

NABOB

Tuning In



NABOB FALL CONFERENCE 2017

**SPONSORSHIP AND ENGAGEMENT OPPORTUNITIES
FOR THE 41ST FALL CONFERENCE IN CONJUNCTION
WITH THE POWER OF URBAN RADIO**

**OCTOBER 11th and 12th
THE GEORGETOWN MARRIOTT
WASHINGTON, D.C.**





NABOB'S MISSION

NABOB Fall Conference and On-site Engagement Opportunities are designed to achieve the following marketing goals:

1. Our mission is to improve and increase the opportunities for success for African American and minority owners in the broadcast industry.
2. Consistently keep our members informed about the issues and regulations that effect minority broadcasters.
3. Our membership and conference objective is to provide an inclusive organization that will serve as an asset for station owners, prospective owners, advertisers, digital providers, government entities, and suppliers. We seek to enhance our members professional growth via educational programs, extensive resources, and networking opportunities.



PLATINUM SPONSORSHIP - \$35,000

3 Available

NABOB (National Assoc. of Black Owned Broadcasters) 41st Fall Broadcast Management Conference Oct. marks the return to one of the most coveted broadcast industry events. Dedicated to providing resources to minority owned and all media outlets that target the urban consumer. **How can this event benefit your business?**

Branding, marketing, digital integration, & on-site activation... powered by your company as a **Platinum Sponsor** with...

Signage throughout conference

1 Front Table Reserved at Power of Urban Luncheon

1 Reserved Table at Breakfast

1 Reserved Table at Closing Cocktail Awards Reception

10 Conference Registrations

Inclusion in Sept - Nov Newsletters with logo/link to NABOB 500+ members

*1 Year Corporate Membership in the NABOB organization

1 full page color ad in conference brochure with premium placement

Inclusion in Conference Press Releases as sponsor

Inclusion in Social Media Posts and Logo on conference site

Acknowledgement and Recognition from NABOB President at Luncheon and Closing Reception

Company Video featured at opening breakfast

Logo inclusion on attendee's tote bags

Photo ops at events

Opportunity to include collateral material, merchandising on table in entry foyer throughout conference

Net Investment - \$35,000



GOLD SPONSORSHIP - \$25,000

5 Available

Signage at Luncheon

1 Table Reserved at Power of Urban Luncheon

1 Reserved Table at Breakfast

10 Conference Registrations

Inclusion in 1 Newsletter logo/link to NABOB 500+ members and Post Newsletter

*1 Year Corporate Membership in the NABOB organization

Logo on Conference Site

1 full page color ad in conference brochure

Inclusion in Conference Press Releases as sponsor

Inclusion in Social Media Posts

Acknowledgement by Conference Hosts at Luncheon

Logo printed on attendee's tote bags

Opportunity to include collateral material, merchandising on table in entry foyer

Net Investment - \$25,000



SILVER SPONSORSHIP - \$15,000

7 Available

Banner Signage

Acknowledgment by Conference Hosts at Luncheon

5 Conference Registrations

1 Reserved Table at Power of Urban Luncheon

Inclusion in 1 Newsletter logo/link to NABOB 500+ members

Logo on Conference Site

1 full page color ad in conference brochure

Inclusion in Press Releases as sponsor

Net Investment - \$15,000



NAMING RIGHTS OPENING RECEPTION SPONSORSHIP - \$15,000

Your company will be the NAMED SPONSOR OF THE NABOB (National Assoc. of Black Owned Broadcasters) 41st Fall Broadcast Management Conference Opening Reception. The conference opening reception is attended by area broadcasters, locally and nationally, government officials, and industry executives.

The (Your Company) OPENING RECEPTION AT NABOB (WEDNESDAY)

Easel and Banner Signage at Reception

Company Merchandising, Collateral Prominently displayed in entry foyer

Recognition by President of NABOB

Remarks by Sponsor

5 Conference Registrations

1 Reserved Table at Power of Urban Luncheon

Optional opportunity to provide entertainment or host

Inclusion in 1 Newsletter logo/link to NABOB 500+ members

Logo on Conference Site

1 full page color ad in conference brochure

Acknowledgement in brochure as opening reception sponsor

Inclusion in all Press Releases as sponsor

Net Investment - \$15,000



NABOB COCKTAIL HOUR AND CLOSING AWARDS RECEPTION SPONSORSHIP - \$20,000

The NABOB Closing Reception will be expanded to honor and illuminate broadcasting and industry trailblazers. We will salute industry leaders who seek to improve our competitive landscape. As a sponsor of this inaugural event you will be highlighted as supporter and champion.

Closing Reception Sponsorship will include:

- 1 Reserved Table at Power of Urban Luncheon
- 1 VIP Table at Closing Cocktail Reception and Signage
- 10 conference registrations
- 1 Annual Corporate Membership
- Inclusion in 1 Newsletter logo/link to NABOB 500+ members
- Logo on Conference Site
- 1 full page color ad in conference brochure
- Congratulatory Sponsorship Page to Honoree's supported by....your company
- Remarks by Sponsor
- Recognition by President of NABOB
- Acknowledgement by Host of Event and Photo ops
- Parting Gift Bag Sponsorship & Merchandising
- Inclusion in all Conference Press Releases as sponsor
- Inclusion in all Social Media Posts





LANYARD SPONSORSHIP, TOTE BAG CO-SPONSORSHIP, COFFEE BREAK SPONSORSHIP

Lanyard Sponsorship includes Logo on all attendee's Lanyards 300+
3 Seats at Luncheon & 3 Conference Registrations
Logo on conference site
1 half page b/w white ad in conference brochure
Inclusion in all Press Releases as sponsor
Investment = \$5,000

Tote Bag Sponsorship includes Large Logo printed on back of attendee's tote bags
3 Seats at Luncheon & 3 Conference Registrations
Logo on conference site
1 half page b/w white ad in conference brochure
Inclusion in all Conference Press Releases as sponsor
Investment = \$5,000

Sponsor of Morning Coffee Breaks

Signage and Merchandising Collateral Materials displayed in entry foyer during morning coffee breaks Wed & Thurs
3 Seats at Luncheon and 3 conference Registrations
Logo on conference site
1 half page b/w white ad in conference brochure
Inclusion in all Conference Press Releases as sponsor
Net Investment - \$5,000