



“Lifting As We Climb”

2020 STUDENT *Virtual* CONFERENCE

SEPTEMBER 24-26, 2020



POWERED BY:



SPONSORSHIP OPPORTUNITIES



2019 EASTERN REGION STUDENT CONFERENCE

 @NABA EASTERN

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 @NABA ERS

 @NABA EASTERN REGION

**“ ATTRACTING
HIGH ACHIEVING BLACK STUDENTS
IN THE ACCOUNTING, FINANCE, AND
RELATED BUSINESS PROFESSIONS”**

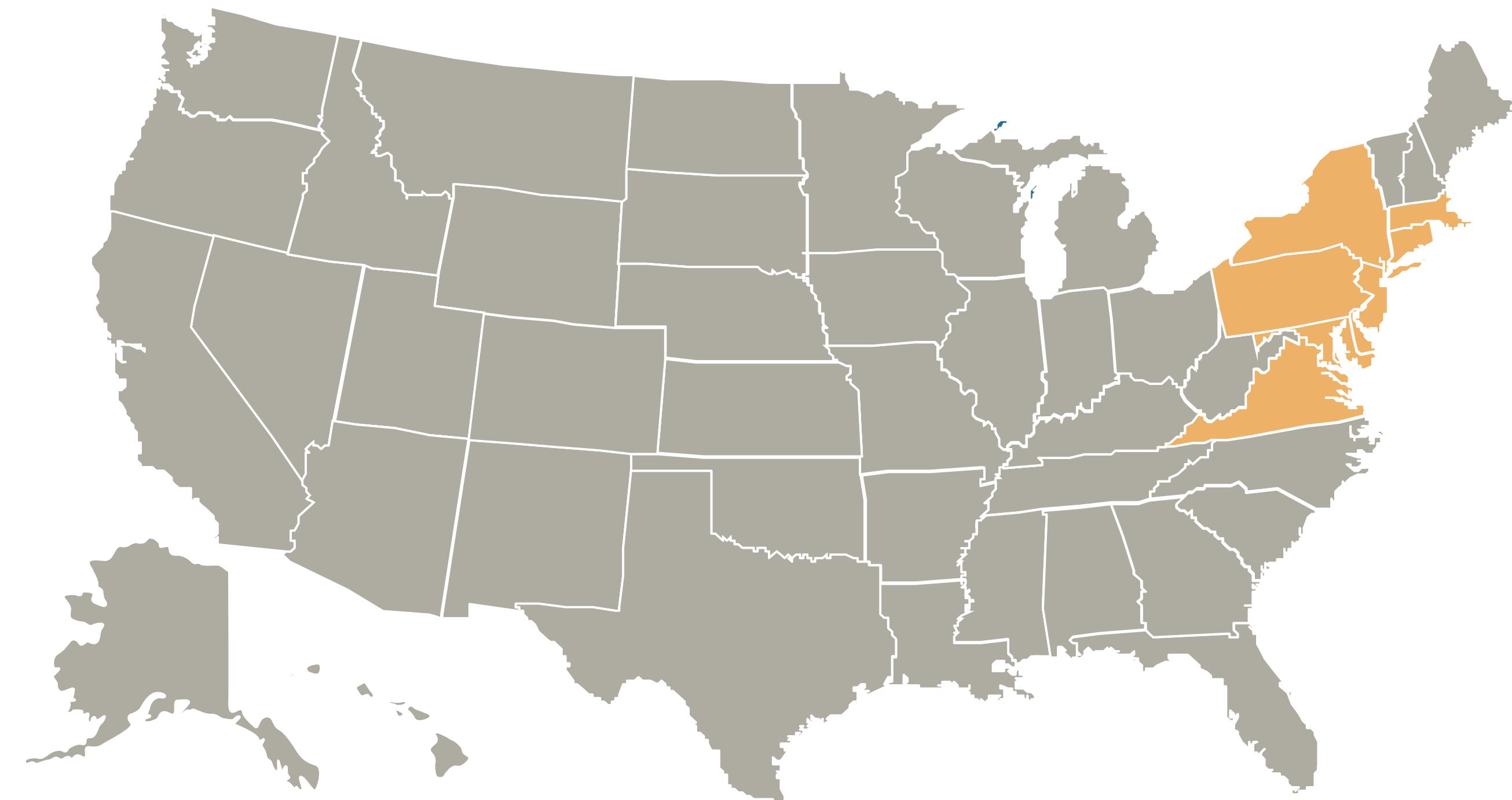
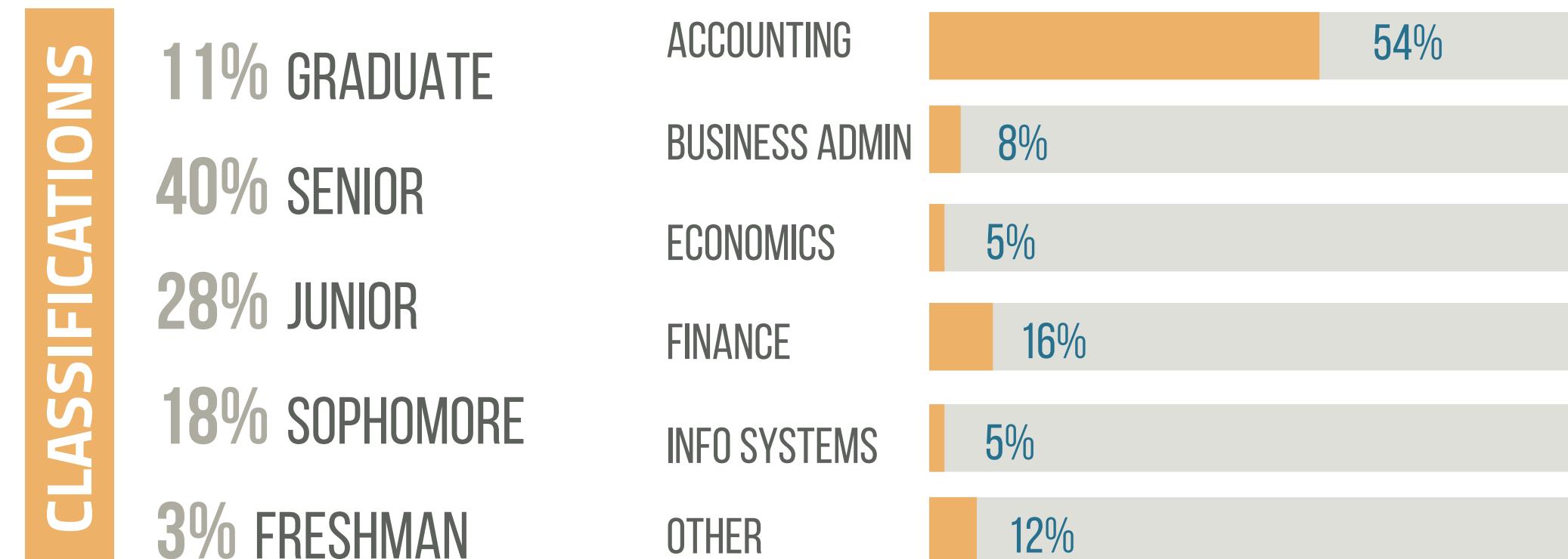


