



2019 Conference & Awards Sponsorship Package

About

30 Black Stars is an initiative designed to recognize and celebrate outstanding African, African-American, and Caribbean business leaders in the United States. Each year, we search, identify and honor a highly selective group of 30 distinguished black business leaders and professionals who are making an impact and redefining leadership in America.

Mission

The initiative seeks to help advance diversity and inclusion, and foster meaningful dialogue on how corporations can harness the full potential of minority professionals and business leaders for innovation and global competitiveness. The 30 Black Stars annual conference and awards will bring industry leaders together for meaningful and empowering discussions on how to advance diversity and inclusion, while recognizing corporations who are leading the way.

Why Sponsor?

The growing influence of African-Americans in business, politics and culture is undeniable. African and Caribbean immigrants in particular, are two of the fastest growing and most educated groups in the country with a spending power estimated at over \$500 billion. Face2face Africa continues to have an immersive conversation with these audiences, speaking to them authoritatively about their lifestyle and partnering with brands that embrace the cultural truths shaping their personal choices and business needs.

We invite you to join us in celebrating the business leaders and visionaries whose commitment to excellence is reinforcing the importance of diversity and inclusion.

As a partner you will have the opportunity to:

- ✓ Connect with our dynamic community of professionals, entrepreneurs, business leaders and executives from around the nation
- ✓ Meet, engage, and recruit top talent for your company
- ✓ Recognize outstanding minority leaders within your company
- ✓ Participate in empowering discussions around diversity and inclusion, and connect with other corporations with a shared vision
- ✓ Build brand equity and position your company within the underserved black diaspora market to gain competitive advantage
- ✓ Collect data and gain better insights to help improve your D&I and business strategy
- ✓ Promote your products and services to a diverse and engaged audience
- ✓ Gain valuable PR coverage by local, national and international media

Program Details

Friday, November 15, 2019
Houston, Texas

Conference (8am-1pm)

- Bring industry experts and business leaders together for meaningful discussions on how to harness D&I for innovation and global competitiveness
- Four panel discussion sessions, 2 fireside chats, and a networking session

Dinner & Awards (6pm-10pm)

- Award 30 distinguished black business leaders and senior level executives
- One Pinnacle Award presented to an industry leader who has reached a peak in their career and is making an impact globally
- One Champion of Diversity & Inclusion Award presented to a corporation that is making significant inroads in D&I
- A unique networking opportunity for the black business community and a celebration of diversity

Audience Overview

Anticipated Attendance (Conference & Awards): 300+

Type	%
Female	55%
Male	45%
Senior Level Executives	40%
Mid-level Managers	35%
Entrepreneurs/Private Sector	15%
General Professionals	10%

Award Nomination Process and Selection Criteria

Nomination Process

- Nominations are open to the general public and must be submitted at 30blackstars.com.
- Self-nominations are accepted.
- Employers may nominate their outstanding black leaders for an award
- Ideal candidates include business leaders, entrepreneurs and professional achievers from private, public, and non-profit sectors.
- A board and a selection committee review all nomination submissions. Honorees are announced in September.

Selection Criteria and Requirements

1. Nominee must be a person of African heritage living in the United States who identifies as Africa, African-American, Caribbean-American, Afro-Latin American, or related
2. Nominee must be a Permanent Resident or U.S. citizen
3. Nominee must be an executive or senior level manager with a demonstrated record of outstanding achievement or significant impact in sector
4. For entrepreneurs, company must have existed for at least two years and have a minimum annual revenue of \$500,000 (proof required)

Chair of the Advisory Board and Selection Committee:

Dorinda Walker
CEO, Cultural Solutions Group
Former Vice President of Cultural Starategy, Prudential Financial

Sponsorship Opportunities

TITLE SPONSOR | \$125,000

All the Benefits of Corporate Platinum PLUS:

1. Named as the sole and exclusive Presenting Sponsor of the 30 Black Stars Conference and Awards
2. Priority and exclusive placement of company logo on marketing and branding materials, including event website
3. Exclusive feature interview in magazine plus back cover ad placement
4. Company logo on all post event video content circulated and amplified via social
5. Other benefits as discussed

CORPORATE PLATINUM | \$65,000

1. Mentioned in all pre and post event marketing as a sponsor, including press releases
2. Company logo included in all marketing materials and digital campaigns
3. Company logo included in all onsite activation including event banners, step&repeat, etc.
4. Opportunity for custom onsite activation
5. Opportunity for company executive to speak or participate on a D&I panel
6. Recognition as a Platinum Sponsor in F2FA Magazine
7. A premium double page advertisement/spread in F2FA Magazine
8. Priority placement of company logo on main event website
9. Inclusion of one (1) promotional item in conference and awards gift bag
10. A premium corporate table for up to ten (10) guests at both the conference and awards ceremony
11. :60 commercial screened at the awards ceremony

CORPORATE GOLD | \$35,000

1. Company logo included in all onsite activation including event banners, step&repeat, etc. Opportunity for company executive to speak or participate on a D&I panel
2. Recognition as a Gold Sponsor in F2FA Magazine
3. A full page advertisement in F2FA Magazine
4. Placement of company logo on main event website
5. Inclusion of one (1) promotional item in conference and awards gift bag
6. A premium corporate table for up to ten (10) guests at both the conference and awards ceremony
7. :30 commercial screened at the awards ceremony

CORPORATE SILVER | \$20,000

1. Opportunity for company executive to speak or participate on a D&I panel
2. Recognition as a Silver Sponsor in F2FA Magazine
3. A full page advertisement in F2FA Magazine
4. Placement of company logo on main event website
5. Inclusion of one (1) promotional item in conference and awards gift bag
6. A premium corporate table for up to ten (10) guests at both the conference and awards ceremony

CORPORATE BRONZE | \$15,000

1. A full page advertisement in F2FA Magazine
2. Placement of company logo on main event website
3. Inclusion of one (1) promotional item in conference and awards gift bag
4. A premium corporate table for up to ten (10) guests at both the conference and awards ceremony

TABLE SPONSORSHIP | \$10,000

1. A premium corporate table for up to ten (10) guests at both the conference and awards ceremony
2. Placement of company logo on main event website



About Face2face Africa

We are a modern, fast-growing digital media publishing company serving diverse black-American audiences. Based in New York City, we manage unique editorial platforms and produce quality events that connect, empower, promote, and celebrate people of African descent globally. We speak to these audiences in an authoritative voice and help brands make meaningful connections to impact business strategies.