



# 2016 Partnership Guide



NATIONAL ASSOCIATION OF  
BLACK ACCOUNTANTS, INC.®

*"Lifting As We Climb"*

**NABA**



**I have been a member of NABA since 2005... Thanks to all of the resources that have been provided it has helped to keep me on track with passing my CPA exam and feeling like I should stay in the profession even when it was difficult. I live by the mantra lifting as we climb and I try to help as many students and professionals as I can along the way. Thank you NABA.**

**– Khalia Jones, *New York, NY***

## The Value Proposition

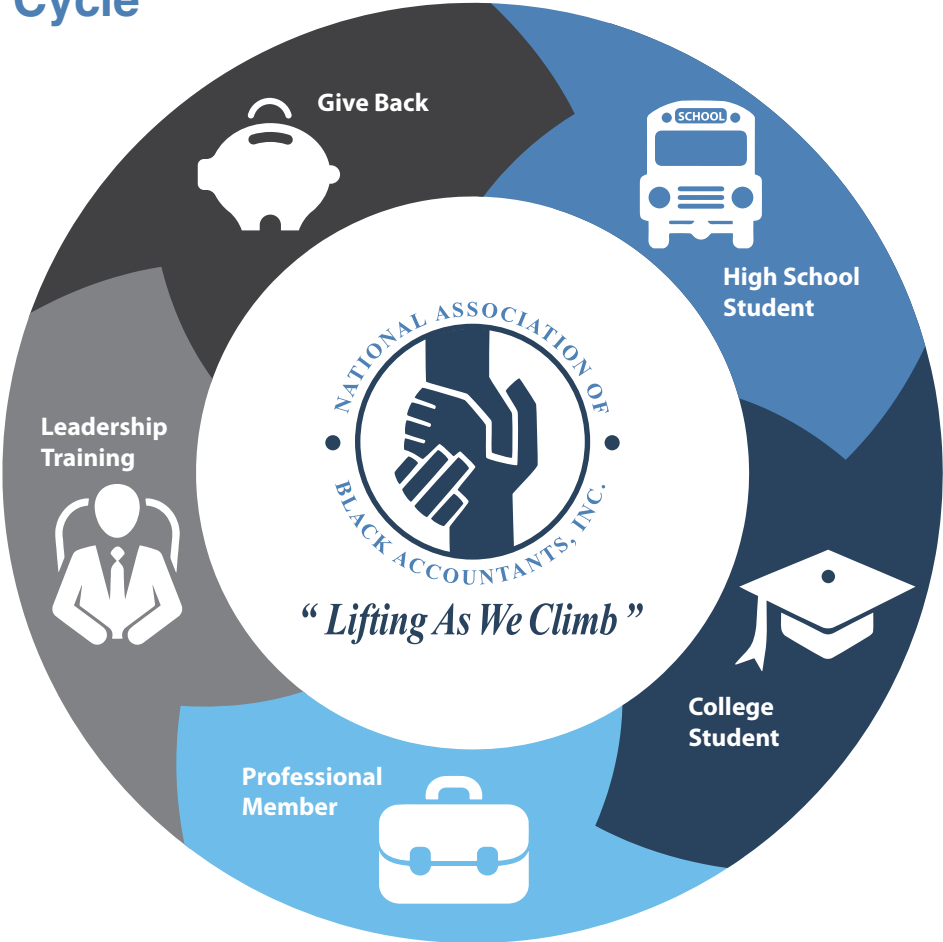
NABA was created in 1969 out of a need to provide opportunities for people of color in the field of accounting and finance, and to see those same people become business leaders.

Almost 50 years later, NABA continues to position its members for success by offering leadership training to help set them apart in the marketplace.

Positioning our members for success also means helping our corporate partners create more diverse work environments, demonstrate their commitment to diversity and inclusion and attract and retain diverse talent.



