



11th Annual Conference & Career Fair
October 27-30, 2011
InterContinental Hotel
Milwaukee, WI

The National Black Public Relations Society, Inc.

Since its founding in 1997, the National Black Public Relations Society (NBPRS) has served as an advocate for black professionals in the public relations, media relations, corporate communications, investor relations, government affairs, community relations and related fields. Run by professionals for professionals, NBPRS addresses the diverse needs of its members through programs and partnerships that provide cultural and competitive advantages. NBPRS has chapters in the major media markets and offers peer-to-peer support, mentorship, networking, job opportunities, internships, and career advancement strategies for professionals engaged in corporate, government, agency, non-profit, and private practice. The organization is more than 300 members strong.

The 2011 NBPRS Conference & Career Fair

Milwaukee will host the 11th Annual NBPRS Conference and Career Fair at the InterContinental Hotel, Thursday, October 27 – Sunday, October 30, 2011. The conference will provide four inspiring days of networking, training and honoring those who have paved the way for African Americans in the PR field. Themed “***Your Network @Work: Managing Transitions, Techniques & Technology for Business & Career Success***” the conference will offer solutions for the practice of public relations with a focus on effectively managing change and transitions against the backdrop of today’s economic turbulence. Participants will learn:

- How the convergence of public relations, marketing, and diversity can create cutting edge communications and social media strategy that give them a seat at the table and their businesses a competitive edge
- How to initiate and influence the global conversation about their corporate and personal brands, connecting them both to causes around the world and to other cultures in meaningful ways
- How to evaluate their skills and experiences and turn them into a plan to start or grow their own public relations business
- The regulatory environment that governs PR strategy and provides for effective executive counsel and issues/crisis management
- Case studies about companies that have tapped into the explosion of mobile technology and how PR drives their strategy, execution and measurement of results
- Best practices on using new technology to listen to what employees, their teams and their target markets are saying about their brand

Public relations professionals at all levels, journalists, marketers, recruiters and college students will make their way to the InterContinental Hotel for powerful workshops, insightful general sessions and networking events that are designed to enhance their professional development. Attendees will hear from renowned experts in the field, attend workshops, network for career and business opportunities and visit with various vendors and exhibitors.

For more information, visit: www.nbprs.org | 1-888-976-0005 | sponsors@nbprs.org

Questions, please contact:

Lauri Sanders, sponsor committee chair, 773-406-3030

Deborah Hyman, conference chair, 703-472-5361

Darryll Fortune, local host conference chair, 414-791-8464

The National Black Public Relations Society, Inc., A Non-Profit Corporation – 501(c)(3)



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SPONSORSHIP OPPORTUNITIES

PREMIUM SPONSORSHIP LEVELS

PLATINUM SPONSOR—\$20,000

- Premium Recognitions (2) during the Founders and Networking Luncheons
- Keynote Presentation at either the Founders or Networking Luncheon
- Eight Conference registrations (includes access to all workshops, events and meal functions)
- Eight (additional tickets to the Opening Reception
- One 10x10 Career Fair Booth with prominent placement
- One VIP table at the Founders Luncheon
- One VIP table at the Networking Luncheon
- One seat on the dais and three-minute remarks at a selected meal event
- One year NBPRS Corporate Membership
- Logo on Conference Bag
- Back Cover Ad in Conference Program Guide
- One Conference Bag Insertion
- Sponsor name in all press releases
- Logo on NBPRS website
- Corporate banner (provided by sponsor) prominently displayed at conference

DIAMOND SPONSOR—\$15,000

- Premium Recognition (1) during the Founders and Networking Luncheons
- Keynote Presentation at either the Founders or Networking Luncheon
- Six Conference registrations (includes access to all workshops, events and meal functions)
- Six additional tickets to the Opening Reception
- One 10x10 Career Fair Booth with prominent placement
- VIP seating for five (5) at the Founders Luncheon
- VIP seating for five (5) at the Networking Luncheon
- One seat on the dais and three-minute remarks at a selected meal event
- One year NBPRS Corporate Membership
- Inside Front Cover Ad in Conference Program Guide
- One Conference Bag Insertion
- Sponsor name in all press releases
- Logo on NBPRS website
- Corporate banner (provided by sponsor) prominently displayed at conference

