



SOUTHWESTERN BLACK STUDENT LEADERSHIP CONFERENCE

JANUARY 18-21 2018

2018 Sponsorship Packet



The Southwestern Black Student Leadership Conference

Memorial Student Center Suite 2200, 1121 TAMU

College Station, TX 77843 • sbslc.tamu.edu • (979) 845-4565

sbslc.corporaterelations@gmail.com



TABLE OF CONTENTS

Greetings from SBSLC Leadership	3
Conference History, Mission, Vision, and Theme	4
2018 Executive Staff	5
Conference Event Details	6
Corporate Partnership	9
Corporate Support Levels	10
SBSLC Partnership Form	12



Greetings Prospective SBSLC Participants!

On behalf of the Southwestern Black Student Leadership Conference, I would like to extend the invitation for you to become part of one of the most influential conferences on college campus. SBSLC is the largest student-run conference in the nation, and students from all over the world attend every year. Our goal is to educate young collegians and prepare them with the tools to go back home and improve their communities and themselves. Through engaging in various professional development activities, we seek to enhance a sense of self-awareness and solutions to community-based issues. Our conference is hosted every January on the campus of Texas A&M University.

The theme for SBSLC 2018 is A Legacy In Living Color. The theme will be used to personify the vibrancy of the organization and all that it has accomplished in 30 years. The 30th conference is a milestone, a celebration of the black community being alive and well after much adversity. The countless hours that our staff members put in to make this conference possible is unparalleled. Not only is this for the good of the conference, but also Texas A&M University as a whole.

SBSLC sets both short-term and long-term goals to ensure the longevity of the conference and the magnitude of its reach. Recently, and this year more than ever, we are focused on increasing our corporate sponsorships and reaching out to more companies and graduate programs to incorporate into our Career and Graduate School Fair. We stress professionalism to our participants and provide a productive avenue for various companies and graduate programs to recruit the best and brightest students. We also seek innovative and inspiring keynote speakers and workshop presenters to address topics related to our conference theme.

There is no doubt, with all that SBSLC has to offer (including our diverse audience) that our conference can be beneficial to your company or organization. We often receive feedback and testimonies from our participants stating the impact and influence that SBSLC has had over their lives, network, career, and education – we would love for you to be a part of this experience. Thank you for your time and consideration, and we look forward to hearing from you.

Best regards,

Jo'el Barnes, SBSLC 2018 Conference Chair

Emonie Brown, SBSLC 2018 Co-Director of Finance

Jasmyne Simmons, SBSLC 2018 Co-Director of Finance, Corporate Relations



Our History

In 1989, innovative collegians at Texas A&M University produced a forum by which African American students in the southwestern region of the United States could assemble to address the problems and concerns that affected the Black community. The Southwestern Black Student Leadership Conference is held each January, uniting more than 900 students and advisors, nationally renowned speakers, and a variety of corporations from throughout the entire country.

The conference presents a number of creative workshops that focus on various topics and develop strong leadership skills. SBSLC is dedicated to addressing and developing solutions to major issues as well as bringing a spirit of unity among students and leaders of all levels. In 1999, the Advanced Leadership Institute (ALI) was developed to provide seasoned student leaders an in-depth leadership experience within the larger conference.

During each conference, distinguished speakers use our theme to emphasize the importance of diverse leadership in today's multicultural society. SBSLC has hosted such notable guests as Dr. Michael Eric Dyson, educator and prolific author; Dr. Na'im Akbar, pioneer in the development of an African-centered approach in modern psychology; Mr. Tavis Smiley, author and host of *BET Tonight with Tavis Smiley*; Ms. Susan Taylor, editor of *Essence* magazine; and the Honorable Walter E. Fauntroy, former member of Congress. Now in its 29th year, SBSLC embraces its powerful legacy and positive reputation while looking ahead to greater expansion and influence in today's higher education landscape.