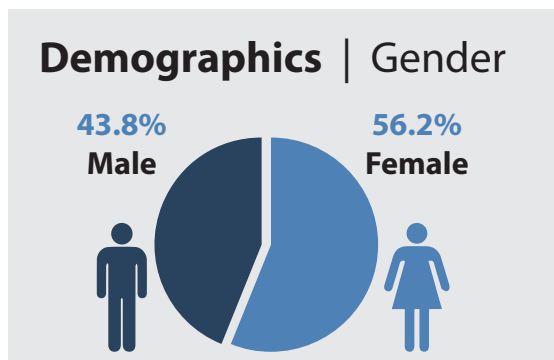
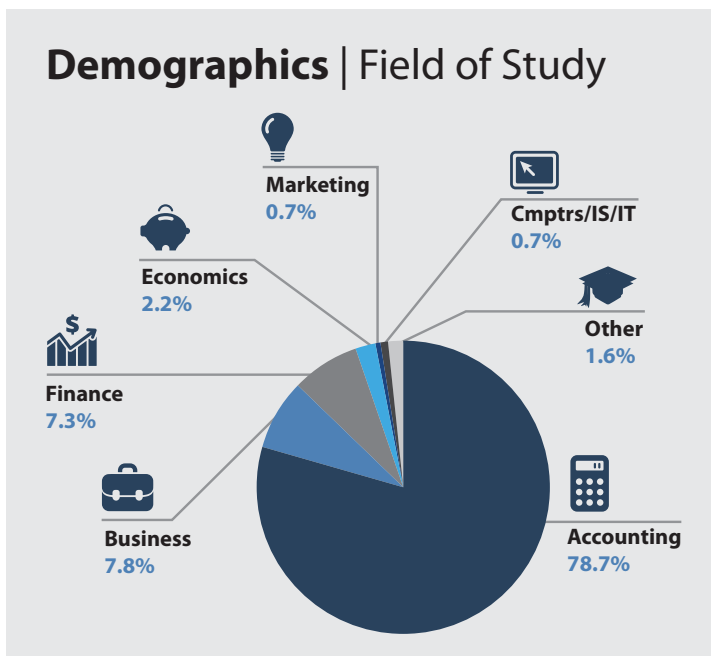
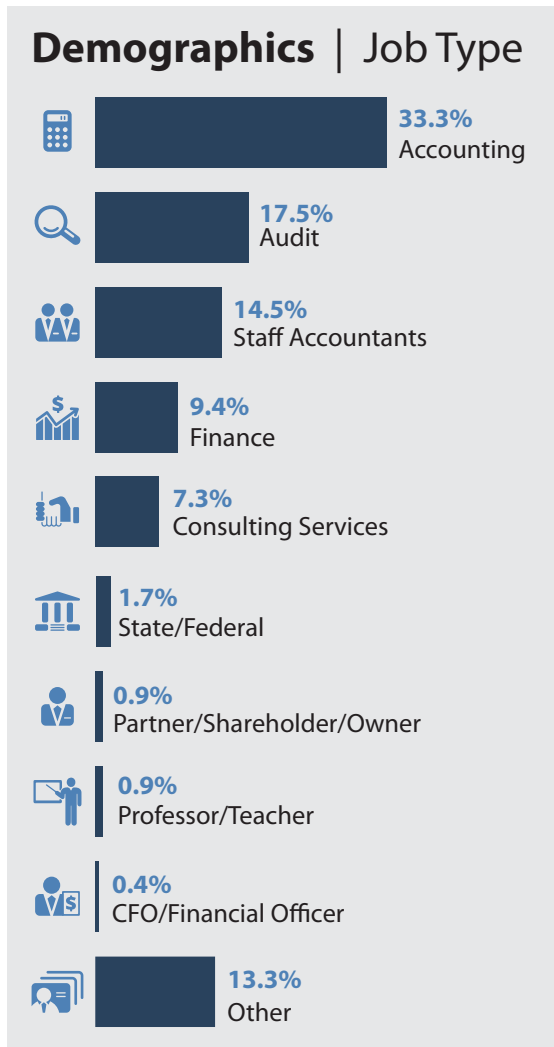
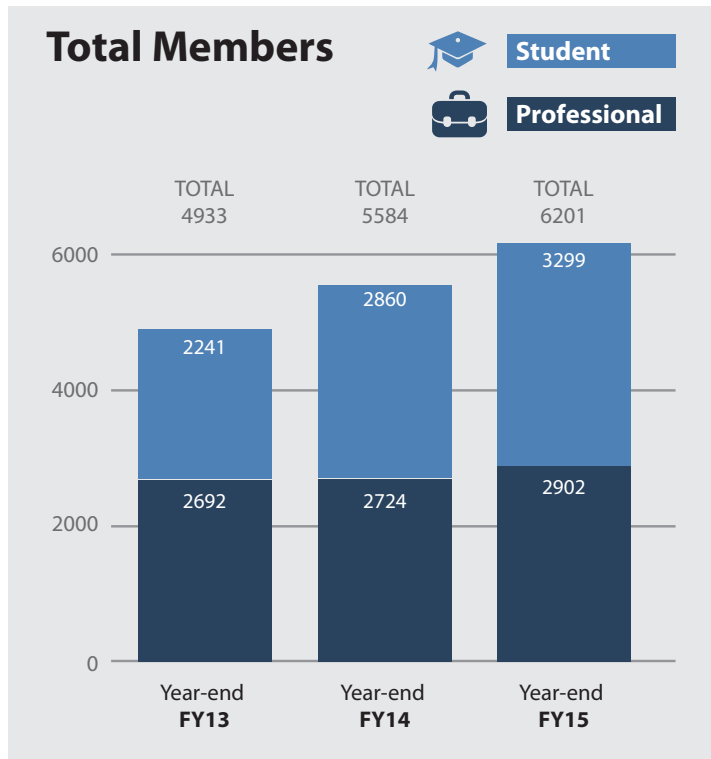
## NABA Life Cycle



