M. Payne Foreign Policy Fellows Program
- Emerging Leaders Internship Program
- Communications Internship Program
- · Congressional Internship Program
- Pathway to C-Suite Internship Program
- Alumni Association
- Scholarship Programs

BENEFITS:

- 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



LEADERSHIP INSTITUTE

CBCF CONGRESSIONAL FELLOWS PROGRAM

\$150,000 per Fellow

The CBCF Congressional Fellows Program was launched in 1976 to address disparities in African American employment on Capitol Hill. This 12-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.



LEADERSHIP INSTITUTE

CONGRESSIONAL INTERNSHIP PROGRAM

\$20,000 per Intern

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-to-twelve-week 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 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. Your support provides stipends, housing, and professional development for these students to work and learn as interns in the halls of Congress.

LEADERSHIP INSTITUTE

PATHWAY TO C-SUITE INTERNSHIP PROGRAM

\$20,000 per Intern

In collaboration with Congressman Steven Horsford, starting in 2016, the CBCF launched a pilot program to expand the Leadership Institute internship program to include placements in the private sector. The program "Pathways to the C-Suite" will ensure our future leaders have an opportunity to interact with senior-level business leaders, explore multifaceted business challenges and build skills to prepare them for careers in corporate America. 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 diversity employment retention and internship-to-employment opportunities.

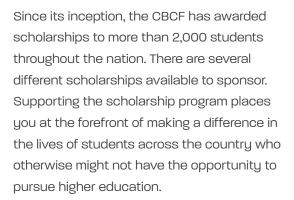
Support of this program includes:

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 closeup look at leadership at its very best by working with and learning from members of Congress.

MISSION SUPPORT: Programs and Scholarships

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.



The CBCF awards more than 400 public service, public health, education, and arts scholarships annually to emerging leaders nationwide.



CBCF SCHOLARSHIPS

The following scholarships are available for your support:

- Louis Stokes Health Scholarship
- CBC Spouses Essay Contest
- CBC Spouses General Education
- Performing Arts Scholarship
- Visual Arts Scholarship
- National Racial Equity Initiative Scholarship Endowment

MISSION SUPPORT: Programs and Scholarships

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 public.

CPAR 2022 PRIORITIES:

- National Racial Equity
 Initiative for Social Justice
- Voter Empowerment and Black Civic Engagement
- The Divide: Decoding Inequity in Technology
- Health Equity NOW Initiative

Your sponsorship of CPAR helps the Black community by facilitating communication between stakeholder groups and disseminating vital information on issues including: economic development, health equity, the technological divide, and voter engagement.

BENEFITS:

- 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.



CENTER FOR POLICY ANALYSIS AND RESEARCH

National Racial Equity Initiative for Social Justice

Created in response to the historically unleveled playing field for minorities, and the recent protests and police killings of unarmed African Americans, the CBCF has created the National Racial Equity Initiative for Social Justice (NREI).

The scope of work for NREI will involve measurable deliverables that shape the foundation of NREI's establishment, operational trajectory, and research policy deliverables. CBCF will develop and advance a strategic plan, an ambassador taskforce, secure social justice policy fellows and director, identify CBC champions and think tank partners, develop relevant programming, and disseminate research. NREI is comprised of research, John Lewis Social Justice Fellows, and social justice scholarships for HBCU students.

Sponsorship opportunities available, please contact the **Resource and Development Team**.

NREI WILL:

- Place Social Justice Policy Fellows in the U.S. Congress for six months and in research for six months.
- Award endowed social justice scholarships for students attending Historically Black Colleges and Universities.
- Advance racial equity and human rights in research, data analysis, and public policy related to criminal justice reform for maximum impact in Black communities.

Event Sponsorship Opportunities

You can make a difference by sponsoring one of CBCF initiatives and events throughout the year.

Sponsorship demonstrates your company's commitment to CBCF's mission 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 is equipping the next generation of leaders.

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

Online: cbcfinc.org

Email: RD@cbcfinc.org

Phone: 202-263-2800



FEBRUARY: Event Sponsorship Opportunity

<u>Black History</u> <u>Month Campaign</u>

Sponsorship opportunities available, please contact the **Resource and Development Team**.