2019 STUDENT CONFERENCE DEMOGRAPHICS

EASTERN REGION
Held In Baltimore, MD

THE 2019 EASTERN REGION STUDENT CONFERENCE
HOSTED OVER **620** STUDENTS FROM OVER
75 COLLEGES AND UNIVERSITIES.

42 SCHOLARSHIP
RECIPIENTS **\$57K** IN TOTAL
SCHOLARSHIPS **41** CORPORATE
PARTNERS



84% OF THE STUDENTS THAT ATTENDED THE 2019
ERSC HAD A **GPA OF 3.0 OR HIGHER** ON A SCALE OF 4.0

STATES IN ER REPRESENTED:
MA, CT, NY, NJ, PA, DE, MD, DC, VA

2019 STUDENT CONFERENCE DEMOGRAPHICS

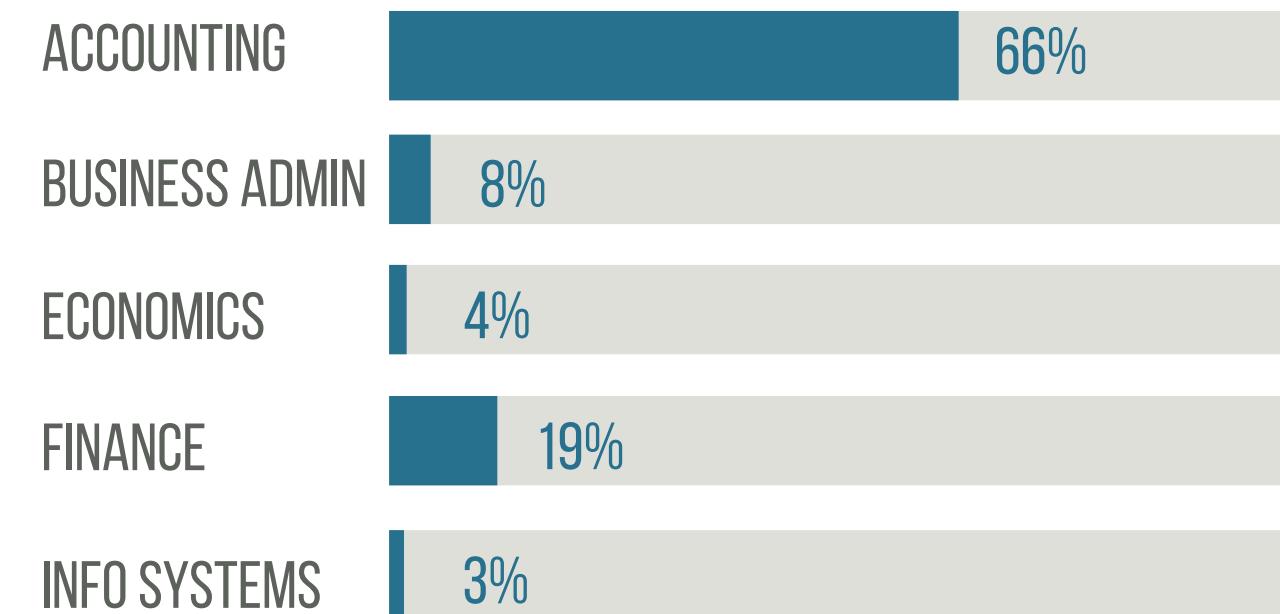
CENTRAL REGION
Held In St. Louis, MO

THE 2019 CENTRAL REGION STUDENT CONFERENCE
HOSTED OVER **345** STUDENTS FROM OVER
60 COLLEGES AND UNIVERSITIES.

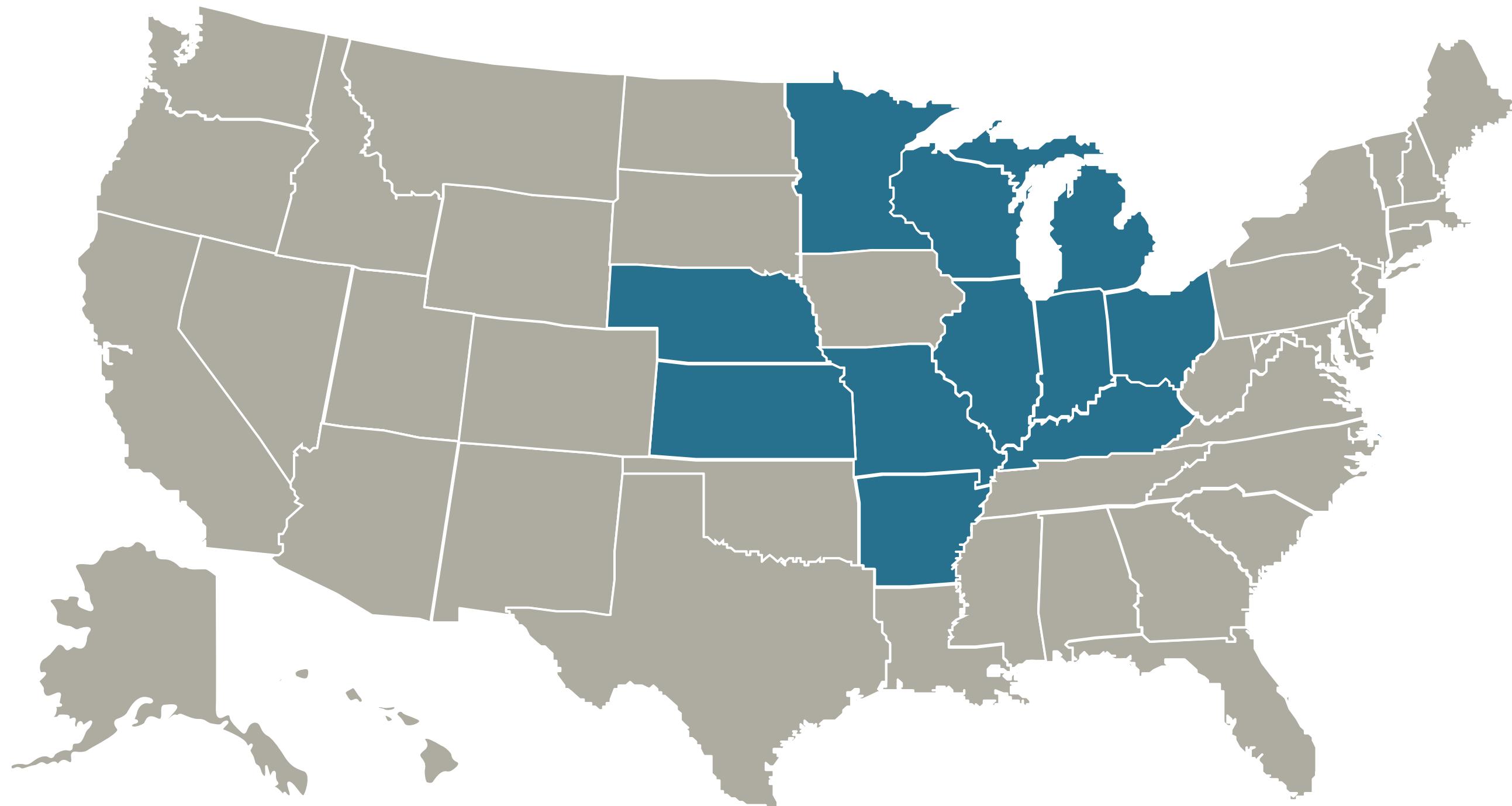
18 SCHOLARSHIP
RECIPIENTS **\$18K** IN TOTAL
SCHOLARSHIPS **37** CORPORATE
PARTNERS