# ABOUT NABA

NABA's vast network consists of 43 professional chapters and over 150 student chapters across the nation. Each chapter offers programming throughout the year to promote networking, education and leadership training.

## NABA Membership

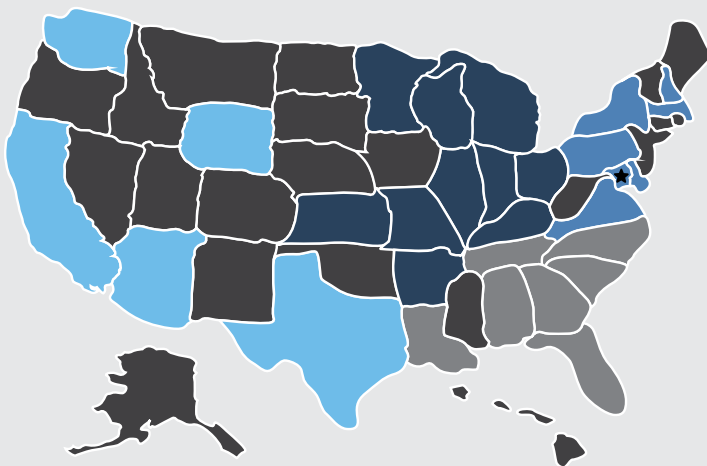


## BUILDING A SUCCESSFUL AND ENGAGING PARTNERSHIP BEGINS WITH:

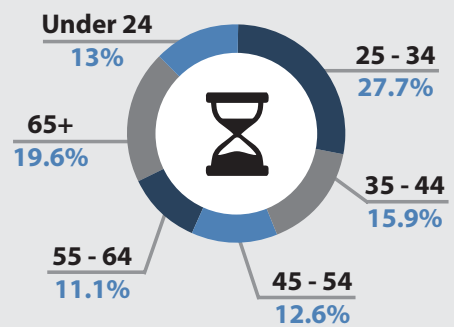
- Determining your diversity and inclusion goals.
- Identifying potential opportunities for increased diversity.
- Working with NABA to help you identify programming and initiatives that fit within your strategy.