GOLD SPONSOR—\$10,000

- Recognition at the Opening Reception
- Keynote Presentation at the Opening Reception
- Five Conference registrations (includes access to all workshops, events and meal functions)
- Five additional tickets to the Opening Reception
- One 10x10 Career Fair Booth
- VIP seating for five at the Founders Luncheon
- VIP seating for five at the Networking Luncheon
- One seat on the dais and three-minute remarks at one selected meal event
- One year NBPRS Corporate Membership
- Inside Back Cover Ad in Conference Program Guide
- Logo on NBPRS website
- Corporate banner (provided by sponsor) prominently displayed at conference

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SILVER SPONSOR—\$7,500

- Three Conference registrations (includes access to all workshops, events and meal functions)
- Six additional tickets to the Opening Reception
- One 10x10 Career Fair Booth
- One year NBPRS Corporate Membership
- Full Page Ad in Conference Program Guide
- Logo on NBPRS website
- Corporate banner (provided by sponsor) displayed at conference

BRONZE SPONSOR—\$5,000

- Two Conference registrations (includes access to all workshops, events and meal functions)
- Four additional tickets to the Opening Reception
- Two additional tickets to the Founders and Networking Luncheons
- Two additional tickets to the Friday Reception
- One 10x10 Career Fair Booth
- One year NBPRS Corporate membership
- Full Page Ad in Conference Program Guide
- Corporate banner (provided by sponsor) displayed at conference

COPPER SPONSOR—\$2,500

- Two Conference registrations (includes access to all workshops, events and meal functions)
- Two additional tickets to the Opening Reception
- One 10x10 Career Fair Booth
- One year NBPRS Corporate Membership
- Half page Ad in Conference Program Guide

NICKEL SPONSOR—\$1,500

- One Conference registration (includes access to all workshops, events and meal functions)
- One additional ticket to the Opening Reception
- One additional ticket to the Founders or Networking Luncheon
- One additional ticket to the Friday Reception
- One 10x10 Career Fair Exhibit Booth
- One year NBPRS Membership
- Quarter-page Ad in NBPRS Conference Program Guide

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ADDITIONAL SPONSORSHIP OPPORTUNITIES

Opening Reception

Full Sponsorship \$15,000, Co-Sponsors \$7,500, In-kind Sponsorship Opportunities

This event is on Thursday, October 27 in the city of Milwaukee and will convene the finest communicators with special guests in media, government and the community. The event has an estimated attendance of 300 and will feature your keynote, live entertainment, an open bar, and heavy hors d'oeuvres.

Founders Luncheon & Awards

Presenting Sponsor \$25,000, Co-Sponsors (3) \$10,000, In-kind Sponsorship Opportunities

The NBPRS Founders Luncheon on Friday, October 28, serves as the premier forum for recognizing exemplary professionals dedicated to the field of public relations with the Pat Tobin Founders Award—in honor of our late Founder and President.

Networking Luncheon

Full Sponsorship, \$20,000, Co-Sponsors (2) \$10,000, In-kind Sponsorship Opportunities

The Networking Luncheon on Saturday, October 29, will feature a mover and shaker in the industry who will inspire the attendees to push past the glass ceiling to achieve success.

Opening Plenary Breakfast – “Your Network@Work: Managing Transitions, Techniques & Technology for Business & Career Success”

Full Sponsorship \$10,000

On Friday, October 28, some of the nation's thought leaders and message shapers will dialogue on the role of PR in focusing the nation on *Real Issues* such as diversity, the economy, jobs, healthcare and small business development in our communities.

Pre-Conference Power Workshops

Two at \$5,000 each

Two workshops will be held for senior PR professionals on Thursday, October 27, on leadership and business development topics. Sponsors may suggest a speaker/facilitator for one workshop, signage in the room and acknowledgement in the NBPRS Program Book.

Professional Development Workshops

\$3,000 each

Innovative and inspiring workshops with national speakers have been developed. Sponsors may suggest a speaker/facilitator for one workshop, signage in the room and acknowledgement in the NBPRS Program Book.

Mentoring Breakfast Sponsor

\$3,000

Students and junior professionals will be matched with seasoned PR professionals who will hold roundtable sessions to offer coaching and guidance for navigating their careers.

Student Bus Charter

\$1,500

Students from surrounding area colleges and universities will be able to travel to and from the conference.