CLASSIFICATIONS

- 11% GRADUATE
- 36% SENIOR
- 28% JUNIOR
- 12% SOPHOMORE
- 3% FRESHMAN
- 8% NOT IDENTIFIED



79% OF THE STUDENTS THAT ATTENDED THE 2019
CRSC HAD A **GPA OF 3.0 OR HIGHER** ON A SCALE OF 4.0



■ STATES IN CR REPRESENTED:
IL, OH, MI, IN, KY, NE, KS
MO, AR, MN, WI

2019 STUDENT CONFERENCE DEMOGRAPHICS

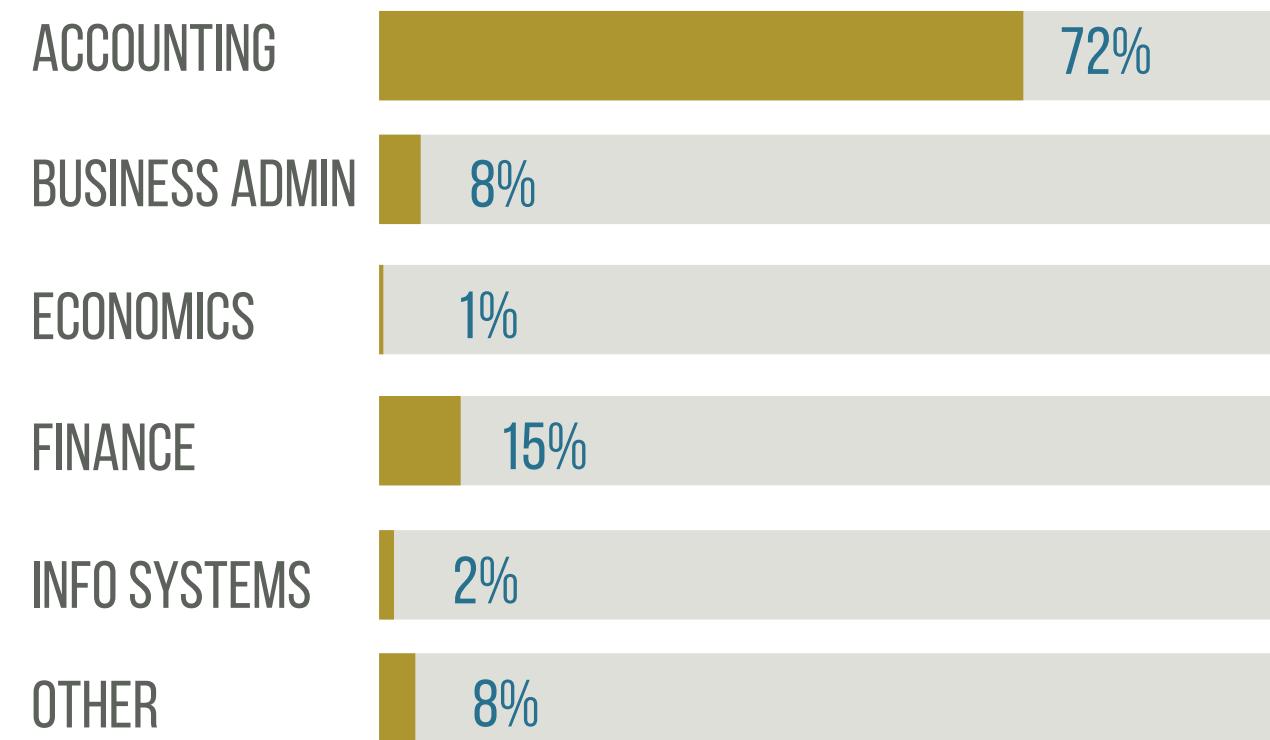
SOUTHERN REGION
Held In Atlanta, GA

THE 2019 SOUTHERN REGION STUDENT CONFERENCE
HOSTED OVER **450** STUDENTS FROM OVER
66 COLLEGES AND UNIVERSITIES.