### Demographics | Chapters by Region

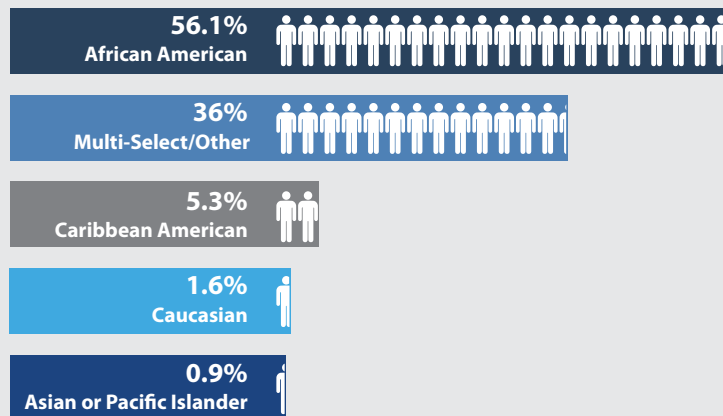
Central
  Eastern
  Southern
  Western



### Demographics | Age

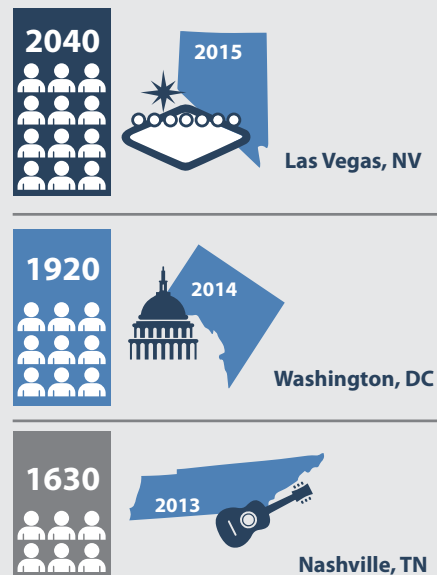


### Demographics | Ethnicity



### Convention Statistics

Total # of Attendees



# PROGRAMS

## ACAP

The Accounting Careers Awareness Program (ACAP) is designed to increase awareness and understanding of accounting, finance and business career opportunities among high school students from underrepresented ethnic groups. ACAP is a one-week residency program in which student have the opportunity to attend classes on careers in accounting and business, personal development and college preparedness.



## NATIONAL SCHOLARSHIP PROGRAM

Each year, corporate partners and NABA members give back to the organization in support of our mission of discovering and sharing knowledge. These gifts open the doors of opportunity for our students. Thousands of students have had the opportunity to benefit from more than \$10 million dollars in scholarships. Past recipients are now C-Suite executives, partners and managers at major accounting firms and Fortune 500 companies. Scholarships can be given in your company's name in a minimum of \$1,500 increments.

## NABA QUIZ BOWL COMPETITION

The competition uses the popular Jeopardy gameshow format. The students are challenged with questions similar to those found on the CPA Exam. Students compete at the chapter level, regional level and then advance to the national championship held at the Annual National Convention.

*10 slots at \$10,000 each*



This was my first experience to a convention. I must say that I was very impressed. I met some amazing people and learned some valuable lessons. Overall it was an experience I will never forget.

– Myles Tabon, *Owings Mills, MD*



## Why Advertise with NABA?

**Opt-In Subscribers** | More than 26,000 engaged subscribers in our database

**Targeted Distribution** | We can segment our list based on your target audience

**Metrics** | Receive statistics on your open-rates and tracked reader responses

## ONLINE MEDIA

### NABA NOW COMMUNITY WEBSITE



**NABA NOW**

NABA will launch its first-ever community site, a platform designed to provide NABA affiliates a place to interact with each other and share information. Partners will have an opportunity to purchase ads that will be housed on the main pages of the site.

### NEW! SOCIAL MEDIA MENTIONS

If you can craft it in 140 characters or less, we'll post it for you on all three of our social media platforms. Contact Lauren Burke [lburke@nabainc.org](mailto:lburke@nabainc.org) for pricing information.



### EMAIL BLASTS

Communicate your organization's important messaging, career opportunities and include your own links and images.

- Convention Blasts: (convention ad-ons distributed between January and July 1) \$1,500
- Monthly Blasts: 12 emails (1 blast per month) \$12,000
- Quarterly Blasts: 4 emails (1 blast per quarter) \$4,800

### NABA.INC WEBSITE BANNERS

Banner ads are available on NABA's homepage. Banner sizes and specs available in NABA Media Kit.

### NABA NATIONAL NEWSLETTER

The NABA National is our monthly newsletter correspondence to all NABA constituents. The newsletter offers national, regional and chapter updates and the latest in NABA news! Banner sizes and specs available in the NABA Media Kit.

