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

2020 CONVENTION
SPONSORSHIP OPPORTUNITIES
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More than 2,400 professionals, students, and partners traveled to Las Vegas for the 2019 NABA National Convention & Expo. 42% were first-time attendees!

### Attendance by Region
- 37% Eastern
- 23% Southern
- 22% Western
- 18% Central

### Profile
- 46% Advanced Degree
- 12% Sr. Manager/Executive
- 46% Public Accounting Experience

### Industry
- 47% Accounting
- 26% Finance
- 23% Other Business (IT, Risk)
- 4% Consulting

### Age/Generation
- 16% iGeneration/Gen Z (1996+)
- 47% Millenials (1981-1995)
- 27% Gen-X (1965-1980)
- 9% Baby Boomers (1946-1964)
- 1% Traditionals (1928-1945)

### Gender
- 39% Male
- 61% Female

More than 2,400 professionals, students, and partners traveled to Las Vegas for the 2019 NABA National Convention & Expo. 42% were first-time attendees!
2020 NABA DEMOGRAPHICS

Membership Trends

<table>
<thead>
<tr>
<th>Membership Type</th>
<th>FY13</th>
<th>FY14</th>
<th>FY15</th>
<th>FY16</th>
<th>FY17</th>
<th>FY18</th>
<th>FY19</th>
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<td>3701</td>
<td>3329</td>
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</table>

Age

- 25 - 34: 29%
- 24 and under: 39%
- 25 - 64: 4%
- 65+: 2%
- 45 - 54: 10%
- 35 - 44: 16%

Gender

- Male: 48%
- Female: 52%

Professional Vs. Student & Female Vs. Male by Region

Central

- Total Concentration: 15%
- Professional: 56%
- Student: 52%
- Male: 44%
- Female: 48%

Western

- Total Concentration: 15%
- Professional: 53%
- Student: 58%
- Male: 47%
- Female: 42%

Southern

- Total Concentration: 30%
- Professional: 65%
- Student: 50%
- Male: 35%
- Female: 37%

Eastern

- Total Concentration: 40%
- Professional: 60%
- Student: 56%
- Male: 44%
- Female: 40%
**BENEFITS OF SPONSORSHIP**

- Logo branding on convention communications
- Complimentary Hospitality Suite *(Both open on Thursday and private on Friday – does not include food and beverage)*
- Branding on digital signage throughout convention meeting space
- Premium Ad placements on NABA platforms *(Mobile App, Spectrum Magazine, Sourcebook (front or back inside cover – first come, first served))*
- Daily recognition of Host Sponsor(s) across Social Media Channels
- Logo recognition as Host Sponsor for Major Plenary Events
- Logo recognition as Host Sponsor on Post-convention communications

**FOUNDER’S CIRCLE**

**Criteria for Recognition**

- Pacesetter Base Package ($100,000)
- $75,000 – Variable spend of $75,000 in registrations, event or branding sponsorships, and scholarships
- $25,000 Founder’s Level Support (50% tax deductible toward NABA Capital Campaign)

**BENEFITS OF SPONSORSHIP**

- Branding as Founder’s Level Corporate Partner on event platforms (print and digital)
- Branding on digital signage throughout convention meeting space

Contact Lauren Burke Silva for more information and details at businessdevelopment@nabainc.org.
INSIGHT inspires.

INSIGHT persuades.

INSIGHT informs and challenges your perceptions.

INSIGHT draws you in and sets you apart.

It can be gained, given, or shared.
It causes you to pause, reflect, and challenge your perceptions.

The National Association of Black Accountants (NABA) National Convention & Expo - which annually attracts high achieving black professionals in the accounting, finance, and related business professions - is INSIGHT.

Our goal is to provide you with partnership options that are specific to your needs for our 2020 Convention. We have the student and seasoned professional talent, but our job is to properly navigate you to the recruiting, branding and outreach strategy that works best for your organization.

We want to position our members for success so our corporate partners can effectively create more diverse work environments, demonstrate their commitment to diversity and inclusion, and attract and retain diverse talent.

We look forward to strengthening our relationships with our current partners. We look forward to welcoming future partners to our family and helping us bridge the opportunity gap for black professionals in the accounting, finance and related business professions.
OPENING SESSION

The NABA Convention Opening Session is one of the most anticipated, visible, and highly attended events of the year, where attendees are introduced to the key themes of the convention through discussions led by a corporate partner. It is one of the most valuable ways to demonstrate how your corporate values and strategies align with the career trajectories and social outlook of NABA members. The event is accented by special recognition of members who are making incredible contributions to their communities and fields. It is a highly effective way to give visibility to your company’s leaders, integrate your key messages with NABA’s, and be a key part of NABA’s work to enhance the personal and professional lives of our members.

3 slots at $30,000 each | Exclusive at $50,000
Sponsorship includes branding, one-minute video, chapter awards presentation, keynote speaker, and Q&A.

OPENING RECEPTION

NABA’s opening reception is where networking meets excitement. For the first time during the convention, NABA members and partners are able to connect and build relationships at a fun, fast-paced event where comradery is the name of the game.

Be among the first partners attendees interact with by sponsoring the opening reception, and make a first impression which will last throughout the convention and beyond.

3 slots at $30,000 each | Exclusive at $75,000
Sponsorship includes food and entertainment.

KICK-OFF PLENARY

At the Kick-off Plenary, attendees will enjoy a high-profile keynote speaker that will deliver a high-energy and invigorating message that prepares them for what’s to come. Take advantage of this unique potential to establish a higher level of brand recognition.

1 slot at $30,000
HOSTED SESSIONS

NABA members mean business, and that includes their professional development and growth in their expertise. The CPE sessions, during which members can earn continuing professional education credits, are among the most anticipated events during the convention. It also presents a prime opportunity for your company to showcase those technical areas it has built expertise in, from accounting, finance, tax, audit, and information technology to professional development for employees, leadership and management, or communications, and marketing. Directly interact with members as you help them build their knowledge base in a way which enhances their careers.

10 slots at $10,000 each (Professional)
5 slots at $5,000 each (Student)

C-SUITE PLENARY SESSION

In 2020 the C-Suite Plenary opened its door to all attendees at NABA’s 50th Anniversary Convention, and quickly proved to be one of the most popular and talked-about sessions the convention has ever hosted. Back again in 2020 and open to all Convention attendees, the plenary brings together the senior-most leaders at firms and corporations to have a frank discussion about the progress blacks have made in gaining equity in the workplace, and how far the field has to go in that effort. Sponsoring this plenary ensures that your top executives have a highly visible opportunity to share their most serious thoughts about diversity, learning from the audience as they learn from them.

4 slots at $15,000 each

THE ENTREPRENEUR TRACK

You know that you’re competent. You know that you’re talented. And you feel like you could do your job with your eyes closed. Now may be the time for you to call the shots on your own terms. The NABA 2020 Convention and Expo Entrepreneur Track provides attendees with critical information as they explore the benefits and risks of life as an entrepreneur. From marketing and client engagement to budgeting and expense planning, this series of workshops will help current and future business owners understand the fundamentals of success as your own boss. Sponsoring the Entrepreneur Track presents your company with an opportunity to reach NABA members whose drive and determination foretells success and accomplishment. As a sponsor, showcase the products and services they will need to reach the next level, and demonstrate the value you bring as a partner committed to helping them reach their revenue and personal fulfillment goals.

Contact businessdevelopment@nabainc.org for pricing and more details.

LEADERSHIP DEVELOPMENT INSTITUTES (LDI)

The Leadership Development Institutes are an intensive set of workshops designed for a select group of attendees committed to growing their ability to motivate and manage others. Delivered by elite presenters in an intimate environment, LDIs are part of NABA’s commitment to create leaders who can make change happen in the field and in their communities. As an LDI sponsor, your company has the opportunity to benefit from direct, relevant interaction with attendees who are aggressively moving up the career ladder. As part of that engagement, sponsoring partners may develop and present a customized deep dive” segment, through which your organization can use its corporate history, initiatives, or best practices to illustrate a key concept covered during the Institute.

Executive (ELDI) $50,000
Management (MLDI) $20,000 - $40,000
Aspiring (ALDI) $30,000
WOMEN OF NABA NETWORK
Black women have set the standard in accounting and finance for decades, and the Women of NABA Network event ensures that they are recognized for it. During the event, the sisterhood of NABA members comes together to celebrate their achievements and chart a course for future advancement as they discuss balancing career achievement with life fulfillment.

Executive Session
1 slot $15,000 each

Management Session
1 slot $15,000 each

Luncheon (invite-only)
2 slots at $25,000 each | Exclusive at $40,000

MEN OF NABA NETWORK
Black men are leaders in their workplaces, families, and communities, and none more so than the Men of NABA. During the convention, these men come together to ensure that their collective narrative is positive, and that they have a space to connect with, encourage, and motivate each other. The Men of NABA event presents an opportunity for your company to show your commitment to diversity and the unique perspectives diversity brings together, and how your company supports the distinct, individual journeys people of different groups must take to function as a high-performing organization.

2 slots at $20,000 each | Exclusive at $35,000

NABA UNITED EVENT
Before breaking into individual sessions to recognize their unique journeys as people and professionals, the men and the women of NABA will gather together to celebrate each other at the NABA United event. This inspirational event will demonstrate that gender stereotypes are destructive and limiting and that blacks make strong contributions to the profession and society, regardless of gender.

2 slots at $17,500 each

CELEBRATION OF SCHOLARS LUNCHEON
Elite students are invited to be inspired and “fed,” literally and emotionally, at the Celebration of Scholars luncheon. NABA is unique in its ability to identify the “best of the best,” and the Celebration of Scholars luncheon is your company’s way to connect with them. Sponsor the Celebration of Scholars luncheon and help these high achievers understand their value to your organization.

2 slots at $30,000 each | Exclusive at $50,000

NATIONAL SCHOLARSHIP PROGRAM CONTRIBUTION
Sponsoring a NABA national scholarship is among the most genuine ways to show your company’s sincere interest in investing in leaders who can grow the diversity ranks in accounting and finance. Not only will you make a transformative difference in the life of a talented student, you will demonstrate to the world that you understand the true support it takes to help an emerging professional blossom into their potential.

The minimum amount is $2,500 plus a 20% administrative fee used to process and match the scholarship dollars.

Administrative fees will be deducted from your contribution if not reflected in the total amount.
NABA DAY OF SERVICE

NABA’s motto is “Lifting as We Climb,” and that is not just a sentiment: It is a call to action. Even at the convention, NABA members take time to give back through a service project, involving hundreds of attendees in a structured exercise in giving back. The Day of Service has impacted thousands of lives in cities all across the country. By partnering to support the NABA Day of Service, you can not only demonstrate your commitment to NABA, but also to making the world a better place.

2 slots at $10,000 each
Sponsorship includes branding, transportation, t-shirts, and supplies.

NABA LEGACY AND GOSPEL BRUNCH

An inaugural event for NABA, the Legacy and Gospel Brunch will be one of the convention highlights. Open to all attendees who register, the Legacy and Gospel Brunch is a fundraiser to support NABA’s Capital Campaign. Attendees will flock to this uplifting experience and enjoy a brunch, music, an inspirational message, and learn about NABA’s rich history.

Exclusive at $25,000

VIP LIFETIME PINNING CEREMONY

The VIP Lifetime Pinning Ceremony is dedicated to individuals who are the lifeblood of NABA. These men and women embody the organization’s values and have made clear their commitment to NABA’s longevity. This is an intimate sponsorship opportunity to directly engage with NABA’s top talent.

Exclusive at $20,000

THE AWARDS EXPERIENCE

The Awards Experience highlights the groundbreaking and consequential work being done by NABA members and partners in their communities and workplaces as they demonstrate the value of black accounting and finance professionals in the field and in the world.

From celebrating members who have created solutions to societal challenges through innovation and grit, to showcasing partners who have helped NABA create avenues for the educational and professional advancement of blacks in the field, the Awards Experience shines a bright light on the impact NABA and its partners have in ensuring that people of color can use their professional competence to impact the world.

Show
Branding only  |  Exclusive at $25,000

Soiree
3 slots at $20,000  |  Exclusive at $50,000
HEALTH, FITNESS, AND ENTERTAINMENT

Sometimes, the best connections at a conference are made during the more informal events, where attendees can clear their minds, meet like-minded peers, and relax. The 2020 NABA Convention will feature several new health, fitness, and entertainment events designed to provide members with additional lifestyle-based options for engagement during the week.

SELF-CARE WALK/RUN

Living a productive and fulfilling life means taking care of the whole person. In fact, professional accomplishment and effectiveness can be limited if the mind and body are not healthy. Unfortunately, in today’s fast-paced, high-demand workplace, many of us take our physical and mental health for granted. The NABA Self-care Walk and Run provides an opportunity for members to take time for themselves, reset their work/life balance, and continue to build lifestyle habits which will make them happier, more satisfied, and better professionals.

DAY PARTY

Especially for working professionals, the Day Party has become the thing. The NABA Day Party provides attendees with an opportunity to just relax and have fun, all before the sun sets. In a venue which reflects the unique charm and character of Indiana, members can reunite with friends, make new connections, and enjoy camaraderie through associating with others who are moving in the same life direction. The event is equal parts networking, relaxation, and celebration, and promises to be a runaway hit.