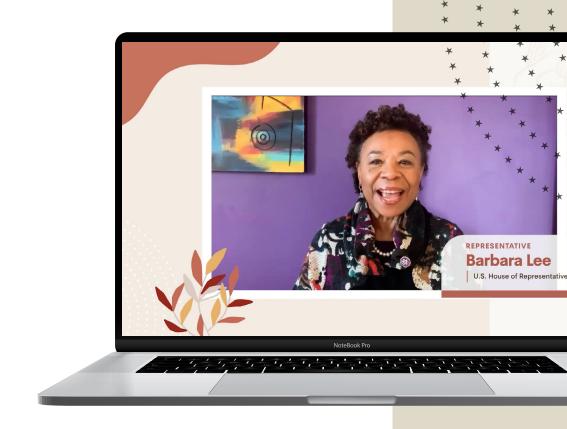
MARCH: Event Sponsorship Opportunity

Salute to Black Women's Leadership

SOJOURNER TRUTH LEGACY PROJECT

(2) TWO BREAKOUT SESSIONS

WOMEN'S HISTORY MONTH



TITLE PARTNER

\$100,000

BENEFITS:

- Branding on digital platform during the session
- · Sponsor designation in press releases
- Invitation to virtual "thank you" event with CBC Members (first come first serve)
- Organization representation on selected panels (subject to CBCF approval and availability)
- Company recognition in the digital
 Sojourner Truth Town Hall program book
- Recognition on CBCF social media platforms
- · Recognition on CBCF's website
- · Logo recognition on CBCF digital collateral
- Opportunity to provide video remarks
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform

PLATINUM PARTNER

\$50,000

BENEFITS:

- Branding on digital platform during the session
- Organization representation on selected panels (subject to CBCF approval and availability)
- Invitation to virtual "thank you" event with CBC Members
- Company recognition in the digital
 Sojourner Truth Town Hall program book
- Company recognition in CBCF social media and website
- · Recognition on CBCF's website
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform



GOLD PARTNER

\$25,000

BENEFITS:

- · Recognition on virtual brochure as Gold partner
- · Branding on CBCF website
- · Logo recognition in CBCF digital collateral
- Recognition through session promotion on all CBCF social media platforms

SILVER PARTNER

\$10,000

BENEFITS:

- Recognition on virtual brochure as Silver partner
- Branding on CBCF website
- · Company name recognition in digital collateral

MAY: Event Sponsorship Opportunity

Virtual Health Equity Summit

(2) TWO BREAKOUT SESSIONS



EVENT: Virtual Health Summit

TITLE PARTNER

\$100,000

BENEFITS:

- Branding on digital platform during the session
- · Sponsor designation in press releases
- Invitation to virtual "thank you" event with CBC Members (first come first serve)
- Organization representation on selected panels (subject to CBCF approval and availability)
- Company representation in the digital health summit program book
- Recognition on CBCF social media platforms
- · Recognition on CBCF website
- · Logo recognition on CBCF digital collateral
- Opportunity to provide video remarks
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform

PLATINUM PARTNER

\$50,000

BENEFITS:

- Branding on digital platform during the session
- Organization representation on selected panels (subject to CBCF approval and availability)
- Invitation to virtual "thank you" event with CBC Members (first come first serve)
- Company recognition in the digital health summit program book
- Recognition on CBCF social media platforms
- Recognition on CBCF website
- Logo recognition on CBCF digital collateral
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform

GOLD PARTNER

\$25,000

BENEFITS:

- Company recognition in the digital health summit program book
- · Recognition on CBCF website
- Logo recognition on CBCF digital collateral
- Recognition on CBCF social media platforms
- · Recognition on CBCF website

SILVER PARTNER

\$10,000

BENEFITS:

- Company recognition in the digital health summit program book
- Recognition on CBCF website
- · Company name recognition in digital collateral

JUNE: Event Sponsorship Opportunity

Scholarship Classic Event

The Mervyn L. & Stephanie Tubbs
Jones Memorial Scholarship
Classic is the premier, annual
fundraiser of the CBCF CBC
Spouses General Education
Scholarship Program.