### CONVENTION APP BANNER AD

Create a branded banner advertisement that will display on our convention mobile app

*10 slots at \$1,500 each*

## PRINT MEDIA

### CONVENTION SOURCEBOOK ADS

The NABA Convention Sourcebook is the official National Convention guide to the convention detailing all programs, events, CPE sessions information, speaker backgrounds and listing of exhibitors.

*\$1,000 per color or size upgrade*

### SPECTRUM MAGAZINE ADS

Spectrum Magazine is NABA's semi-annual journal published to keep readers informed in industry related news. The publication is circulated both in print and on-line to over 6,000 members and more than 26,000 email subscribers.

Ad Rates		
Full Color	Full Page	\$900
	Half Page	\$500
	Front Inside Cover	\$1,500
	Back Inside Cover	\$1,000
	Back Cover	\$1,800
Black and White	Full Page	\$700
	Half Page	\$400

# NATIONAL CONVENTION

## 2016 NABA, INC. NATIONAL CONVENTION & EXPO

Showing Up Equal: Affirm. Assert. Advance.

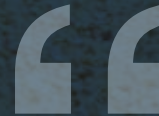
Each year, NABA welcomes more than 2,000 members and over 70 corporate partners from around the country for four days of professional development, networking, social engagement and community service.

The convention is an opportunity to create and enhance relationships with industry peers and identify prospective talent. Proactively demonstrate your commitment to diversity and inclusion by taking advantage of these opportunities and more!



*“Lifting As We Climb”*

# NABA



**As a first time attendee and National Scholarship Recipient, the NABA National Convention changed my life. Not only were you treated and expected to exude the same professionalism as the professionals present, but the conference itself opened up a lot of avenues. I have built professional relationships, found great friendships and was given the opportunity to explore one of the most talked about cities through one of the most talked about organizations.**

**– Gina Major, Daytona Beach, FL**

### **DATES**

**June 21-22, 2016**

Leadership Development Institute

**June 22-24, 2016**

General Convention

### **LOCATION**

The Diplomat Resort & Spa Hollywood  
3555 South Ocean Drive  
Hollywood, Florida, 33019

### **HOTEL WEBSITE**

[www.diplomatresort.com](http://www.diplomatresort.com)

### **CONVENTION WEBSITE**

[convention.nabainc.org](http://convention.nabainc.org)



In addition to the benefits you receive through a partnership with NABA, we offer a wide variety of sponsorship opportunities. Many sponsorships, like those provided below, are tied to our annual convention. We acknowledge that our partners want to connect with our members outside of our convention. NABA is working to provide you with those opportunities over the coming year.

We greatly value the commitment our partners make to NABA. To return that value, NABA will offer discounts on major event sponsorships for the 2016 NABA National Convention & Expo. See an example of a percentage application below:

### LEADERSHIP DEVELOPMENT INSTITUTE (LDI)

NABA partners with premiere institutions to offer our signature mix of leading professional development programs, panel discussions, workshops and classroom training across varying levels.

Additional information on the LDI tracks available at: [nabainc.org/LDI](http://nabainc.org/LDI).

	Executive	Management	Aspiring Leaders
Retail Price	\$50,000	\$40,000	\$30,000
<b>15%</b> discount	\$42,500	\$34,000	\$25,500
<b>20%</b> discount	\$40,000	\$32,000	\$24,000
<b>25%</b> discount	\$37,500	\$30,000	\$22,500

*\* These percentages are applicable to all signature and special events. Pick the opportunity that makes sense for your organization!*

Contact Lauren Burke for additional programmatic details [lburke@nabainc.org](mailto:lburke@nabainc.org).



### NABA DAY OF SERVICE

NABA Day of Service seeks to give back to the community that hosts our convention. Each year, we partner with an organization local to the convention site to engage in a day of community service. Previous activities have included volunteering at food banks, feeding seniors, and more!

*2 slots at \$10,000 each*

### OPENING SESSION

The official kick-off event of Convention Week and is open to all convention attendees. Sponsor this event and have the opportunity to help shape the program and have one of your executives as a featured speaker!