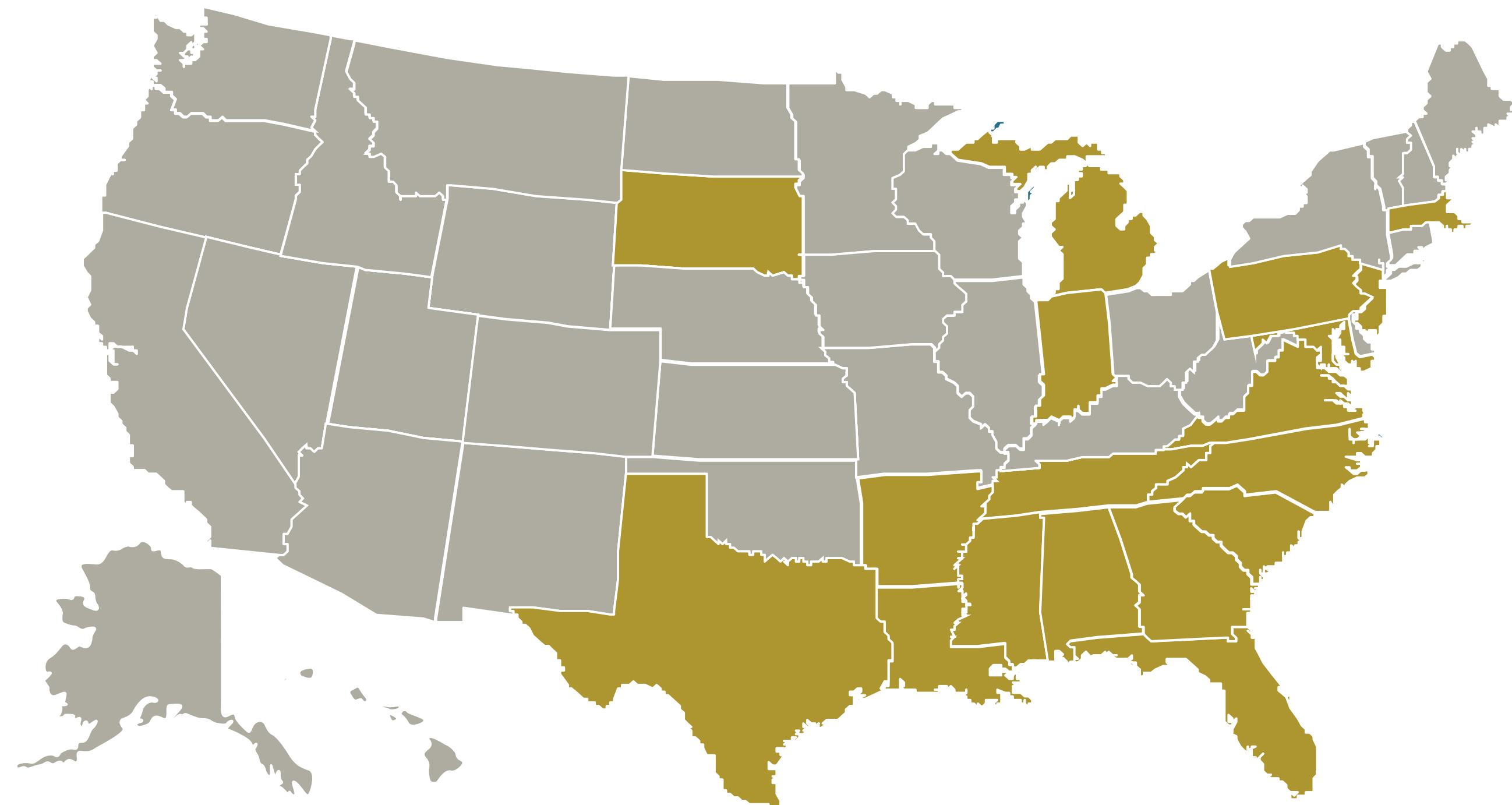
10 SCHOLARSHIP
RECIPIENTS **\$32K** IN TOTAL
SCHOLARSHIPS **42** CORPORATE
PARTNERS

