



Metro New York Chapter

National Black MBA Association, Inc.

P.O. Box #8135, New York, NY10116

www.nyblackmba.org

corprelations@nyblackmba.com

Chapter Phone: 212 202 7544

Corporate Relations Fax: 212 202 7544

Corporate Partnership Deck 2012

- **President's Message**
- **Chapter Profile**
- **About Our Chapter**
- **Partnership Benefits**
- **Demonstrated Success! – 2011's Calendar of Events (a Blueprint for 2012)**
- **Underwriting Opportunities**
- **Partnership Plans**

21st CENTURY AND BEYOND NEW MISSION / NEW VISION

Corporate Partners and Friends,
Hello, I am Derrick Bryant, the President of the Metro NY Chapter of the National Black MBA Association. On behalf of our chapter and our new administration, we would like to thank you in advance for your time, and look forward to soon building a strong and mutually beneficial relationship.

Dedication to the members

As the global business landscape evolves, so must the initiatives our organization utilizes to support the professionals we represent. As such, the programs and events we have planned for 2012 are slated to positively impact the lives of our members, and our community, both professionally and socially. High School Mentoring, Community Involvement, Career Development, Employment Services – these are the hallmarks of the National Black MBA Association.

However, the success of our programs and services are dependent upon the involvement of our corporate partners, who have historically shown their commitment to our goals, aspirations, and ever-growing legacy. We in turn, realize the importance of returning the favor, and exhibiting our value.

Commitment to our Corporate Partners

Whether our partnership was in the past, is current, or is yet to be, this Chapter would not be a tremendous success for its members or community without Corporate Partner support. And we see continued INCREASED investment from our corporate partners because of the value we provide:

- Access to talented MBA students and experienced professionals
- Participation in our career receptions and employment and job listing services
- Increased visibility through marketing and public relations opportunities with our membership
- Marketing/branding opportunities in creating/sponsoring key events and participating as speakers
- Diversity exposure for your Company executives
- Public relations via community involvement
- Tax underwriting opportunities

Principles

We are committed to growing and deepening our corporate partnerships, and thus honor the following principles:

- Grow our Strategic Alliances by Diversifying our Corporate Relationships
- Create value-driven initiatives that effectively meet the needs of our internal and external constituents
- Honor all of our obligations with the highest level of integrity and professionalism

We treat our partnerships seriously. Please keep in touch with our Director of Corporate Relations, Patrick Spann, at corprelations@nyblackmba.org, or 917-204-3552, as the year progresses to stay top-of-mind on our events and successes, and to integrate your firm's goals with the NY Metro Chapter. We look forward to serving our members, corporate partners and the Metro NY community! Please join us in making 2012 epic!



Derrick Bryant
President, Metro New York NBMBAA

Derrick Bryant
President, Metro New York NBMBAA Inc.

Officers

Derrick Bryant, President
Michelle McCleary, Vice President – Administration
Michele Noble, Vice President – Operations
Simone Thomas, Vice President – Communications
Joseph McKenna, Treasurer

Directors

Director Corporate Relations:	Patrick Spann
Assistant Director Corporate Relations:	Tiffany Foxworth
Community Relations:	Cherri Illidge-McKenna
Cultural Affairs:	Candace Howell
Economic Development:	Ceceila Jenkins
Employment:	Andrew Hamilton
Finance:	Anthony Anglade
C.A.S.H. High School Mentoring Program:	Tyrone Scott
Student Relations:	Chantale Pierre-Louis
Webmaster:	Stanley Harris

2011 NY Metro Corporate Sponsors

American Express
AXA Equitable
Bank of New York Mellon
Brown Brothers Harriman
Capital One
Church Pension Group
Continuum Health Partners
Fordham University
GE
Google
Kaplan
Moody's
New York Life
New York Times
Sirius XM
Wells Fargo



Metro New York Chapter Profile

Founded: 1970
Incorporated 501(c)3 in 1994

Membership: 700+ official card-carrying members

(business professionals and students), **plus over 3,300 additional** diverse professionals connected through email lists, Facebook, Twitter, LinkedIn, and our network of local area MBA student associations

Mission: Lead in the creation of economic and intellectual wealth for the Metro New York African-American Community.