Named in honor of the late Representative Stephanie Tubbs Jones and spouse, Mervyn L. Jones, the proceeds provide financial support to deserving students across the nation.

Last year, CBCF awarded 584 scholarships, to 137 academic institutions, totaling nearly \$2M to academically talented students pursuing undergraduate, graduate, or doctoral degrees.





EVENT: Scholarship Classic Event

TITLE SPONSOR

\$100,000 (1 AVAILABLE)

BENEFITS:

- Company logo on Scholarship Classic banner
- Logo prominently placed on signage at the driving range (exclusive) and/or prominent location; welcome signs in the club house and registration area (nonexclusive); signage at the podium during awards (non-exclusive); logo on the tabletop displays during grab-n-go breakfast and lunch (where applicable) (non-exclusive)
- Opportunity to display company product at select high visible areas at the event venue
- Twelve (12) players for golf (3 foursomes), or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- Ad placement on the front inside cover of the electronic Scholarship Classic program book
- Hole-in-one prize sponsor signage on all par 3s (both golf courses) (exclusive)
- Brief speaking opportunity during the awards ceremony
- Sponsorship recognition throughout
 Scholarship Classic activities acknowledged during awards ceremony
- Company name and logo included in all marketing materials

GOLF COURSE SPONSOR

\$60,000 (2 AVAILABLE)

BENEFITS:

- · Corporate cart path branding opportunity
- Logo on flag pins
- Longest drive and Closest to the Pin sponsor sign(s)
- · Logo displayed on the CBCF website
- One (1) full-page ad in the digital Scholarship Classic program book
- Eight (8) players for golf (2 foursomes), or tournament spectator (includes green fees, cart, range balls, breakfast, and lunch)
- · Signage throughout the course
- Company name and logo included in all marketing materials

OFFICIAL APPAREL AND AWARDS SPONSOR

\$40,000 (2 AVAILABLE)

BENEFITS:

- Corporate signage placed at the swag bag pick up location (exclusive)
- Four (4) players for golf (1 foursome), or tournament spectator (includes green fees, cart, range balls, breakfast, and lunch)
- One (1) full-page ad in the digital Scholarship Classic program book
- Sponsorship recognition throughout Scholarship Classic activities

EAGLE SPONSOR

\$30,000

BENEFITS:

- Opportunity to provide branded golf balls for tournament (exclusive)
- Signage placed at the golf club; logo prominently placed on welcome signs in the club house, golf scoreboard, and registration area (non-exclusive); signage at the podium during awards luncheon (non-exclusive)
- Four (4) players for golf (1 foursome), or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- One (1) full-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials



SCHOLARSHIP BREAKFAST AND LUNCH SPONSOR

\$20,000 (2 AVAILABLE)

BENEFITS:

- · Corporate logo and signage at the scholarship breakfast and lunch access areas (non-exclusive)
- · Opportunity to supply guests with branded gift items
- · Brief speaking opportunity
- Four (4) players for golf (1 foursome), or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- One (1) full-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials

REGISTRATION SPONSOR

\$25,000 (1 AVAILABLE)

BENEFITS:

- Corporate logo and signage on Monday in the tournament registration area
- Four (4) players for golf (1 foursome), or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- One (1) full-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials

EVENT: Scholarship Classic Event

GOLF CART SPONSOR

\$20,000 (2 AVAILABLE)

BENEFITS:

- · Corporate logo and tagline displayed on all golf carts (non-exclusive)
- Four (4) players for golf (1 foursome), or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- One (1) full-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials

GOLF CLINIC SPONSOR

\$10,000 (2 AVAILABLE)

BENEFITS:

- · Corporate signage displayed at the golf clinic
- Two (2) tournament entries for golf, clinics, or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- Half-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials

TOURNAMENT REFRESHMENT SPONSOR

\$6,500 (4 AVAILABLE)

BENEFITS:

- Company name/logo on signage on one (1) beverage cart or beverage station on course
- Four (4) tournament entries for golf, clinics, or tournament spectator (includes green fees, cart, range balls, breakfast, lunch, and registration bags)
- · Half-page ad in the digital Scholarship Classic program book
- · Sponsorship recognition throughout Scholarship Classic activities
- · Company name and logo included in all marketing materials