CLASSIFICATIONS

9% GRADUATE
4% 5TH YEAR
43% SENIOR
27% JUNIOR
12% SOPHOMORE
4% FRESHMAN



76% OF THE STUDENTS THAT ATTENDED THE 2019
SRSC HAD A **GPA OF 3.0 OR HIGHER** ON A SCALE OF 4.0

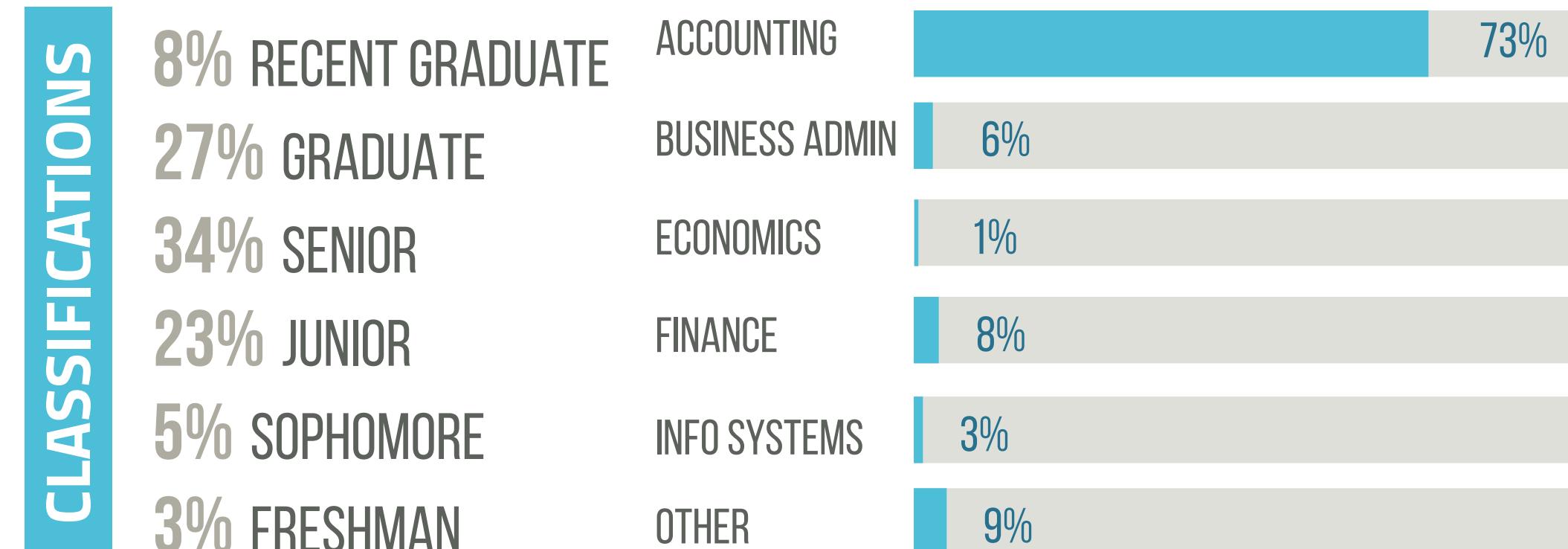


2019 STUDENT CONFERENCE DEMOGRAPHICS

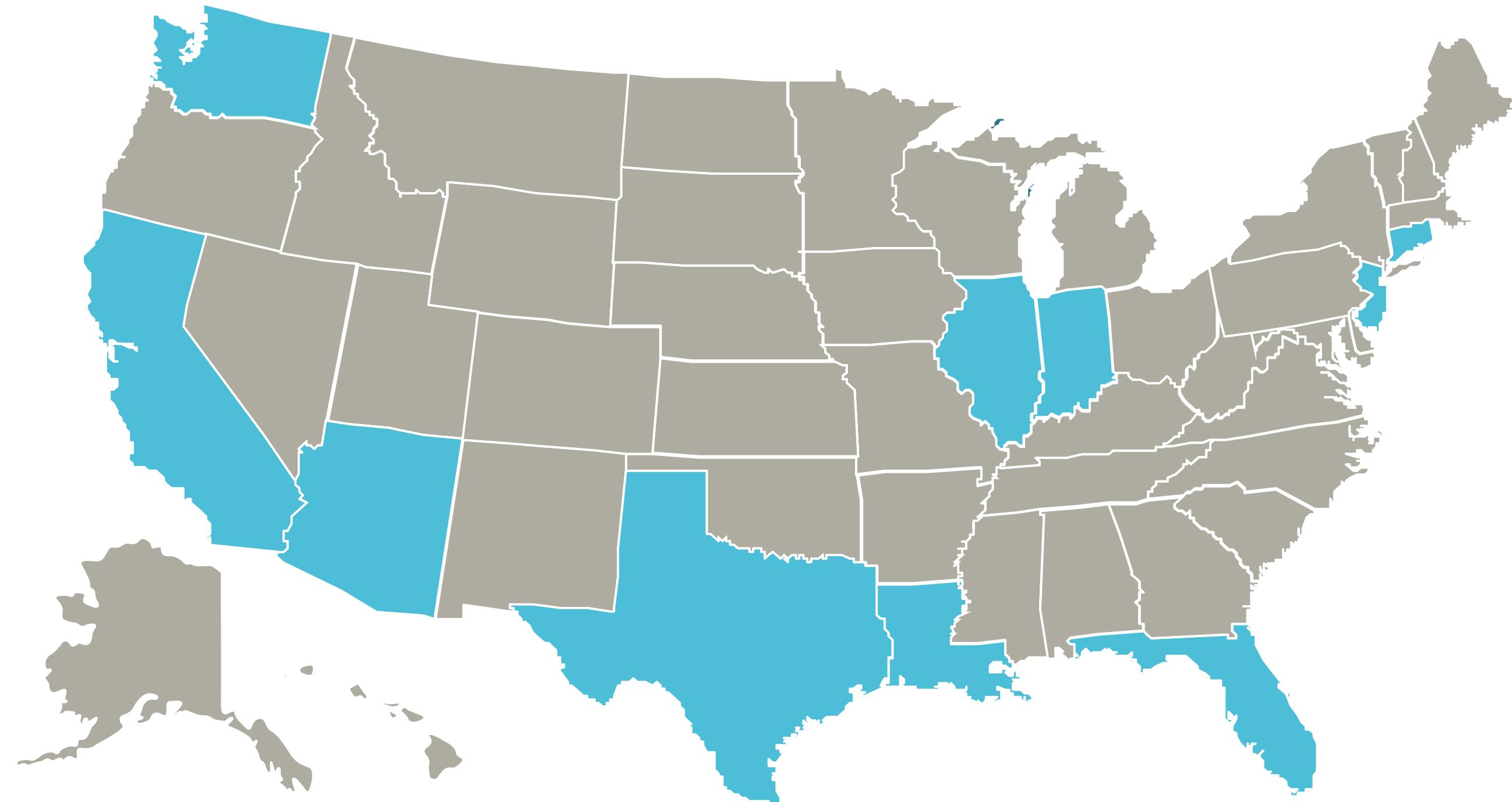
WESTERN REGION
Held In Dallas, TX

THE 2019 WESTERN REGION STUDENT CONFERENCE
HOSTED OVER **348** STUDENTS FROM OVER
44 COLLEGES AND UNIVERSITIES.

16 SCHOLARSHIP
RECIPIENTS **\$20K** IN TOTAL
SCHOLARSHIPS **26** CORPORATE
PARTNERS



85% OF THE STUDENTS THAT ATTENDED THE 2019
WRSC HAD A **GPA OF 3.0 OR HIGHER** ON A SCALE OF 4.0



STATES WR REPRESENTED:
AZ, CA, TX AND WA

STUDENTS FROM OTHER REGIONS IN
LA, CT, FL, IL, IN, NJ

2020 Virtual STUDENT CONFERENCE



insight
NABA 2020

WHY PARTNER WITH THE VSC?

While we are in a global pandemic, partnering with the National Association of Black Accountants, Inc. (NABA, Inc.) to host our first ever Virtual Student Conference (VSC) will give you the opportunity to address your Company's strategic staffing needs by recruiting top performing minority students for full-time employment and internships.

The VSC will connect thousands of student members and academic advisors within the NABA, Inc. network to corporate representatives on one virtual platform, focused on the unique needs of minority students.

The VSC will provide a platform to promote your Company's brand and opportunities to underwrite events and conference items such as scholarships, the opening session, technical sessions, networking lounges and virtual conference bags.

THE VSC CREATES A PLATFORM FOR BUILDING BRAND AWARENESS FOR YOUR ORGANIZATION, IN ADDITION TO OFFERING STRATEGIC HIRING SOLUTIONS WITHIN ACTIVE MARKET SEGMENTS.