*3 slots at \$30,000 each | exclusive at \$80,000*

### OPENING RECEPTION

Join us in welcoming our convention attendees at this relaxed and casual networking event! This event is a favorite amongst our members and is perfect if you're looking for brand recognition across our entire convention attendee base. It's also a fantastic way to meet and greet talent early in the week!

*3 slots at \$30,000 each | exclusive at \$80,000*

# CONVENTION SPONSORSHIP



## WOMEN OF NABA NETWORK

Our WONN program was designed to promote the professional and personal development of our female membership. Design the session content yourself or work with the NABA team to come up with session content that helps women achieve their ultimate career goals while navigating the challenges of being a professional woman in today's world. The program features two sessions:

- **Management Session** For women with 0-14 years of professional experience  
*2 slots at \$15,000 each | exclusive at \$27,000*
- **Executive Session** For women with 15 or more years of professional experience and at least 5 years of senior management experience  
*2 slots at \$15,000 each | exclusive at \$27,000*
- **WONN Luncheon** An invite only, exclusive luncheon sponsored by partners supporting the Management and Executive Sessions or available as an exclusive opportunity...  
*2 slots at \$25,500 each | exclusive at \$53,000*



## C-SUITE POWER BREAKFAST

The C-Suite Power Breakfast is the ULTIMATE business-to-business networking event! It brings together senior level executives representing NABA's biggest supporters. There's no better opportunity to network with industry peers and discuss the hottest of topics in the business world. Sponsorship of this program provides you intimate involvement in constructing the event's content, speaking and branding opportunities.

*10 slots at \$15,000 each*

## STUDENT PROGRAM

Although our National Convention & Expo is centered on our professional members, NABA and supporting Corporate Partners bring a contingency of about 200-300 students to join us in networking and development. Sponsorship of this program covers activities, sessions, breaks and ensures our student participation.

*3 slots at \$15,000 each | exclusive at \$40,000*

## NATIONAL SCHOLARSHIP LUNCHEON

Each year, NABA receives scholarship dollars from NABA Members and Corporate Partners for the NABA National Scholarship Fund. These funds are awarded to qualifying student members at the National Convention. In 2015, NABA awarded \$135,000 in scholarships and over a \$10 million since donor tracking began. Our award recipients and donors are recognized at the National Scholarship Luncheon.

*2 slots at \$30,000 each*

## ANNUAL AWARDS GALA

The Annual Finale event! This highly anticipated closing dinner and reception is an evening dedicated to celebrating the hard work and service of select NABA members. The evening includes entertainment, dinner and the presentation of awards to our recipients. Sponsorship of this event includes a speaking opportunity and an opportunity play a company sponsored commercial.

*2 slots at \$50,000 each*

## CORPORATE HOSPITALITY SUITES

Have your eye on a few potential candidates? Host your own private OR public hospitality suite at the Night to Network event!

*8 slots at \$5,000 each*

## HOSTED SESSIONS

Do you have expertise that differentiates you from other corporate sponsors? Host a CPE session or student development session and present a topic from our list of accepted course content!

*10 slots at \$10,000 each*

## RESUME DATABASE OPPORTUNITIES

Post your job opportunities and get pre-conference access to NABA member resumes!

*Platinum and above - Complimentary*

*Gold Level - \$500      Bronze Level - \$1,000*

*Silver Level - \$750      Copper Level - \$1,500*

## ADDITIONAL INTERVIEW BOOTHS

On-site interview booths allow you to interview prospective talent in advance of and during the career fair. Packages at Platinum level and above come with a designated number of booths. If you need additional booths or did not receive with your package level, we invite you to select this option.

*\$650 each*

## NETWORKING BREAKS

Listening and learning builds up an appetite! Brand yourself as the sponsor of the much appreciated networking breaks and provide healthy snacks and beverages to convention attendees!

*4 slots at \$5,000 each*

## LANYARDS

All attendees will receive a branded lanyard with your company's logo!

*\$15,000*

## CONVENTION BAGS (WITH COMPANY LOGO)

All attendees will receive a convention bag filled with give-a-ways, program materials and other promotional materials.