SINGLE FOURSOME

\$6,500

BENEFITS:

• Four (4) players for golf (includes green fees, cart, range balls, breakfast, lunch, and registration bags)

IN-KIND SPONSORSHIP **OPPORTUNITY**

BENEFITS:

- 300 registration bags (exclusive branding opportunity)
- · Tournament apparel
- Branded and/or promotional Items for registration bags (300 items)

INDIVIDUAL REGISTRATION

GOLF - SINGLE ENTRY: \$500

TOURNAMENT SPECTATOR OR GOLF CLINIC: \$350 PER PERSON

SEPTEMBER: Event Sponsorship Opportunity

Annual Legislative Conference

CBCF's Annual Legislative Conference
(ALC) is the premier public policy
conference, bringing together thousands of
people to explore issues affecting African
Americans and black communities around
the world.

This year, the ALC will be a hybrid conference including: policy sessions hosted and led by CBC members, a National Town Hall, the Emerging Leaders Series, and live entertainment.

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

The ALC is a prime opportunity for your organization to impact young people, but also provides you the opportunity to be a part of the conversation around issues affecting African Americans nationwide.

We encourage you to review the various opportunities!

How you can be part of the ALC

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

Types of sponsorships include:

- Branding opportunities through 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:

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

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

EVENT: ALC | Tailored sponsorship level opportunities

\$100,000 and above

BENEFITS:

- Exclusive company branding on select braintrusts and issue forums
- Opportunity to provide a panelist during a session
- Recognition through session promotion on all CBCF social media platforms
- Opportunity to air a 30-second video on the ALC virtual platform
- Invitation for two (2) guests to an exclusive private dinner event with CBC members in 2023

\$50,000 - \$99,999

BENEFITS:

- Company branding on up to four
 (4) select issue forums (Subject to CBCF approval and availability)
- Opportunity to provide a panelist during a session
- Recognition through session promotion on all CBCF social media platforms
- Opportunity to air a 30-second video on the ALC virtual platform
- Invitation for one (1) guests to an exclusive private dinner event with CBC members in 2023

\$25,000 - \$49,999

BENEFITS:

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

\$10,000 - \$24,999

BENEFITS:

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

\$5,000 - \$9,999

BENEFITS:

- Company branding
- Recognition through session promotion on all CBCF social media platforms

TITLE SPONSOR PACKAGES

DESCRIPTION: The ALC 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.

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.

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

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

PREMIER SPONSOR \$1,000,000



PRESIDENTIAL SPONSOR

\$500,000

CONGRESSIONAL SPONSOR

\$250,000

PARTNER SPONSOR

\$100,000





EVENT: Annual Legislative Conference

ISSUE FORUM AND BRAINTRUST SPONSORSHIP LEVELS

\$50,000, \$25,000, 10,000

(SUBJECT TO AVAILABILITY)

DESCRIPTION: Every year at the ALC, African American members of Congress serve as honorary hosts for numerous 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 the sponsorship level, sponsors may receive any combination of the following:

- Branding on digital platform during the session.
- Opportunity for programmatic involvement on a selected topic.
- Organization representation on selected 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

\$15,000

DESCRIPTION: In addition to conducting several braintrusts and issue forums during the ALC, 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 the 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 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, CBCF staff 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.



EVENT: Annual Legislative Conference

NATIONAL TOWN HALL MEETING

\$250,000 (EXCLUSIVE | ONE AVAILABLE)

DESCRIPTION: 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 CBCF throughout the conference.

DAY OF HEALING

Formally known as the Prayer Breakfast

\$250,000 (NON-EXCLUSIVE SPONSORSHIP)

DESCRIPTION: 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 capital. 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.

ALC VIRTUAL PLATFORM SPONSOR

\$150,000 (EXCLUSIVE | ONE AVAILABLE)

DESCRIPTION: In addition to in-person events, CBCF will have the virtual ALC platform sponsorship. It is a unique opportunity to provide connectivity with thousands of participants throughout the conference. Sponsorship of the virtual platform allows the sponsor to have branding throughout platform as issue forums and braintrusts are being held, as well as through all digital promotion of ALC. Early commitment is necessary to take full advantage of this highly visible branding and underwriting opportunity.