Commitment: We have a strong commitment to public service and educational programming for professional and executive career development of our members.

We believe ourselves to be the premier, “go-to” business organization for diverse professionals in Metro New York.

Our *operating principles* uniquely position us as the premiere “go-to” business organization in Metro New York

Chapter Operating Principles

- Attract, develop and retain members of the highest integrity
- Ensure that the full breadth of our mission resonates with members, partners and community
- Provide continuing executive and professional development business education and programming
- Develop programs, projects, and services with measurable results
- Create opportunities to link business professionals with Corporate Partners, including mentoring
- Maintain a strong presence in community and economic development activities
- Develop and implement public service programs to:
 - Provide scholarships / financial support for business students (Ph.D., graduate, and undergraduate)
 - Promote volunteer service in the community
- Ensure that financial resources of the Chapter are sufficient to assure continuity

Chapter Details

Chapter Statistics

NY Black MBA Communication stats (2011):

- Over 4,000 professionals in our network
- 41 years serving the NY community
- 10,016 Website Visits from 4/1/11 to 12/20/11 (about 1,200 per month!)
- 6,294 Unique Visitors from 4/1/11 to 12/20/11
- 25,148 Page views, 2.51 Pages/Visit from 4/1/11 to 12/20/11
- 2 minutes 39 sec Avg. Time on Site
- 61.05% New Visits
- On Avg 3 emails/Social Media blasts per week (more for corporate partner events and messaging)

Member Stats (2011):

- 50.6% Female, 49.4% Male
- Age ranges (21-30: 52.3%, 31-40: 33.9%, 41 and over: 13.6%)
- 70% of Members have household incomes of \$90K+
- Years of Experience (0-2 yrs: 5.1%, 3-5 yrs: 30%, 6-10 yrs: 36%, 11-14 yrs: 12.0%, 15 or more: 16.8%)
- Our Members engage in over **40 different job categories**, ranging from:
 - Advertising/Media/Communications: 5.3%
 - Education/Non-Profit: 8.8%
 - Financial/Accounting: 38.4%
 - Healthcare: 5.5%
 - Legal: 1.5%
 - Marketing/Sales/Research: 14.6%
 - Operations Management/Consulting: 7.2%
 - Technology/IT/Telecommunications: 12.1%

Partnership Benefits with the Metro New York Chapter of the National Black MBA Association:

- Increased visibility through advertising and public relations opportunities through our targeted, diverse network of **over 4,000 professionals and graduate students**
- Participation in the Chapter's career reception
- Use of Chapter Employment and Job Listing services (at advantageous rates vs independent recruiting firms)
- Marketing & Branding opportunities in underwriting key events and participating as speakers
- Diversity exposure for **your** Company professionals
- Public relations via community involvement and charities
- A dedicated group of Metro NY BMBAA Board Members and volunteers geared towards helping your company develop messaging, events, and ideas for community involvement

Demonstrated Success: 2011's Calendar of Events

One of our Most Active & Successful Programming Years since our founding in 1970!

(Note – this list does not include 20 C.A.S.H. High School Mentoring Sessions from Jan-June 2011)

<u>Date</u>	<u>Event Type</u>	<u>Event</u>
11/30/2011	21st Annual GALA	Scholarship Reception (sponsored by 11 NY area corporate partners)
11/17/2011	Membership	Membership meeting and elections
11/15/2011	Corporate Relations	Corporate Spotlight: Moody's
10/26/2011	Cultural Affairs	Urban Network Masquerade Ball
10/20/2011	Economic Development	Entrepreneur Series: "Strictly Business" sponsored by Church Pension Group
10/19/2011	Membership	Membership meeting sponsored by AXA
10/16/2011	Community Relations	Avon Breast Cancer Walk
10/5/2011-10/8/2011	National Conference	NBMBAA Conference in Atlanta
9/27/2011	Corporate Relations	Corporate Spotlight: GE Capital "By Invite Only" event
8/18/2011	Economic Development	Wells Fargo : Building Wealth (Investing)
7/23/2011	Student Relations	New York City MBA Conference
7/21/2011	Corporate Relations	New York Life's "Meet Our Managers" Mixer
7/16/2011	Cultural Affairs	Family Day with the Mets
7/6/2011	Cultural Affairs	Urban Network Mixer
6/24/2011	CASH/LOT	High School mentor program graduation
6/23/2011	Economic Development	Wells Fargo : Home Mortgages
6/17/2011	CASH/LOT	High School Case Competition
6/7/2011	Membership	Membership Meeting
5/11/2011	Student Relations	Toast to the MBA Class of 2011
5/4/2011	Corporate Relations	Corporate Spotlight: Capital One
4/23/2011	Community Relations	A Day of Service in Queens, NY
4/21/2011	Fundraising/Events	Spring Professional Networking Mixer w Google and Sirius XM
3/24/2011	Economic Development	Managing in a Digital Age sponsored by NY Times
2/23/2011	Cultural Affairs	The Future of Black History in America sponsored by Google
2/18/2011	Cultural Affairs	Harlem Fine Arts Show 2011 Preview Reception at NY Times
2/17/2011	Membership	Metro New York Chapter of the NBMBAA Meet & Greet
2/18/2011	Cultural Affairs	Harlem Fine Arts Show 2011 Preview Reception
2/9/2011	Cultural Affairs	Chameleon Street by Act Now: New Voices in Black Cinema
1/27/2011	Student Relations	First Annual MBA Student's Night at La Pomme sponsored by Kaplan
1/14/2011	Community	Wall Street Project

Marketing & Communications

Market Your Brand to a Targeted, Diverse Audience

Name of Program	Audience Targeted	Date	Description	Cost *	Comments	Logistics
Website Communications	NY BMBAA network (MBA Students & Professional MBAs)	1 month, 3 month, 6 month, and 12 month options	The Chapter Website is not only a vehicle of communication with our members regarding organizational information, it is also a vehicle for our Corporate Partners to communicate with and advertise to our members. www.nyblackmba.org	1 month - \$500, 3 months - \$700, 6 months - \$1,200, 12 months - \$2,000 (Fees for non-partners)	Advertising Opportunities <ul style="list-style-type: none"> ▪ Sponsor Product / Service Advertising ▪ Web Site Corporate Logo Posted with Link ▪ Email Marketing 	Donation or gift-in-kind contribution of website technical support and services needed.
Website Job Listing Service	NY BMBAA network (MBA Students & Professional MBAs)	1 month, 3 month, 6 month, and 12 month options	All the benefits of the Website Communications Service listed above, plus: Unlimited Job postings onto our Metro New York Chapter website. In addition, resumes that are uploaded to the site by NY BMBAA members are viewable by corporate partners.	1 month - \$800, 3 months - \$1000, 6 months - \$1500, 12 months - \$2,300 (Fees for non-partners)	Jobs posted in our Metro New York Chapter website. Also, resumes uploaded to the site are viewable by corporate partners	Most Website access given to corp partners to manage logistics
Partnership Press Release Service	NY area media outlets	Dependent on corporate partner request	Dedicated, experienced MBA PR team releasing press releases of our partnership activities through our network of professional MBA media and advertising contacts	\$2,000-\$10,000 value depending on time and resources requested		Requires partnership between our PR team, and the PR team of our corp partners

NY Black MBA Communication stats, from 4/1/11 to 12/20/11:

- Over 4,000 professionals in our network
- 10,016 Website Visits (about 1,200 per month!)
- On Avg 3 emails/Social Media blasts per week (more for corporate partner events and messaging)
- 6,294 Unique Visitors
- 25,148 Page views, 2.51 Pages/Visit
- 2 minutes 39 sec Avg. Time on Site
- 61.05% % New Visits

Professional Networking

Market Your Company & Brand to a Targeted, Diverse Audience

Name of Program	Audience Targeted	Date	Description	Cost *	Comments	Logistics
Customized Corporate Sponsored Event	Sponsor's Internal Employees, NY BMBAA network (MBA Students & Professional MBAs)	Date to be scheduled at convenience of corporate partner	Corp Sponsored Events are developed for companies looking to give panel speeches, networking events, or internal discussions co-sponsored with the NY Black MBA name. The programs take the format of panel discussion and Q&A. The program is geared toward career management issues, training needs of senior professionals, branding to an outside audience, and networking with a diverse audience.	\$5,000 Fee for Non-Partners, Plus venue and food	This event should generate over 100 NY BMBAA attendees. An hour of informal cocktails is planned from 6:00PM until 7:00PM. Corporate Partners typically participate as panelists and or moderators.	Venue locations needed. Events typically scheduled from 6:00 PM until 9:00 PM.
Spring Career Fair	NY BMBAA network (MBA Students & Professional MBAs)	May 10 th	Career reception involving all Corporate Partners, across industries. A summary listing of opportunities by function (marketing, sales, HR, Finance) will be prepared for attendees. Expected number of Companies participating is 5-10. Expected number of job-seekers is in range of 300-600.	\$3,000 Participation Fee for Non-Partners	Each exhibitor will have an independent booth area for recruiting. Price includes logo on NY BMBAA website and use of job listing service for 1 month.	Event scheduled from 6:00 PM until 9:00 PM. Partners expected to bring at minimum 1-2 HR employees, and encouraged to bring pamphlets and giveaways.
22nd Annual Scholarship, Partnerships, and Awards Gala	Award & Scholarship Awardees, NY BMBAA network (MBA Students & Professional MBAs)	TBD – late November/ early December 2012	The Annual Scholarship and Awards Dinner and Reception will highlight our year of success. Corporate Sponsors will have the opportunity to network with scholarship winners and NY BMBAA's executive board membership. Awards will be messaged afterwards through NY BMBAA channels	\$1,500 for a table of 10, or \$175 per seat (Fee for Non-Partners)	This event should generate between 100-200 attendees. Corporate Partners can participate as panelists and or moderators.	Event scheduled from 6:00 PM until 9:00 PM. Food & Refreshments provided by NY BMBAA

* All participating corporate partners are expected to fund venue, food and beverage expenses for corporate sponsored events, as applicable. NY BMBAA will, however, use its extensive network to assist in finding low-cost venues to keep costs low.

Employment & Recruitment

Gain Access to NYC's Best & Brightest Diverse Professionals

Name of Program	Audience Targeted	Date	Description	Cost *	Comments	Logistics
Spring Career Fair	NY BMBAA network (MBA Students & Professional MBAs)	May 10 th	Career reception involving all Corporate Partners, across industries. A summary listing of opportunities by function (marketing, sales, HR, Finance) will be prepared for attendees. Expected number of Companies participating is 5-10. Expected number of job-seekers is in range of 300-600.	\$3,000 Participation Fee for Non-Partners	Each exhibitor will have an independent booth area for recruiting. Price includes logo on NY BMBAA website and use of job listing service for 1 month.	Event scheduled from 6:00 PM until 9:00 PM. Partners expected to bring at minimum 1-2 HR employees, and encouraged to bring pamphlets and giveaways.
Chapter Website Job Listing Service	NY BMBAA network (MBA Students & Professional MBAs)	1 month, 3 month, 6 month, and 12 month options	All the benefits of the Website Communications Service listed above, plus: Unlimited Job postings onto our Metro New York Chapter website. In addition, resumes that are uploaded to the site by NY BMBAA members are viewable by corporate partners.	1 month - \$800, 3 months - 1000, 6 months - \$1500, 12 months - \$2,300 (Fees for non-partners)	Jobs posted in our Metro New York Chapter website. Also, resumes uploaded to the site are viewable by corporate partners	Most Website access given to corp partners to manage logistics
Customized Corporate Sponsored Event	Sponsor's Internal Employees, NY BMBAA network (MBA Students & Professional MBAs)	Date to be scheduled at convenience of corporate partner	Corp Sponsored Events are developed for companies looking to give panel speeches, networking events, or internal discussions co-sponsored with the NY Black MBA name. The programs take the format of panel discussion and Q&A. The program content is geared toward career management issues, training needs of senior professionals, branding to an outside audience, and networking with a diverse audience.	\$5,000 Fee for Non-Partners, plus cost of venue and food	This event should generate over 100 NY BMBAA attendees. An hour of informal cocktails is planned from 6:00PM until 7:00PM. Corporate Partners typically participate as panelists and or moderators.	Venue locations and refreshments needed. Events typically scheduled from 6:00 PM until 9:00 PM.

* All participating corporate partners are expected to fund venue, food and beverage expenses for corporate sponsored events, as applicable. NY BMBAA will, however, use its extensive network to assist in finding low-cost venues to keep costs low.

Student Relations & Scholarships

Gain Brand Growth with Graduating MBAs, and Get Your Message to their schools and Student Associations

Name of Program	Audience Targeted	Date	Description	Cost *	Comments	Logistics
Scholarship Awards	Undergraduate, MBA, and PhD students/ candidates	Given at Annual Gala	Our scholarship program annually disperses awards to PhD, MBA and undergraduates scholarships to top candidates identified through an annual essay competition. Recipients are selected based upon their written response to an essay topic, level of extra curricular activity and community involvement.	\$1,000, \$2,000, or \$3,000 (messaging programs gain in intensity with increasing investment)	Messaging will be sent through the student's club/associations, and announcements will be made to the school's career services coordinators	Corporate Partner Preferences needed in Spring
22nd Annual Scholarship, Partnerships, and Awards Gala	Award & Scholarship Awardees, NY BMBAA network (MBA Students & Professional MBAs)	TBD – late November/ early December 2012	The Annual Scholarship and Awards Dinner and Reception will highlight our year of success. Corporate Sponsors will have the opportunity to network with scholarship winners and NY BMBAA's executive board membership. Awards will be messaged afterwards through NY BMBAA channels	\$1,500 for a table of 10, or \$175 per seat (Fee for Non-Partners)	This event should generate between 100-200 attendees. Corporate Partners can participate as panelists and or moderators.	Event scheduled from 6:00 PM until 9:00 PM. Food & Refreshments provided by NY BMBAA

Since our founding in 1970, NBMBAA has partnered with our corporate sponsors to give over \$400,000 in scholarships to deserving undergrads, MBA's, and PhD candidates!!!!