Our Mission

The importance of combining knowledge with family, religion, culture, and community to be used as tools to become productive members of society is our mission as "Today's Black Leaders: Our Hope for Tomorrow." As members of the African American Community, we must use our strength and pride to take the initiative to educate our youth and to help them focus on their futures. It is not for us to wait until tomorrow to rescue our young people from the dangers surrounding us; the time is now. Our conference encompasses history, leadership and networking skills, and self-improvement techniques. In addition, the conference values clarification and uses corporate America to inspire and motivate the intellect of young Black collegians to be productive leaders of tomorrow.

2018 Conference Theme and Vision

A Legacy in Living Color

To foster a community of young, Black leaders who are genuine in their journey toward growth, selfless service, and a standard of excellence.

2018 EXECUTIVE STAFF



TAYLOR PURNELL, JO'EL BARNES, DANIEL JEFFERSON
2018 Conference Chair and Associate Chairs
sbslc.chair@gmail.com



EMONIE BROWN, JASMYNE SIMMONS
2018 Co-Directors of Finance
sbslc.corporaterelations@gmail.com

OPENING RECEPTION

The opening reception/ceremony serves as the official beginning of the conference weekend. The reception typically includes music, food, and an address from Texas A&M University administration.



PROJECTED COSTS

Entertainment:	\$750
Facility and Dining Services:	\$5,000
Equipment:	\$2,000
Decorations:	\$500
TOTAL:	\$8,250

KEYNOTE SPEAKERS

Each of our keynote events consist of a dynamic speaker and a meal. Annually, SBSLC features several of today's most engaging and empowering speakers to address participants on topics related to our theme. Our partnerships serve an important role in allowing SBSLC to continue this tradition.



PROJECTED COSTS

Keynote Speakers:	\$25,000
Facilities and Dining Services:	\$22,000
Equipment:	\$6,000
TOTAL:	\$53,000





ENTERTAINMENT NIGHT

Entertainment Night provides an excellent opportunity for various performers to display their talents and for participants to network in a more relaxed environment. Corporate sponsors are necessary for SBSLC to continue providing a stage for up-and-coming talent.

PROJECTED COSTS

Entertainers:	\$5,000
Facilities and Dining Services:	\$7,000
Equipment:	\$2,500
TOTAL:	\$14,500

CLOSING BANQUET

The Closing Banquet, which has the largest captive audience, is the culminating event of the conference. In addition to over 900 students, several VIP campus administrators; community leaders; former Texas A&M University students; families; and friends attend to show their support of the conference.

The highest profile speaker is reserved for this occasion and is introduced to the audience by the Charles E. Williams II Advanced Leadership Institute Oratorical Contest winner. The atmosphere of the banquet is set by the sounds of light jazz music, and the evening is filled with the excitement of award recognitions, sponsor acknowledgements, and the announcement of the next year's Conference Chair.



PROJECTED COSTS

Keynote Speaker:	\$14,000
Facilities and Dining Services:	\$20,000
Awards and Gifts:	\$500
Decorations:	\$1,500
TOTAL:	\$36,000



PROMOTIONAL ITEMS

As part of conference registration, all participants and advisors receive a custom conference T-shirt featuring the yearly theme; conference bag featuring the SBSLC emblem; and conference booklet with all information on the conference schedule, events, and sponsors.

PROJECTED COSTS

Conference Bags	\$6,000
Conference T-shirts	\$4,000
Conference Mobile App	\$3,500
Conference Banner	\$200
Conference Give-aways	\$8,000
Professional Photography	\$375
TOTAL:	\$22,075



CORPORATE PARTNERSHIP

The Southwestern Black Student Leadership Conference is a student organization dedicated to the empowerment of African American collegians, making them better students, leaders, and citizens in their communities. We would be honored to have your company/organization as a partner in fulfilling the SBSLC mission to combine the knowledge of family, religion, culture, and community to be used as tools to become productive members of society.