CBCF HEALTH AND WELLNESS POLICY SESSION

\$100,000 (TITLE SPONSOR)

Policy Session highlights some of the leading health conditions affecting African Americans and 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 espoused the issue area. Prior topics include obesity and chronic disease, mental health, heart disease, genomics, birth defects, and Alzheimer's disease.

PHOENIX AWARDS SEGMENT SPONSORSHIP 30 SECONDS

\$100,000 (MULTIPLE AVAILABLE)

DESCRIPTION: 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 event will feature a star-studded evening of entertainment. Additionally, the members of the CBC 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 televised **Phoenix Awards event will include multiple** promotion opportunities including:

- Digital promotion on CBCF social media platforms.
- CBCF website promotion.
- Logo recognition in lower third at the top of the sponsored segment.

EMERGING LEADERS SERIES

\$50,000 (MULTIPLE AVAILABLE)

DESCRIPTION: 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 effecting change, we also identify strategies to help them to navigate the political process, influence public policy, and excel in corporate America.



PRESIDENTIAL TABLE

\$50,000 (LIMITED NUMBER OF

TABLES AVAILABLE)

BENEFITS:

- · Premium placement in the platinum seating section
- Opportunity to network with dinner attendees
- Special listing in the Phoenix Awards Dinner program booklet
- Invitations to the pre-dinner reception
- On-screen listing as a platinum table sponsor

PLATINUM TABLE

\$35,000

BENEFITS:

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

GOLD TABLE

\$25,000

BENEFITS:

- · Seating in the gold seating section
- · Opportunity to network with dinner attendees
- Special listing in the Phoenix Awards Dinner program booklet
- · Invitations to the pre-dinner reception



SILVER TABLE

\$10,000

BENEFITS:

- · Seating in the silver seating section
- Opportunity to network with dinner attendees

BRONZE TABLE

\$7,500

BENEFITS:

- Seating in the bronze seating section
- Opportunity to network with dinner attendee

The dinner also includes several branding opportunities that provide unique visibility among the more than 2,000 dinner guests. These include:

GENERAL TABLE GIFT

\$45,000 (1 AVAILABLE)

DIGITAL PROGRAM BOOKLET

\$40,000 (1 AVAILABLE)

PLATINUM TABLE GIFT

\$30,000 (1 AVAILABLE)

Official ALC events are part of the overall strategy to generate support for 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.

LEADERSHIP RECEPTION

\$150,000 - \$25,000

(TITLE OR MULTIPLE AVAILABLE)

DESCRIPTION: A reception to celebrate the chair of the CBC, 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

\$150,000 - \$15,000

(TITLE OR MULTIPLE AVAILABLE)

DESCRIPTION: 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-DINNER RECEPTION

\$50,000 (EXCLUSIVE OR MULTIPLE AVAILABLE)

DESCRIPTION: 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. Sponsorship includes photo opportunities, listing on the printed invitations that go out to all VIP guests, and exclusive invitations for the sponsor.



GOSPEL EXTRAVAGANZA

\$10,000 - \$50,000 (MULTIPLE AVAILABLE)

DESCRIPTION: 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 AVAILABLE)

DESCRIPTION: 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, 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. 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.

EMERGING LEADERS POWER EVENT

\$15,000 - \$50,000

(EXCLUSIVE OR MULTIPLE SPONSORSHIPS AVAILABLE)

DESCRIPTION: During this high-energy event, emerging leaders network 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

\$15,000 - \$75,000

(EXCLUSIVE OR MULTIPLE SPONSORSHIPS AVAILABLE)

DESCRIPTION: 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

\$15,000 - \$100,000

(EXCLUSIVE OR MULTIPLE SPONSORSHIPS AVAILABLE)

DESCRIPTION: 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 the 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.

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)

DESCRIPTION: 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, CBCF hosts an annual alumni reception at the ALC.