*2 slots at \$10,000 each | exclusive at \$20,000*



I always leave the NABA convention with a new checklist of professional & personal goals. Being in the company of so many motivated, high achieving black professionals is encouraging!

– Alisa Richardson, *Missouri City, TX*



# CONVENTION SPONSORSHIP

## CHOOSE THE BEST FIT FOR YOUR NEEDS

PARTNERSHIP TIERS AND BENEFITS	FOUNDER'S CIRCLE \$200,000	PACESETTER \$100,000	DIAMOND \$75,000	TITANIUM \$50,000	PLATINUM \$35,000	GOLD \$20,000	SILVER \$15,000	BRONZE \$7500	COPPER \$3500
Professional Registrations	60	25	15	8	5	4	3	2	1
New-Member Memberships	10	5	5	2	2	2	1	1	1
Ad placement in Spectrum	2 - Full Page, Color	2 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Half Page, Color				
Banner/in-column Ad Placement in NABA National	2	1	1	1					
Recognition on Partnership Webpage on NABAinc.org	Logo	Logo	Logo	Logo	Listing	Listing	Listing	Listing	Listing
Custom Social Media Mentions	3	2	1						
Year-Round Email Blasts	2	1	1						
Convention Email Blasts	4	3	3	2	1				
Discount on Convention Event Sponsorship	25%	20%	20%	15%	15%	10%	10%	5%	5%
Ad Placement in Source Book	1 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Full Page, Color	1 - Half Page, Color	1 - Half Page, Color		
Expo Booth / Square Footage	400	400	300	200	200	100	100	100	100
Complimentary Expo Badges	15	15	15	10	10	6	4	2	1
Interview Booths	5	4	3	2	1				
Interview Badges	10	8	6	4	2				
Lead Retrieval Scanner	1	1	1						
Resume Database	1	1	1	1	1				
Hosted Professional Session	3	2	1	1					
Hosted Student Session	1	1	1						
Reserved Tables Gala	3	2	1	1					
Reserved Tables Scholarship	3	2	1	1					
Chairman's Reception	5	4	3	3	2	1			
Convention Bag Insert	1	1	1						
<b>NEW!</b> Your Choice of ONE (1) Included in Your Package: *	See Adjacent Page	See Adjacent Page	See Adjacent Page	See Adjacent Page	See Adjacent Page	See Adjacent Page			

Available for Purchase

\* In addition to the new year-round features added to many Partnership tiers, Founder through Gold Packages are also built to customize. Each Tier includes all of the features and benefits listed above as well as your choice of ONE (1) of the corresponding menu options listed on page 11 at no additional charge. It's all included!

**PARTNERSHIP:** a long term arrangement between parties of mutual interests for the purpose of sharing resources to achieve common goals.

For the 2016 Partnership cycle, we have added many new features to key packages that extend the value and life-cycle of your partnership with NABA. We have also included some additional flexibility in each package to give you more control over what you get out of your investment.

## FOUNDER

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- 1 Full Year - Dedicated Customized Partner Profile Page on NABAinc.org;
- Recognition as Sponsor of the Opening General Session;
- 1 Additional Technical Session Presenter Spot OR;
- Recognition as Sponsor of the Closing Gala

## PACESETTER

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- 1 Product insert into Convention Bag;
- 2 Additional Email Blast Ads (non-convention);
- Article Contribution - Your Editorial Placement in Spectrum Magazine OR;
- Recognition as Exclusive Sponsor of the Career Expo Scavenger Hunt

## DIAMOND

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- 1 Additional Professional Registration;
- 1 Email Blast Ad (non-convention);
- Upgrade Expo Booth to 400 square feet OR;
- 2 Full Page Color Ads in Spectrum Magazine

## TITANIUM

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- 1 Flyer Insert into Convention Bag;
- 1 Additional Interview Booth + 2 Expo Badges;
- 1 Full Page Color Ad in Spectrum Magazine OR;
- 3 social media mentions - or - 1 Article mention

## PLATINUM

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- 1 Additional Interview Booth;
- 2 Additional Expo Badges;
- 2 Social Media Mentions OR;
- 1 Banner Ad in the NABA National Newsletter

## GOLD

**Each Partnership Package Includes a Choice of ONE (1) of these items:**

- Resume Database;
- 1/2 Page Color Ad in Spectrum;
- 1 Social Media Mention OR;
- 1 Additional Ticket to the Chairman's Reception

## STUDENT PROGRAMS & CONFERENCES

Our pipeline IS the future of NABA. As such, NABA dedicates considerable resources to develop and guide our young people so that they may enter the profession ready to take on the world!