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IN-KIND SPONSORSHIP OPPORTUNITIES

Official Airline

Beverage Sponsor

Website

Conference Bag (min. 300 pieces)

Registration

Lanyards

Name Badges

Resource Room

Communications

Telephones, computers, fax

Lounge area (message board)

Award & Speaker Gifts

Volunteer and Committee Identification Badges & Scarves

Printing

Program Booklet

Event Signage

Event Invitations

Event Marketing Collateral

Evaluation Forms

Graphic Design

Event Photographer

Transportation

Air and ground transportation required for speakers and VIPs as required

Ground transportation to all outside events

Volunteer Meals

Hospitality Suite/VIP Lounge

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SPONSORSHIP REGISTRATION FORM

Select Sponsorship Option

- Platinum _____ \$20,000
- Diamond _____ \$15,000
- Gold _____ \$10,000
- Silver _____ \$7,500
- Bronze _____ \$5,000
- Copper _____ \$2,500
- Event (list event(s)) _____ \$ _____ | _____
- _____ \$ _____ | _____
- In-Kind Sponsor (list item) _____
- Student Package _____

(Please write in name of student sponsorship level and amount)

PRIMARY CONTACT NAME: _____

TITLE: _____

COMPANY: _____

MAILING ADDRESS: _____

PHONE: _____ **FAX:** _____

EMAIL: _____

HOW SHOULD WE LIST YOUR CONTRIBUTION IN PRINTED MATERIALS?

BILL ME. PURCHASE ORDER# _____

CHECK ENCLOSED. CHECK # _____ **AMOUNT:** _____

Please make check payable to: NBPRS

CHARGE \$ _____ **TO MY CREDIT CARD**

MC# _____ **EXP. DATE:** _____

VISA# _____ **EXP. DATE:** _____

AMEX# _____ **EXP. DATE:** _____

NAME AS IT APPEARS ON CREDIT CARD _____

AUTHORIZED SIGNATURE: _____

DATE: _____

**NBPRS is authorized to use the above credit card to pay all applicable fees for agreed upon sponsorship.*

Please mail form and payment to:

NBPRS National Conference

14636 Runnymede Street

Van Nuys, CA 91405

Or submit the form and payment online at www.nbprs.org

For more information, visit: www.nbprs.org | 1-888-976-0005 | sponsors@nbprs.org

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ADVERTISING RATES AND PROGRAM BOOK GUIDELINES

Please check here to select	Book location	Specs	Rates
	*Back Cover	8x10, 4-color	\$1,500
	*Inside Front Cover	8x10, black & white	\$1,000
	*Inside Back Cover	8x10, black & white	\$1,000
	Full, Inside Page	8x10, black & white	\$500
	Bag insert		\$100

**Reserved for higher sponsorship levels on a first come-first served basis.*

FULL PAYMENT AND CAMERA-READY AD DUE AUGUST 1, 2011

NAME: _____

TITLE: _____

COMPANY: _____

MAILING ADDRESS:

PHONE: _____ **FAX:** _____

EMAIL: _____

BILL ME. PURCHASE ORDER# _____

CHECK ENCLOSED. CHECK # _____ **AMOUNT:** _____
Please make check payable to: NBPRS

CHARGE \$ _____ **TO MY CREDIT CARD**
MC# _____ **EXP. DATE:** _____
VISA# _____ **EXP. DATE:** _____
AMEX# _____ **EXP. DATE:** _____

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**PUBLIC RELATIONS RESOURCE FAIR
 REGISTRATION FORM**

The Public Relations Resource Fair provides vendors with the opportunity to showcase their services and products to hundreds of PR professionals and students. The vendors are limited to showcasing only those services and products that support the PR profession (no exceptions, please).

NAME: _____

TITLE: _____

COMPANY: _____

ADDRESS: _____

PHONE: _____ **FAX:** _____

EMAIL: _____

BILL ME. PURCHASE ORDER# _____

CHECK ENCLOSED. CHECK # _____ **AMOUNT:** _____
*Please make check payable to: **NBPRS***

CHARGE \$ _____ **TO MY CREDIT CARD**

MC# _____ **EXP. DATE:** _____

VISA# _____ **EXP. DATE:** _____

NAME AS IT APPEARS ON CREDIT CARD _____

AUTHORIZED SIGNATURE: _____

DATE: _____

COST: \$500

10x10 square feet of exhibit space for tabletop or display set, one chair, one conference access pass, and wall or table space for banner.

- All electrical requests or special arrangements must be made in cooperation with the hotel.
- Upon receipt of your exhibit form, delivery instructions will be sent with your confirmation.

Please mail form and payment to:

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 14636 Runnymede Street
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