ESSAY CONTEST AND ISSUE FORUM SPONSORSHIPS

\$10,000 - \$50,000

(MULTIPLE SPONSORSHIPS AVAILABLE)

DESCRIPTION: Each year, CBCF invites qualified students from the districts of CBC 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, cuberbullying, obesity and healthy living, and increasing the graduation rate among minority high school students. In 2014, 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 attendee issue forum on the subject during the ALC. 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

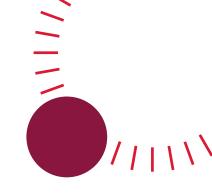
(MULTIPLE AND IN-KIND SPONSORSHIPS AVAILABLE)

DESCRIPTION: For almost a decade, CBCF has hosted an annual Community Breakfast and Health Fair on Thursday during the ALC. Founded by the CBC Spouses, this partnership between 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.

ALC REGISTRATION HOST

\$250,000 (1 AVAILABLE)

DESCRIPTION: The ALC registration is a unique opportunity to connect with all attendees over the fiveday 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 SOLD



DESCRIPTION: 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.

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

Online: cbcfinc.org

Email: RD@cbcfinc.org

Phone: 202-263-2800

DIGITAL SIGNAGE OPPORTUNITIES

\$5,000 - \$60,000

DESCRIPTION: 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.





SPECIALTY ADVERTISING OPPORTUNITIES

The following additional advertising opportunities are available at the ALC:

HOTEL KEY CARDS

\$10,000

CONFERENCE PORTFOLIO INSERTS

\$7,500

CONFERENCE PORTFOLIO PRODUCT

\$10,000

MOBILE APP, INCLUDING ADVERTISING

For pricing, contact the Resource Development team

WIFI, INCLUDING ADVERTISING

For pricing, contact the Resource Development team

OCTOBER: Event Sponsorship Opportunity

Bridging the Digital Divide Virtual Summit



EVENT: Bridging the Digital Divide Virtual Summit

TITLE PARTNER

\$100,000

BENEFITS:

- · Branding on digital platform during the session
- · Sponsor designation in press releases
- · Invitation to virtual "thank you" event with CBC Members (first come first serve)
- Organization representation on selected panels (subject to CBCF approval and availability)
- · Company representation in the digital program book
- Recognition on CBCF social media platforms
- · Recognition on CBCF website
- · Logo recognition on CBCF digital collateral
- Opportunity to provide video remarks
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform

PLATINUM PARTNER

\$50,000

BENEFITS:

- Branding on digital platform during the session
- Organization representation on selected panels (subject to CBCF approval and availability)
- · Invitation to virtual "thank you" event with CBC Members (first come first serve)
- · Company recognition in the digital program book
- Recognition on CBCF social media platforms
- Recognition on CBCF website
- · Logo recognition on CBCF digital collateral
- Recognition on virtual platform with a sponsor page dedicated to your organization allowing you to upload a YouTube video of your choice (subject to CBCF approval)
- · Recognition as a featured sponsor on the virtual platform
- Company logo in sponsor carousel on virtual platform

GOLD PARTNER

\$25,000

BENEFITS:

- Company recognition in the digital program book
- · Recognition on CBCF website
- · Logo recognition on CBCF digital collateral
- Recognition on CBCF social media platforms
- · Recognition on CBCF website

SILVER PARTNER

\$10,000

BENEFITS:

- · Company recognition in the digital program book
- · Recognition on CBCF website
- · Company name recognition in digital collateral

JANUARY 2023: Event Sponsorship Opportunity

Swearing In Ceremony

At the beginning of each congressional session, the Congressional Black Caucus Foundation sponsors a ceremonial swearing-in ceremony for the African American Members of Congress.

The ceremony provides an opportunity for the Members to be sworn in before family members and constituents, heads of African American organizations and CBCF special guests.

The program will consist of greetings by the administration of the ceremonial Oath of Office, the installation of CBC Officers for the 118th Congress and remarks by the new CBC Chair. Following the ceremony, African American Members of Congress and guests will be invited to take part in a reception. The historic number of CBC Members will also be highlighted and recognized.

For sponsorship opportunities, please contact the **Resource Development team**.



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

Online: cbcfinc.org

Email: RD@cbcfinc.org

Phone: 202-263-2800



Lifting Up, Leading Forward