Each fall, our Regional Student Conferences facilitate development, mentoring, coaching to more than 1,500 student members in five U.S. locations. NABA works closely with college and university faculty of more than 160 schools across the country to ensure that you meet motivated and qualified candidates.

The conferences emphasize career development and job placement, as well as social networking opportunities. Student also have the opportunity to interview for internships and permanent positions on-site and work toward the overall transition from college to the workforce.

### **EASTERN REGION**

#### **STUDENT CONFERENCE (ERSC)**

September 29th – October 1, 2016  
Pittsburgh, PA

### **WEST COAST – WESTERN REGION**

#### **STUDENT CONFERENCE (WCRSC)**

TBD

### **SOUTHWEST – WESTERN REGION**

#### **STUDENT CONFERENCE (SWWRSC)**

TBD

### **SOUTHERN REGION**

#### **STUDENT CONFERENCE (SRSC)**

September 29 – October 1, 2016  
Atlanta, GA

### **CENTRAL REGION**

#### **STUDENT CONFERENCE (CRSC)**

September 22 – 24, 2016  
Milwaukee, WI

For branding opportunities and special event sponsorship, please contact [corporaterelations@nabainc.org](mailto:corporaterelations@nabainc.org).



**As a first time, non-accountant attendee I was pleased to see several sessions focused on Finance professionals. I was also pleased to see the data analytics sessions offered. These offerings broaden the appeal of NABA.**

**– Naemah Jackson, Washington, D.C.**



# REGIONAL STUDENT CONFERENCES

CRSC	ERSC	SRSC	SWWRSC	WCWRSC
Milwaukee, WI	Pittsburgh, PA	Atlanta, GA	TBD	TBD
9/22-9/24	9/29-10/1	9/29-10/1	TBD	TBD

CORPORATE PLAN A	\$5,000	\$7,500	\$7,500	\$5,000	\$5,000
Corporate Registrations	3	6	6	4	4
Scholarship Luncheon Tickets	3				
Interview Booth Space	1	2	2	1	1
Dedicated Email Blast		2	2		
Access to Online Resume Database	●	●	●	●	●
Corporate Exhibitor Space	●	●	●	●	●
Listing in Conference Publications					
(+ Website in applicable regions)	●	●	●	●	●
Customized Interview Schedule	●	●	●	●	●
Technical Session	●	●		●	●
Full-page Advertisement in Conference Guide	●	●			
Recognition Award	●				

CORPORATE PLAN B	\$3,000	\$5,000	\$5,000	\$3,000	\$3,000
Corporate Registrations	2	4	4	2	2
Scholarship Luncheon Tickets	2				
Interview Booth Space	-	1	1		
Corporate Exhibitor Space	●	●	●	●	●
Access to Online Resume Database	-	●	●		
Listing in Conference Publications					
(+ Website in applicable regions)	●	●	●	●	●
Full-page Advertisement in Conference Guide	●	●			
Customized Interview Schedule	-	●	●		
Technical Session	●				
Recognition Award	●				

CORPORATE PLAN C	\$1,000	\$3,000	\$3,000	\$1,000	\$1,000
Corporate Registrations		2	2		
Corporate Exhibitor Space		●	●		
Listing in Conference Publications					
(+ Website in applicable regions)	●	●	●	●	●
Technical Session	●				
Recognition Award	●				



*“Lifting As We Climb”*

# NABA

**The National Association of  
Black Accountants Inc. (NABA)**

7474 Greenway Center Drive  
Suite 1120  
Greenbelt, Maryland 20770  
[www.nabainc.org](http://www.nabainc.org)

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For more information on  
partnering with NABA,  
please contact:

Lauren Burke  
Director, Development & Communications  
[lburke@nabainc.org](mailto:lburke@nabainc.org)  
240-542-5038