Welcome to the Urban League 360° Webinar

Today’s Speakers:

Marc H. Morial
President & CEO, National Urban League

Rhonda Spears Bell
Senior Vice President, Marketing & Communications, National Urban League

Wanda Jackson
Senior Vice President & Chief Talent Officer, Human Resources, National Urban League

Hal Smith
Senior Vice President, Education, Youth Development & Health, National Urban League

Dennis Serrette
Senior Vice President & Chief Development Officer, National Urban League
“What is Urban League 360°?”

Urban League 360° is an integrated marketing and creative approach aimed at fully leveraging and combining digital technology, traditional marketing vehicles and our assets to ensure maximum value-add and results for our partners.

Partner Needs Have Evolved…So Have We
Purpose & Opportunity

Premier annual event attracting the nation’s thought leaders and influencers from the corporate, government & community sectors.

- Newsmakers, policy makers, business and community leaders, from across the country come together for four jammed-pack days of professional development, networking, and entertainment.

- Attendance more than doubled in the last four years: over 11,000 attendees and 5,000+ registrants.
  - 50% make more than $60K annually
  - Almost 70% have at least a BA degree
  - 60% Female/40% Male
  - 25% under age 30

- Attracts a highly diverse, multi-cultural consumer base, specifically African-American consumers whose current buying power is projected at $1 trillion (forecasted to reach $1.3 trillion by the year 2017*)
Recent participants have included:

8.7 Billion Impressions - 4,100 Media Outlets

Recent Cities: Washington D.C., Boston, New Orleans, Philadelphia

Conference Elements

- Plenaries & Workshops
- Luncheons/Gala/Receptions
- YP Summit/Small Business Matters Summit
- Youth Leadership Summit
- Career & Networking Fair
- N.U.L. Experience Expo Hall
- Entertainment
Dynamic leaders, experts and celebrities address conference attendees during our informative and interactive plenaries and workshops, speaking on issues of empowerment, finance, civil rights, current events, health, relationships, beauty and more.
Conference days are punctuated with sparkling meal functions featuring inspiring keynotes, including:

- Business Luncheon
- Guild Leadership Luncheon
- Women of Power Luncheon
- The Whitney M. Young Jr. Awards Gala
- Receptions

Events honor civil rights, business, and entertainment leaders and legends, and provide opportunities for corporate partners, affiliate leadership and VIP conference attendees to mingle & enjoy our host city.
The Young Professionals Summit is the annual gathering of the Young Professionals auxiliary group from across the country for professional development, networking, and planning for the year.

The Small Business Matters Entrepreneurship Summit is a free one day event open to the public with information on how to start or grow your own business.
The Youth Leadership Summit is the annual culminating event for all National Urban League Education and Youth Development programs. This five-day event coincides with the Conference, in its host city, and immerses over 350 middle- and high school-aged youth in a college setting to prepare them for college, work and life.
Not Your Average Career Fair

This 3-day event attracts thousands of well-educated diverse professionals to connect with top companies, while taking advantage of numerous networking & professional development activities.

Join our Flash Connections, networking with recruiters, NUL Young Professionals, as well as Black Greek fraternity & sorority members.

The Brand U Studio features professionals take advantage of Resume & LinkedIn Profile Critiques, Mock Interviews and one-on-one Coaching.

In our Image of Success Suite, Picture Perfect professional headshots and make-overs as well as Career Briefs providing strategies & tips for enhancing their career.
Engage with conference attendees at The N.U.L. Experience. More than an Expo, the 2014 N.U.L. Experience will feature custom branded pavilions and interactive experiences including Social Media Hubs & Photo Lounges, and Main Stage with Empowerment Workshops.
Debuting in Philadelphia in 2013, **Urban League Live** is the ultimate interactive music experience with celebrity DJs, photo lounges and other exciting opportunities to cut loose.

In 2014, we will inaugurate the **Urban League Film Fest** showcasing a selection of new feature films.

**Align** your brand with A-list celebrities and summer blockbusters. The film festival will feature a red carpet photo lounge and opportunities for branded onsite displays.
Partners will receive the following benefits depending on varying levels of sponsorship of the Annual Conference:

- Speaking Opportunities
- Ad in the Program Guide, and Expo & Employment Guide
- Website presence
- Brief video to be shown at sponsored event
- Signage
- Engagement and photo opportunities with:
  - Urban League leadership - 95 affiliates in major cities nationwide, and hundreds of Urban League young professionals (21-40 year olds) from over 60 chapters, and Guild volunteer chapter members
  - Industry executives, government leaders, celebrity presenters and Urban League partners
- Mentions on Urban League digital and social media platforms
- Brochure/product placement in registration bags
- Expo and Career Fair booths
- Registrations and tickets
- Premium, reserved or general seating
- AND MORE
How a 360° Approach Can Work For You …

1. **Consumer Insights** to define how your programs & services meet our audience’s needs.

2. Develop a customized, **integrated marketing campaign** to fully leverage our assets.

3. Campaign integration into a **live event**.

4. Constituent Engagement via **social media**. Upgrades include interactive advertisements, text alerts, custom hashtags, and real time analytics.

5. Amplify partnership with **branded content** on website and **Digital Digest**.

6. Further campaign reach, to millions, through our **media partnerships**.
# NATIONAL URBAN LEAGUE ANNUAL CONFERENCE

## 2013 Partners

### Advocate
- JCP
- Burger King
- Georgia-Pacific
- Marriott
- Best Buy
- Intel
- Enterprise
- Ford

### Supporter
- Honda
- Chrysler
- Citi
- Edward Jones
- Kraft
- Nissan
- Adecco Group
- TJX
- ETS
- Nielsen
- Caesars Entertainment
- Allstate
- Charitable Foundation

### Patron
- Sony
- Macy's
- Goodyear

### Youth Champion
- Target
- Altria
- FedEx
- State Farm

### Youth Sponsor
- U.S. Army

### Youth Advocate
- McDonald's
- Intel
- Honda
- enpatico

### Youth Supporter
- ETS
- Marines

### Friend of Youth
- Coca-Cola
Upcoming Urban League 360° Events

2014 Upfront & Preview Breakfast:

Thursday, November 14, 2013 – New York Marriott Marquis, 8:00am-9:30am EST
2014 NATIONAL URBAN LEAGUE CONFERENCE WEBINAR

A detailed presentation, including NUL Conference information and a breakdown of partnership levels, will be sent shortly after the conclusion of this webinar.

CONTACT:

DENNIS SERRETTÉ
Chief Development Officer
212-558-5445 or dserrette@nul.org

or

MARIA MCFARLANE
Senior Director, Development
212-558-5382 or mmcfarlane@nul.org