Through your organization's participation in SBSLC 2018, you will have access to our conference delegation and the opportunity to market your company to some of the brightest students from universities all across the nation. Most importantly, your company/organization will be recognized for its diversity efforts and for playing a vital role in ensuring the success of our country's emerging leaders by sponsoring opportunities to over 900 diverse collegians who wish to continue to advance academically, thrive professionally, and contribute positively to society.

All donations made to SBSLC will be processed through the Texas A&M Foundation, which is classified as a 501(c)3 tax-exempt organization.

The following are several ways your company can help the Southwestern Black Student Leadership Conference assure that the 30th annual conference is a success:

General Donations

Conference Participant Sponsorships

Food Sponsorships

Any contributions will be categorized into the sponsorship levels listed below. All sponsors will be recognized on the SBSLC webpage and in the conference booklet, and will be officially recognized at the Closing Banquet. The categories are as follows:

Bronze Sponsor: \$600 to \$999

Silver Sponsor: \$1,000 to \$2,999

Gold Sponsor: \$3,000 to \$4,999

*Please make all checks payable to **Texas A&M Foundation**, account number **72689**.*



CORPORATE SUPPORT LEVELS

Bronze Sponsorship

- Rotating banner advertisement (2*) within Conference app (Guidebook) linked to company/organization's website
- Access to CD with SBSLC staff resumes
- One exhibit table during Career & Graduate School Fair
- Reserved seating at the Closing Banquet and keynote events for two (2) representatives
- Formal recognition during Closing Banquet

Silver Sponsorship

- Rotating banner advertisement (3*) with Conference app (Guidebook) linked to company/organization's website
- Access to CD with SBSLC staff and conference participant's resumes
- Premier location during Career & Graduate School Fair
- Company/Organization's marketing material included in conference bag
- Reserved seating at Closing Banquet and keynote events for three (3) representatives
- Formal recognition during Closing Banquet

Gold Sponsorship

- Company/Organization's banner/signage prominently displayed around the conference
- Company/Organization's marketing materials included in conference giveaways
- Rotating banner advertisement (4*) within Conference app (Guidebook) linked to company/organization's website
- Access to CD with staff and participants' resumes
- Two (2) complimentary conference registrations
- Reserved seating at the Closing Banquet and keynote events for five (5) representatives
- Formal recognition during Closing Banquet
- Recognition in all conference keynote speaker advertisements

*Number represents the number of times the company logo will appear in the rotation of our conference app, Guidebook.



SBSLC PARTNERSHIP FORM

The Southwestern Black Student Leadership Conference would like to extend a sincere thank you to our ongoing and potential supporters. Feel free to take part in our sponsorship levels listed below. All forms of donations are greatly appreciated. The success of our event is limited without your support. The Sponsor's contact person will receive a registration receipt confirmation email. **SBSLC is a student organization at Texas A&M University. The Texas A&M Foundation is a 501(c)3 tax-exempt organization of which contributions to are tax deductible to the extent no goods or services are received in return.**

Please make all checks payable to Texas A&M Foundation, account number 72689.

Date: _____

Company Name: _____

Contact Person & Title: _____

Mailing Address: _____

Telephone : _____ Fax: _____

Email Address: _____

SPONSORSHIP LEVELS (Please specify amount.)

- Gold Sponsor (\$3,000 to \$4,999) _____
- Silver Sponsor (\$1,000 to \$2,999) _____
- Bronze Sponsor (\$600 to \$999) _____

SPECIFY PROGRAM/EVENT SPONSORSHIP (Optional)

- Opening Reception Amt: \$ _____
- Closing Banquet Amt: \$ _____
- Entertainment Night Amt: \$ _____
- Keynote Speakers Amt: \$ _____
- Promotional Items Amt: \$ _____
- Other: _____ Amt: \$ _____

OTHER OPTIONS FOR SPONSORSHIP

- We would like to make other monetary donations in the amount of _____.
- We would like to donate products and/or food. Specify: _____
- We would like more information about sponsoring a participant for the 2018 Southwestern Black Student Leadership Conference.

Please Return To: