



24/7 BLACK LEADERSHIP ADVANCEMENT CONSORTIUM

BLACK HISTORY MONTH

CELEBRATING BLACK FOUNDERS & LEADERS

FEBRUARY 2022

PARTNERSHIP INFORMATION

WWW.TWENTYFOURSEVENBLAC.COM



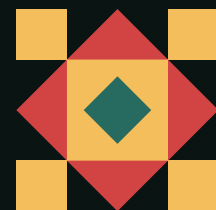


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NOVEMBER 21, 2021



Hello Friend,

The year of 2021 has ushered in a strong desire to return to normalcy. Yet those of us committed to inclusion, know we have to move past our previous starting point and continue to push for transformation. As 2022 rapidly approaches it's important that we have a non faltering dedication and commitment to advancing equity and financial vitality for underrepresented communities. There is a need to continue to have intentional focus and a strong bias toward action and moving the needle.

As a valued partner we want to thank you for strong support during our inaugural 18 months. Whether you provided financial support, mentorship or took the time to learn more about our mission and organization, we could not do this work without YOU! We truly appreciate all of the ways our partners choose to engage and support our organization and look forward to providing more opportunities to work together for the upcoming year.

Along this line, we are excited to announce our 2022 Black History Month Celebration! We plan to host a series of virtual events featuring dynamic, transparent, dialogue on inclusive best practices to continue strong momentum of equity. We will start with a salute to our accelerator, continue by fortifying philanthropic equity and close out with our employment partners. We invite you to join us on our mission to increase access and economic vitality for our community.


Please let us know if you have any additional questions as we welcome your partnership for our upcoming digital celebration. Have a great day.

Warm Regards,

Joy Briscoe

Executive Director

24/7 Black Leadership Advancement Consortium



DONT JUST TAKE OUR WORD FOR IT.. CHECK OUT WHAT NIELSEN SAYS:

African Americans' influence on mainstream culture is clear. As of 2018, fifty-four percent of African Americans were 34 years old or younger, meaning the majority of Blacks have grown up in the digital age. These powerful consumers have a natural affinity for technology and their entire shopping journey. This pursuit of the latest things drives many steps on the African American consumer journey, from how they consume media to become aware of trends and products, to how they use e-commerce on multiple devices while still demanding a dynamic in-store experience. Black Americans are 48 million strong with nearly 25 million being millennial age or younger as of 2018. With a median age of 32, Black Americans are just approaching their peak earning years, but are already dominating industries from music to fashion and many others and creating apps and digital spaces to serve their own unique needs when the opportunity demands it. Developing authentic strategies that evolve from listening to Black consumers' needs and demands is not only the best way, but the only way for brands to realize the powerful growth opportunity ahead.

Black buying power continues to grow, from \$320 billion in 1990 to \$1.3 trillion in 2018. Between 2000 and 2018, black buying power rose 114%. About one-third of African American adults use corporate information apps over-indexing the total population by 14%. The rise of apps like the Official Black Wall Street and I Am Black Business create easy access to information about African American owned businesses, and the availability of that research is impacting their ability to support black-owned businesses with their purchasing power.

As information and availability of Black-owned brands and Black-focused products increases, 42% of African American adults expect brands they purchase to support social causes, 16% more than the total population. This social consciousness should demand that marketers of goods and services understand not only the benefit of supporting African American social causes, but also the risk of not supporting them.

Black buying power



Black viewing power



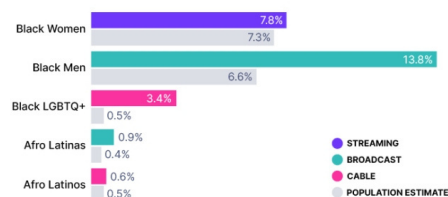
Sources: Selig Center for Economic Growth, Terry College of Business, The University of Georgia, June 2021;
Nielsen Media Impact, Time Spent with Total TV and Streaming, Q2 2021

Nielsen

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Access to content that reflects diverse Black experiences requires multiple platforms

Most representative platform by share of screen



Sources: Gracenote Inclusion Analytics, Q1 2021

Nielsen

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BLACK HISTORY MONTH



SCHEDULE OF EVENTS

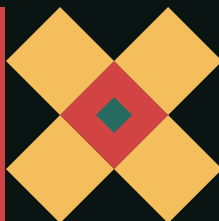
02/11 BUSINESS ACCELERATOR VIRTUAL PITCH COMPETITION

02/18 LUNCH N LEARN TRANSFORMATIONAL PHILANTHROPY

02/24 SKILL UP EMPLOYER'S NETWORKING NIGHT



**FEB
2022**



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SPONSORSHIP LEVELS

EQUITY AMBASSADOR - \$1000

Four Registration

- One-Eighth (1/8) Page Logo in our virtual program booklets
- Name placement on Event Website's Sponsor Page
- Social Media Blast(s)

EQUITY CHAMPION - \$2500

Eight Registration

- One-Fourth (1/4) Page Logo in program our virtual booklets
- Logo placement on Event Website's Sponsor Page
- Social Media Blast(s)

EQUITY LEADER - \$5000

16 Registration

- One-Half (1/2) Page Logo in virtual program booklets/Logo placement on event App
- Logo placement on Event Website's Sponsor Page with link to company
- Social Media Blast(s) with link to company website
- Access to WHOVA Exhibitor Virtual Space

PRESENTING EQUITY CHANGE AGENT - \$10,000 (ONLY 3 AVAILABLE)

24 Registrations

- One Page Logo in program booklets/Logo placement on event App
- Logo placement on Event Website's Sponsor Page with link to company
- Social Media Blast(s) with logo and link to company website
- Opportunity for pre-recorded message to conference attendees
- Access to WHOVA Exhibitor Virtual Space





SPONSORSHIP RESPONSE FORM

I am interested in sponsoring at the below level:

☐ EQUITY AMBASSADOR - \$1000

☐ EQUITY CHAMPION - \$2500

☐ EQUITY LEADER - \$5000

☐ PRESENTING EQUITY CHANGE AGENT - \$10,000

☐ CONTRIBUTOR OF \$ _____
(ANY AMOUNT IS GREATLY APPRECIATED)

Company Name _____ Representative _____

Address _____ City _____ State _____ Zip _____

☐ Please invoice me at the above address for the indicated amount.

☐ Please charge my card (below is the necessary information)

Card Number _____ Expiration Date _____ Code _____

Signature _____

Please return this form to Joy Briscoe PO Box 2031 Waterloo Iowa 50704.

Thank you for your time and consideration!