FORWARD DRIVE (RACE CAR DRIVING)

NABA members are living life with their feet firmly on the accelerator, and not just metaphorically. There is nowhere more famous for its car races than Indianapolis, home to the 2020 NABA Convention and Exhibition. During the convention, members will have the opportunity to experience what it is like to be behind the wheel of race car, experiencing the thrills of living life in the fast lane. Whether a life-long dream or a casual curiosity, visions of speeding towards the winners circle are inevitable.

Becoming a partner sponsoring a NABA Convention health, fitness, and entertainment event is a highly-visible opportunity for you to market your brand or enhance your recruitment presence. Please contact Vice President of Development Lauren Burke Silva, to build the perfect sponsorship package customized to fit your needs.

Contact businessdevelopment@nabainc.org for pricing and more details.

CONVENTION PROGRAM SPONSORSHIP
ONBOARDING BY NABA: STUDENT CONFERENCE

NABA’s partners understand that support for education is one of the organization’s proudest legacies. Supporting the Launchpad Student Luncheon is a way to support the professional growth of student members, many of whom are attending the convention at reduced pricing on a college student’s budget. Get in front of the newest emerging professionals who will make up your workforce by sponsoring the student luncheon, featuring a guest speaker from your organization who can inform and motivate these promising minds.

Contact businessdevelopment@nabainc.org for pricing and more details.

STUDENT SOCIAL

This networking event provides an opportunity for the “Generation Z” of NABA to exchange information and views about their future role and impact on the accounting and finance professions. This social event will close out the student focused programming for the week and provide them with a stress-free opportunity to utilize the networking skills cultivated through their Convention sessions. Take advantage of this opportunity to interact with potential recruits.

Contact businessdevelopment@nabainc.org for pricing and more details.
CHARGING STATION

There’s no way around it, we can’t live without our smartphones, laptops, and tablets. That means there is no way around the message you are sending when you sponsor the charging stations for electronic devices— that you understand and support our member’s fast-paced lifestyle and assertive professionalism. They’ll be no way to miss your company as you power the stations which power our members.

3 Slots at $10,000 each

NABA PROFESSIONAL HEADSHOTS

This complimentary service to attendees provide sponsors with access to attendees who are looking for professional headshots for their social media profile. Sponsor has a premier booth location where candidates line up for their headshot. Exclusive at $30,000

NABA CAREER ACCELERATOR

Career advancement is often a personal journey, and NABA provides the coaching many members are looking for to take that next step down their professional pathway. Sponsoring the career accelerator provides you with a unique way to target prospective employees or customers who are getting ready to shift their careers into high gear and serious about gaining a reputation as effective leaders within their organizations.

Exclusive at $25,000

NETWORKING BREAKS

A break from convention programming doesn’t mean a break from your company’s message. Sponsor a networking break and ensure that even during relaxed periods, attendees are still presented with the images and information you want them to see.

4 slots at $5,000 each

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.

$800 each

RESUME DATABASE

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

Platinum and above - Complimentary
Gold Level - $750       Bronze Level - $1,500
Silver Level - $1,000   Copper Level - $1,750
CONVENTION LANYARDS
(WITH COMPANY LOGO)

All attendees will receive a sponsor branded (company logo) convention lanyard. The lanyard displays their convention badge and is required to be worn at all times. Your company logo will be prominently displayed throughout the week filled with giveaways, program materials, and other promotional materials.

Exclusive at $20,000

MOBILE APP

Increasingly, NABA convention attendees navigate the event using the mobile app, which pushes logistical information, messaging, and promotion right to their smart phones. This is a highly customizable way for you to push messages to attendees throughout the event, ensuring that the information you distribute is up-to-date and engaging.

Banner Ad $3,000 | Push Notifications $500

PRE-CONVENTION EMAIL BLASTS

Knowledge is power, and the power in your NABA partnership comes when attendees at the convention know how to engage with you. Utilize NABA pre-convention email blasts to broadcast how you will participate in the conference and generate excitement from members who want to connect with you and hear from your presenters.

