NABA, INC.
NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.

2018 CONVENTION
SPONSORSHIP OPPORTUNITIES
The NABA Convention is and has been an integral component of our recruiting strategy for touching top talent in the accounting and finance profession. We are amazed at the talent that we meet and the overall programming that occurs each year. Bank of America is honored and excited to have the opportunity to partner with the NABA organization.

– Bank of America
NABA is pleased to announce the 2018 NABA National Convention & Expo sponsorship opportunities. There are several ways to partner with NABA which are mentioned in this guide. Our goal is to build strategic relationships that will elevate our mission and our ability to serve our membership. 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.

**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.

We greatly value the commitment our partners make to NABA and are looking forward to another successful convention!

<table>
<thead>
<tr>
<th><strong>Executive</strong></th>
<th><strong>Management</strong></th>
<th><strong>Aspiring Leaders</strong></th>
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<tr>
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<td><strong>MLDI</strong></td>
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<tr>
<td>25% discount</td>
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*These discounts can be applied to all signature events.*

**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 and feeding seniors.

2 slots at $10,000 each

*Sponsorship includes branding, transportation, t-shirts, and supplies.*

**Opening Session**

The Opening Session gives your organization the opportunity to be “top of mind” as the tone is set for the convention and help raise the visibility of your organization as the week begins. You will be able to reach all convention attendees during this program.

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

*Sponsorship includes branding, 1 minute video, chapter awards presentation, keynote speaker, and Q&A.*

**Opening Reception**

This is the spark that lights the fire of excitement for the week to come. It is a highly anticipated event where old friends reconnect, new acquaintances are made, and new relationships form. No better way to make your presence felt than as soon as attendees arrive with the spirit of comradery and collegiality!

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

*Sponsorship includes food and entertainment.*

**Opening Reception Transportation**

Sponsorship available for the 30 minute travel to opening reception location. Contact businessdevelopment@nabainc.org for more details.
WOMEN OF NABA NETWORK

Our WONN program is designed to promote the professional and personal development of our female members. 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 | exclusive at $25,000

- **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 | exclusive at $25,000

- **WONN Luncheon** An invite only, exclusive luncheon available as an exclusive opportunity or by partners supporting the Management and Executive Sessions
  2 slots at $25,000 | exclusive at $50,000
  Sponsorship includes meal for 220 attendees.

C-SUITE POWER BREAKFAST

NABA’s National Convention brings together the world’s most foremost talent in accounting and finance, and no event exemplifies it as much as the C-Suite Breakfast. By invitation-only, corporate executives at the highest levels discuss the most important, sensitive, and relevant issues of today. This is an opportunity to directly reach decision makers and the people eager to hear their extraordinary insight.

4 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 cohort of about 200-300 students to join us in networking and development. Sponsorship of this program covers orientation, activities, sessions, and breaks to ensure full and engaged student participation.

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

CELEBRATION OF SCHOLARS LUNCHEON

The heart and soul of the organization—the students it is helping to educate! During the luncheon, students are awarded scholarships and celebrated. An inspirational speech helps set the tone for the event, pushing these talented students to achieve their academic and career goals.

2 slots at $30,000 each
  Sponsorship includes meal for all attendees.

THE AWARDS EXPERIENCE

This is the culmination of a week of learning, networking, and inspiration! Sponsor this event, held at Universal Studios, and deliver a lasting message that attendees will take with them as they integrate the knowledge gained during the week into their work. NABA and Industry Leaders from all over the country are honored for their impact on the accounting and finance field and their communities.

Food & Beverage Sponsor | $15,000
Décor Sponsor (can be offered in-kind) | $15,000
Entertainment Sponsor | $15,000 (can be offered in-kind)
The Awards Experience After Party Sponsor | $15,000
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 Professional or Technical CPE session or student development session and present a topic from our list of accepted course content!
10 slots at $10,000 each (Professional)
5 slots at $5,000 (Student)

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 would like to add booths to your package level, we invite you to select this option.
$650 each

EMAIL BLASTS
Maximize your reach during the convention! Email attendees prior to the event with your booth number, special information about your company, and more!
$1,500 per blast

PROFESSIONAL HEADSHOTS
Take advantage of this exclusive sponsorship opportunity. Offer professional headshots to attendees and provide them one of the many tools they need in the professional world.
$30,000 available for exclusive sponsorship only
Sponsorship includes photographer, set up, and promotion.

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 sponsor branded (company logo) 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

Want to brand yourself in and around the convention venue?
Unique opportunities are available this year at Orlando World Center Marriott. Contact us today at businessdevelopment@nabainc.org!
<table>
<thead>
<tr>
<th>Partnership Levels*</th>
<th>Founders ($200,000)</th>
<th>Pacesetter ($100,000)</th>
<th>Diamond ($75,000)</th>
<th>Titanium ($50,000)</th>
<th>Platinum ($35,000)</th>
<th>Gold ($20,000)</th>
<th>Silver ($15,000)</th>
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<th>Expo Only Badges</th>
<th>Interview Booths</th>
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<th>Resume Database Access</th>
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<tr>
<th>Marketing &amp; Branding</th>
<th>Recognition of Partnership on NABAinc.org</th>
<th>Convention Sourcebook Ad</th>
<th>Spectrum Magazine Ad</th>
<th>Convention Email Blasts</th>
<th>Year-Round Email Blasts</th>
<th>Chairman’s Reception Tickets</th>
<th>Convention Bag Insert</th>
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* 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.

** Discounts are valid through 1/31/18.
PARTNERSHIP: a long term arrangement between parties of mutual interests for the purpose of sharing resources to achieve common goals.

FOUNDER

Each partnership package includes a choice of one of these items:

- 1 Full Year - Dedicated Customized Partner Profile Page on NABAinc.org
- Article Contribution in Spectrum Magazine
- 1 Additional Professional Technical Session Presenter Spot
- Complimentary Webinar Series Host Opportunity

PACESETTER

Each partnership package includes a choice of one of these items:

- 1 Product insert into Convention Bag
- 2 Additional Email Blast Ads (non-convention)
- Article Contribution in Spectrum Magazine
- Additional Professional Technical Session

DIAMOND

Each partnership package includes a choice of one of these items:

- 1 Additional Professional Registration
- 1 Email Blast Ad (non-convention)
- Upgrade Expo Booth to 400 Square Feet
- 2 Full Page, Color Ads in Spectrum Magazine (Spring or Fall Issue)

TITANIUM

Each partnership package includes a choice of one of these items:

- 1 Flyer Insert into Convention Bag
- 1 Additional Interview Booth + 2 Expo Badges
- 1 Full Page, Color Ad in Spectrum Magazine
- Article Contribution in Spectrum Magazine

PLATINUM

Each partnership package includes a choice of one of these items:

- 1 Additional Interview Booth
- 2 Additional Expo Badges
- 1 Full Page, Color Ad in Spectrum Magazine
- 1 Additional Email Blast (non-convention)

GOLD

Each partnership package includes a choice of one of these items:

- Access to the Resume Database
- ½ Page, Color Ad in Spectrum Magazine
- 1 Email Blast (non-convention)
- 2 Tickets to the Chairman’s Reception
For more information on partnering with NABA, please email businessdevelopment@nabainc.org.