Community Relations, Public Service, Cultural and Economic Development

Get your company involved in your local community

Name of Program	Audience Targeted	Date	Description	Cost *	Comments	Logistics
College Awareness Symbolizes Hope (C.A.S.H.) High-School Mentoring Program	NY BMBA network (MBA Students & Professional MBAs)	Jan-June 2012	NBMBA members serve as mentors to young students. The C.A.S.H. program is designed to make African-American high school students aware of the economic and social advantages of graduating from high school and continuing their education.	\$1,000 for sponsor level (logo on C.A.S.H. materials), \$5,000 for Gold Sponsorship	Contributions go to the following: Instructional materials, SAT preparation course subsidy (gift certificate), Graduation ceremony for 75 students, Graduation gift for all students (magazines, books), fees for guest speakers, Cost to send students on a college tour	Gold C.A.S.H. sponsor level includes logo placement, plus speaker opportunity, and integration into our PR campaign with local media
Advisory Board Seat on the NY BMBA Executive Board	Corporate Partner Members	Calendar year 2012	Pairing a dedicated, experienced employee from the corp partner with our executive board to help steer the strategy and actions of the city's strongest network of diverse MBA professionals	\$10,000 for a 1 year advisory board seat	Allows the corporate partner to help develop the future of NY BMBA	Availability for exec board conference calls and in-person meetings
Cultural Affairs Night – Social Mixers	NY BMBA network (MBA Students & Professional MBAs)	TBD	Cultural affairs event held at a museum, or other social venue. The theme of the event might be a jazz brunch, museum tour, film screening, or general social mixer/ reception and wine-tasting.	\$3,500 plus cost of venue and refreshment s (Fees for non-partners)	This event should generate over 100 executive attendees. Corporate Partners typically participate as panelists and or moderators.	Venue host needed. Donations of alcohol product, refreshments, entertainment.
Business Advisory Program	NY BMBA network (MBA Students & Professional MBAs)	TBD	BAP is designed to assist (through NY BMBA member volunteers) local small businesses in NYC area communities via one-on-one technical assistance and educational programming.	Custom Investment & Involvement	Allows corporate partner to grow relationships with a category of small businesses previously unattainable	
Professional Development Series	NY BMBA network (MBA Students & Professional MBAs)	TBD	Professional development programs are designed for all members, but typically attract those with less than 8 years of practical work experience. The programs are customized to provide educational and leadership training.	Custom Investment & Involvement	This program can involve multiple corporate partners. This event should generate between 100-200 attendees. Corporate Partners typically participate as panelists and or moderators.	Venue hosts needed. Event scheduled from 6:00 PM until 9:00 PM

We much prefer to offer our programs and services within Partnership Package Options with discounted investment levels to ensure long term, and well integrated corporate partnerships. We offer 5 such Levels below:

➡ **Diamond Partnership Level - \$30,000**

- Formal Advisory Board Seat (for 1 year)
- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship: Gold C.A.S.H. sponsor level (includes PR)
- Publication Announcement Service
- Website Integration Service - 12 months
- Job Listing Service - 12 months
- Scholarship Sponsorships (1 \$1k, 1 \$2k, and 1 \$3k scholarship to up to 3 different schools citywide)

● **Platinum Partnership Level - \$25,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Publication Announcement Service
- Website Integration Service - 12 months
- Job Listing Service - 12 months
- Scholarship Sponsorships (1 \$1k, 1 \$2k, and 1 \$3k scholarship to up to 3 different schools citywide)

● **Gold Partnership Level - \$15,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service - 6 months
- Job Listing Service - 6 months
- Scholarship Sponsorships (1 \$1k, 1 \$2k, and 1 \$3k scholarship to up to 3 different schools citywide)

■ **Silver Partnership Level - \$10,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service - 6 months
- Job Listing Service - 6 months
- Scholarship Sponsorships (1 \$1k scholarship)

◇ **Bronze Partnership Level - \$5,000**

- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service (no job listings) - 3 months
- Scholarship Sponsorships (1 \$1k scholarship)

2011 Chapter Sponsorship Form

Company _____ Contact Person _____

Address _____

Telephone Number _____ Fax Number _____

E-mail _____

Total Amount Enclosed:\$ _____ Authorized Signature _____

Credit card: Amex Visa MasterCard Other

Number _____ Expiration Date (mm/yy) _____

Please make your contribution payable to: The National Black MBA Association, Inc – Metro New York Chapter. Fax completed form to 212-428-9210.

Agreement

Your Company has selected a particular set of Partner Plan and/or program underwriting options (attached to this letter). This will entitle your company to those services, from the date of this Agreement.

Authorized Company Representative _____ Date: _____

E-Mail Address: _____

Please scan and email this form to correlations@nyblackmba.org, or fax this form via fax to 212-202-7544. **Also, make sure to attach a list of your requested programs/services, and/or the sponsorship level desired.**

Attention: Patrick Spann, Director of Corporate Relations

Patrick Spann

Director Corporate Relations

National Black MBA Association, NY Metro Chapter

correlations@nyblackmba.org

917-204-3552

Tiffany Foxworth

Assistant Director Corporate Relations

National Black MBA Association, NY Metro Chapter

correlationsAD@nyblackmba.org

646-733-7837