$2,000 per blast
## SPONSORSHIP PACKAGES

<table>
<thead>
<tr>
<th>2019 PARTNERSHIP LEVELS*</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>
<th>BRONZE $7,500</th>
<th>COPPER*** $3,500</th>
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<tr>
<td>Reserved Seating The Awards Experience (10 seats per table)</td>
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<td>1</td>
<td>1</td>
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<td>Reserved Tables Celebration of Scholars Luncheon (10 seats per table)</td>
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<table>
<thead>
<tr>
<th>PROGRAMS &amp; EVENT</th>
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<tbody>
<tr>
<td><strong>Expo Booth Square Footage</strong></td>
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<td><strong>Expo Only Badges</strong></td>
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<td><strong>Interview Booths</strong></td>
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<td><strong>Resume Database Access</strong></td>
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<td><strong>Lead Retrieval Scanner</strong></td>
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<th>CAREER EXPO</th>
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<td><strong>Recognition on Event Signage</strong></td>
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<tr>
<td><strong>Highlighted Listing on Expo Map Signage</strong></td>
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<tr>
<td><strong>Logo Recognition on Expo Map in Convention Sourcebook</strong></td>
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<tr>
<td><strong>Partner Recognition on Convention Landing Page</strong></td>
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<tr>
<td><strong>Social Media Mentions</strong></td>
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<td><strong>Digital Sourcebook Ad</strong></td>
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<td><strong>Digital Spectrum Magazine Ad</strong></td>
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<td><strong>Pre-convention Email Blasts</strong></td>
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<td><strong>Year-Round Email Blast</strong></td>
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<tr>
<td><strong>VIP Lifetime Pinning Ceremony Tickets</strong></td>
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<tr>
<td><strong>Convention Bag Insert (flat/paper only)</strong></td>
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</table>

* Contact Business Development for more details. **10% premium on packages secured after May 1. ***Reserved for Government and Academic Institutions only. ****First come, first served.
## BRANDING & MEDIA ENHANCEMENTS

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<th>ITEM</th>
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<td>Day of Service</td>
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<td><strong>CONVENTION MEDIA ADD-ONS</strong></td>
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<td>Sourcebook Advertisement</td>
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<td>Highlighted Listing on Booth Map</td>
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<td>Convention Mobile App</td>
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<td>elks promoting convention related pror</td>
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<td>gram related programs, job postings, sp</td>
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<td><strong>CONVENTION ESSENTIALS</strong></td>
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<td>Hotel Keycards</td>
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<tr>
<td>Bag Insert/Product Placement</td>
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<tr>
<td><strong>SIGNAGE</strong></td>
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<tr>
<td>Digital Hotel Signage*</td>
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<td>$2,500-$25,000</td>
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<tr>
<td>Exhibit Hall Signage</td>
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<tr>
<td></td>
<td>Logo on Entrance Expo Unit</td>
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<tr>
<td>Transportation/Shuttle Sign</td>
<td></td>
<td>Up to $50,000</td>
</tr>
</tbody>
</table>

"NABA inspired me to ‘level up’ both in my career and diversity in the workplace. I genuinely loved the experience and felt like I can be whatever I want to be. It was amazing to see so many Black professionals in one place. I felt proud. I am more than ever inspired to bring this message back to Chicago. I feel encourage to challenge the status quo and promote diversity!"

~ Marketa Sharp, MHRM
Corporate Attendee, EY
### NABA MEDIA ADD-ONS

<table>
<thead>
<tr>
<th>ITEM</th>
<th>SPECIFICATIONS</th>
<th>PRICING</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Spectrum Magazine Advertisement</strong></td>
<td>Print – full page</td>
<td>$3,000</td>
</tr>
<tr>
<td></td>
<td>Print – half page</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Digital – full page</td>
<td>$2,000</td>
</tr>
<tr>
<td></td>
<td>Digital – half page</td>
<td>$1,000</td>
</tr>
<tr>
<td><strong>Spectrum Magazine Advertorial</strong></td>
<td>Submit for NABA's Membership magazine</td>
<td>$3,000</td>
</tr>
<tr>
<td><strong>NABAinc.org</strong></td>
<td>Sidebar (Square)</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>Dedicated Partner Page</td>
<td>$10,000</td>
</tr>
<tr>
<td><strong>NABA Chapter Websites</strong>*</td>
<td>Sidebar, Left (Square). Ad space available across NABA Chapter Websites in syndicated area, on specific chapter website landing pages.</td>
<td>$1,950</td>
</tr>
<tr>
<td><strong>e-Newsletter Advertisement</strong></td>
<td>Half page, bottom position</td>
<td>$1,500</td>
</tr>
<tr>
<td></td>
<td>Sidebar, Left</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

*Contact business development for more details.
For more information on partnering with NABA, please email businessdevelopment@nabainc.org.