“

NABA INSPIRED ME TO ‘LEVEL UP’ BOTH IN MY CAREER AND DIVERSITY IN THE WORKPLACE. I GENUINELY LOVED THE EXPERIENCE AND FELT LIKE I CAN BE WHATEVER I WANT TO BE. IT WAS AMAZING TO SEE SO MANY BLACK PROFESSIONALS IN ONE PLACE. I FELT PROUD. I AM MORE THAN EVER INSPIRED TO BRING THIS MESSAGE BACK TO CHICAGO. I FEEL ENCOURAGED TO CHALLENGE THE STATUS QUO AND PROMOTE DIVERSITY! 🌟

~ MARKETA SHARP, MHRM
CORPORATE ATTENDEE, EY



2019 CENTRAL REGION STUDENT CONFERENCE



SPONSORSHIP PACKAGES

2020 VSC SPONSORSHIP PACKAGES



PLATINUM 4 REGION ACCESS

\$20,000

PACKAGE INCLUDES

- 15 Corporate Registrations
- LARGE Virtual Expo Booth
- 6 Interview Schedules
- Access to Online Resume Book (4 regions)
- 2 Dedicated Email Blasts
- 2 Social Media Mentions
- Logo in Virtual Lobby
- Logo in conference publications & website
- Discounted Student Sessions (\$500 discount)
- Materials in Virtual Conference Bag



GOLD 2 REGION ACCESS

\$14,000

PACKAGE INCLUDES

- 10 Corporate Registrations
- MEDIUM Virtual Expo Booth
- 4 Interview Schedules
- Access to Online Resume Book (2 regions)
- 2 Dedicated Email Blasts
- 2 Social Media Mentions
- Logo in conference publications & website
- Discounted Student Sessions (\$500 discount)
- Materials in Virtual Conference Bag



SILVER 1 REGION ACCESS

\$8,000

PACKAGE INCLUDES

- 5 Corporate Registrations
- STANDARD Virtual Expo Booth
- 2 Interview Schedules
- Access to Online Resume Book (1 region)
- 1 Dedicated Email Blast
- 1 Social Media Mention
- Logo in conference publications & website
- Materials in Virtual Conference Bag



BRONZE CAREER EXPO ONLY

\$4,000

PACKAGE INCLUDES

- 2 Corporate Registrations
- STANDARD Virtual Expo Booth
- 1 Dedicated Email Blast
- Logo in conference publications & website

2020 VSC SPONSORSHIP PACKAGES

	ITEM	DESCRIPTION	PRICE
PROGRAMS + EVENTS	Faculty Advisor Session	1 sponsorship available	\$1,500
	Regional Scholarships	Sponsor scholarship(s) for one or multiple Regions	\$1,500 - 5,000
	Pre-Conference Workshop		\$2,500
	Student Live Panel Session	Panelist	\$1,500
	Student Session	Pre-recorded	\$3,500
	Specialty Technical Session	Includes attendee report	\$3,500
	Student Opening Session	1 sponsorship available	\$5,000
	Scholarship & Awards Ceremony	1 sponsorship available	\$5,000
	Student Closing Session	1 sponsorship available	\$5,000
CAREER EXPO + INTERVIEWS	Additional Interview Schedule	Includes 12 appointment slots	\$1,500
	Large Virtual Expo Booth	5 Screens and up to 10 pieces of content	\$3,500
	Medium Virtual Expo Booth	4 Screens and up to 8 pieces of content	\$3,000
	Standard Virtual Expo Booth	3 Screens and up to 6 pieces of content	\$2,500
	Access to Online Resume Book	Per Region	\$3,000
HOSPITALITY	Networking Lounge	Only 3 available	\$2,500
	Student Social Happy Hour		\$1,500

2019 SOUTHERN REGION STUDENT CONFERENCE

 @NABA_SOUTHERNREGION

 @NABASOUTHERN

 @NABASOUTHERNREGION

 @NABA SOUTHERN REGION

REGIONAL SCHOLARSHIP OPPORTUNITIES

RANGING FROM \$1,500 - \$5,000

2019 WESTERN REGION STUDENT CONFERENCE

 @NABAWESTERN

 @NABAWWR

 @NABAWESTERNREGION

ADVERTISING OPPORTUNITIES

2020 VSC ADVERTISING OPPORTUNITIES

ITEM	DESCRIPTION	PRICING
Conference Mobile App	Sponsor the app	\$3,500
Advertisement	in Conference Media	\$1,500
Dedicated Email Blast	Each	\$750
Branding on Virtual Conference Platform	Logo and link	\$750
Materials	in Virtual Conference Bag	\$750
Social Media Mention	Each	\$750



NATIONAL ASSOCIATION OF BLACK ACCOUNTANTS, INC.

THANK YOU!



“Lifting As We Climb”

P.O. BOX 2021
UPPER MARLBORO, MD 20773

FOR MORE INFORMATION ON PARTNERING WITH NABA, INC. PLEASE EMAIL:
CORPORATE@NABASOUTHERN.ORG AND NABACRSC@GMAIL.COM