



“Lifting As We Climb”


2020 STUDENT *Virtual* CONFERENCE

SEPTEMBER 24-26, 2020




SPONSORSHIP OPPORTUNITIES

2019 EASTERN REGION STUDENT CONFERENCE

 @NABAEASTERN

 @NABAEASTERN

 @NABAERSC

 @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

CLASSIFICATIONS

11% GRADUATE

40% SENIOR

28% JUNIOR

18% SOPHOMORE

3% FRESHMAN

ACCOUNTING

54%

BUSINESS ADMIN

8%

ECONOMICS

5%

FINANCE

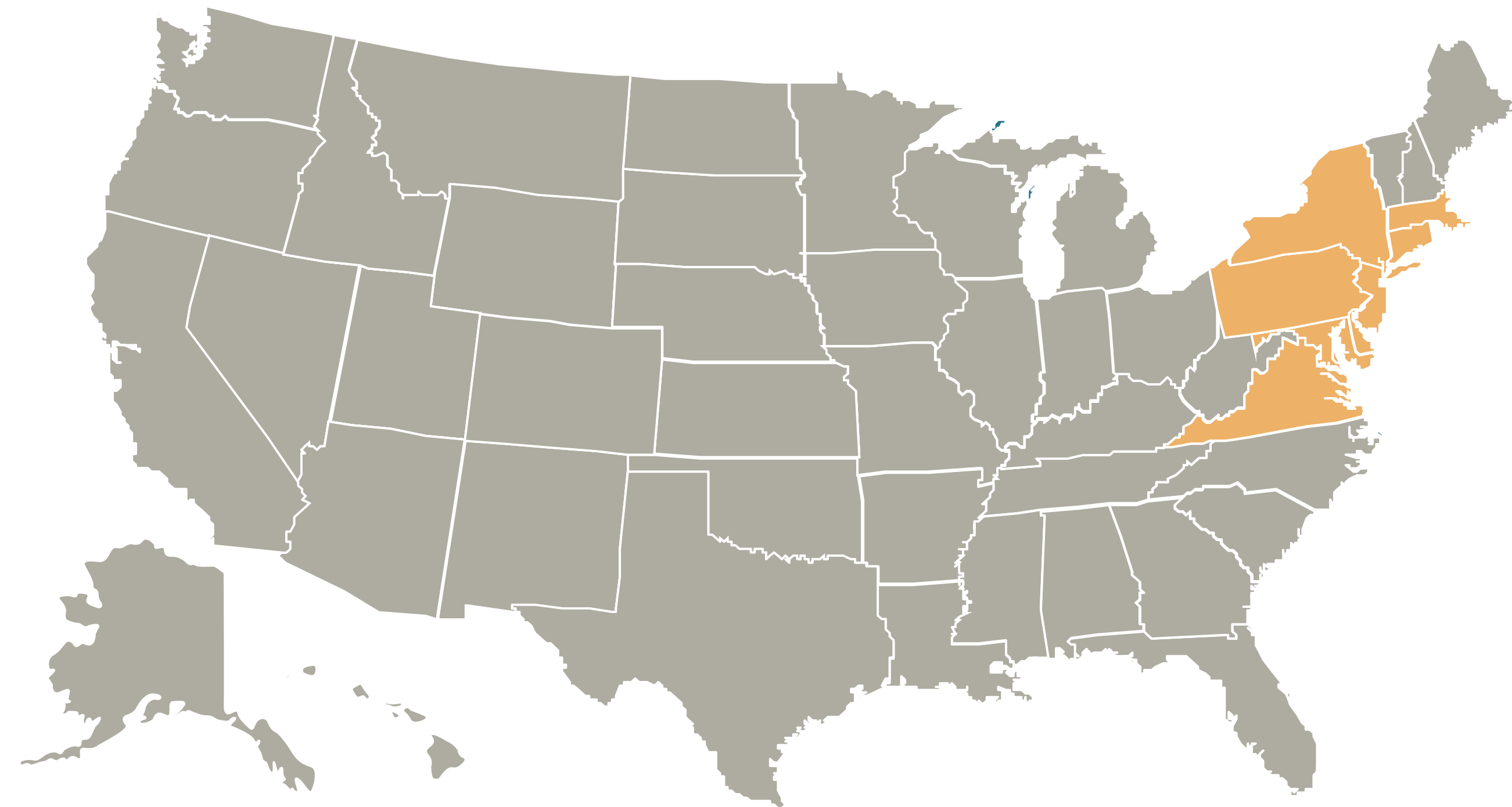
16%

INFO SYSTEMS

5%

OTHER

12%



STATES IN ER REPRESENTED:

MA, CT, NY, NJ, PA, DE, MD, DC, VA

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

2019 STUDENT CONFERENCE DEMOGRAPHICS

CENTRAL REGION

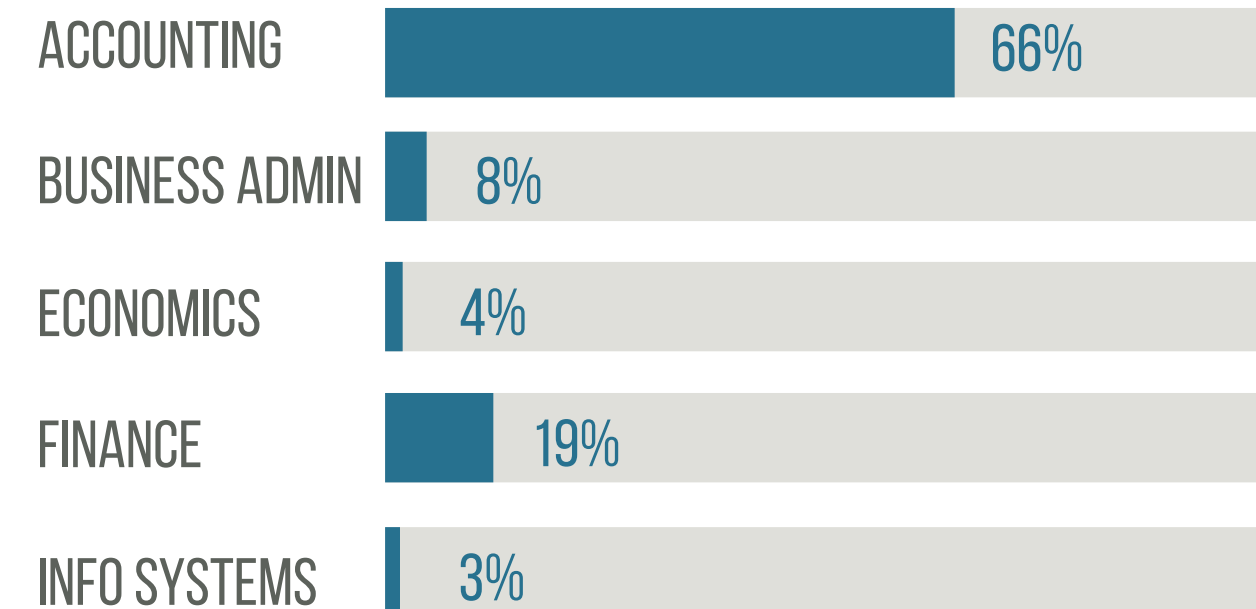
Held In St. Louis, MO

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

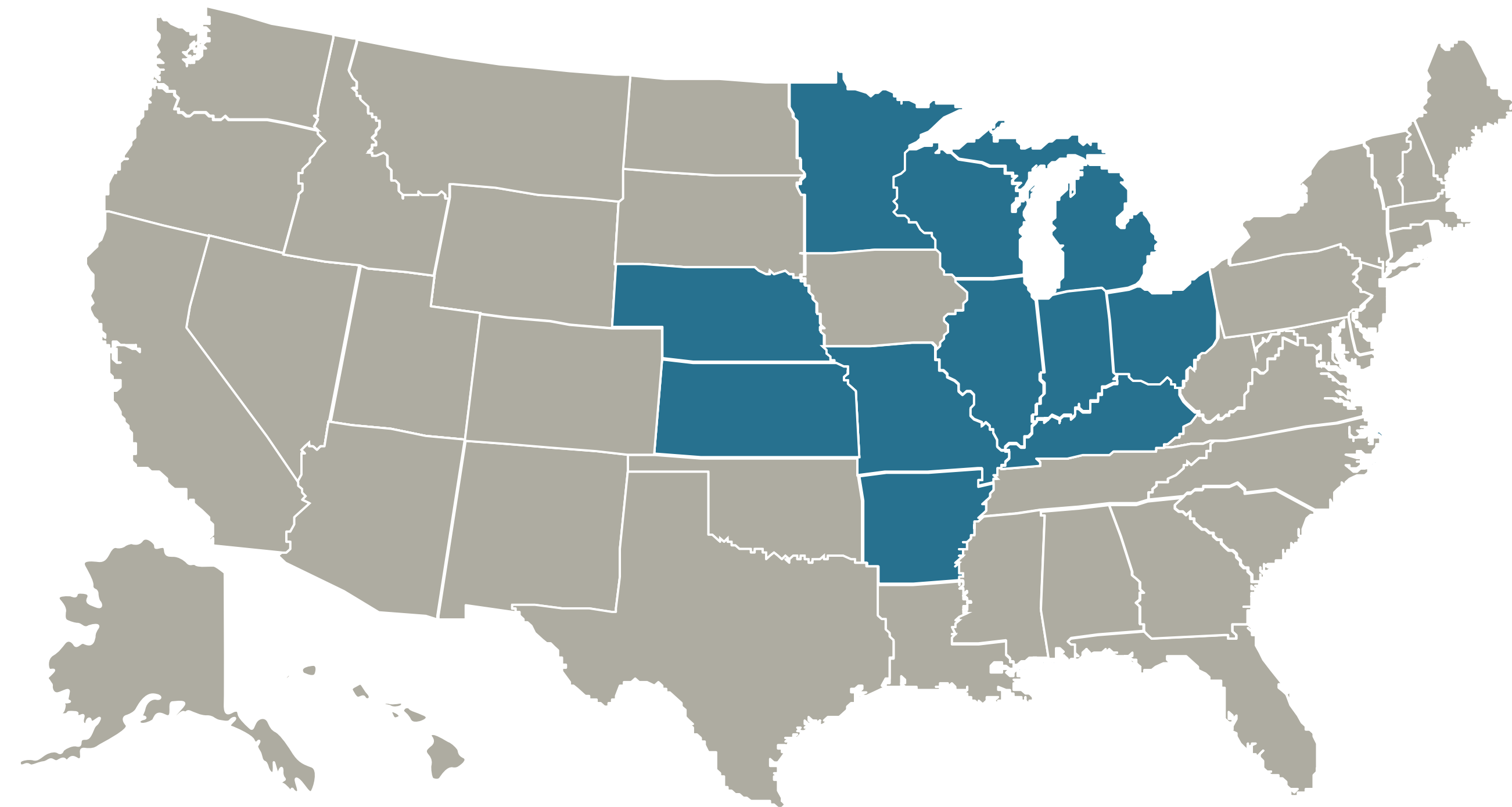
18 SCHOLARSHIP RECIPIENTS **\$18K** IN TOTAL SCHOLARSHIPS **37** CORPORATE PARTNERS

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

ACCOUNTING

72%

BUSINESS ADMIN

8%

ECONOMICS

1%

FINANCE

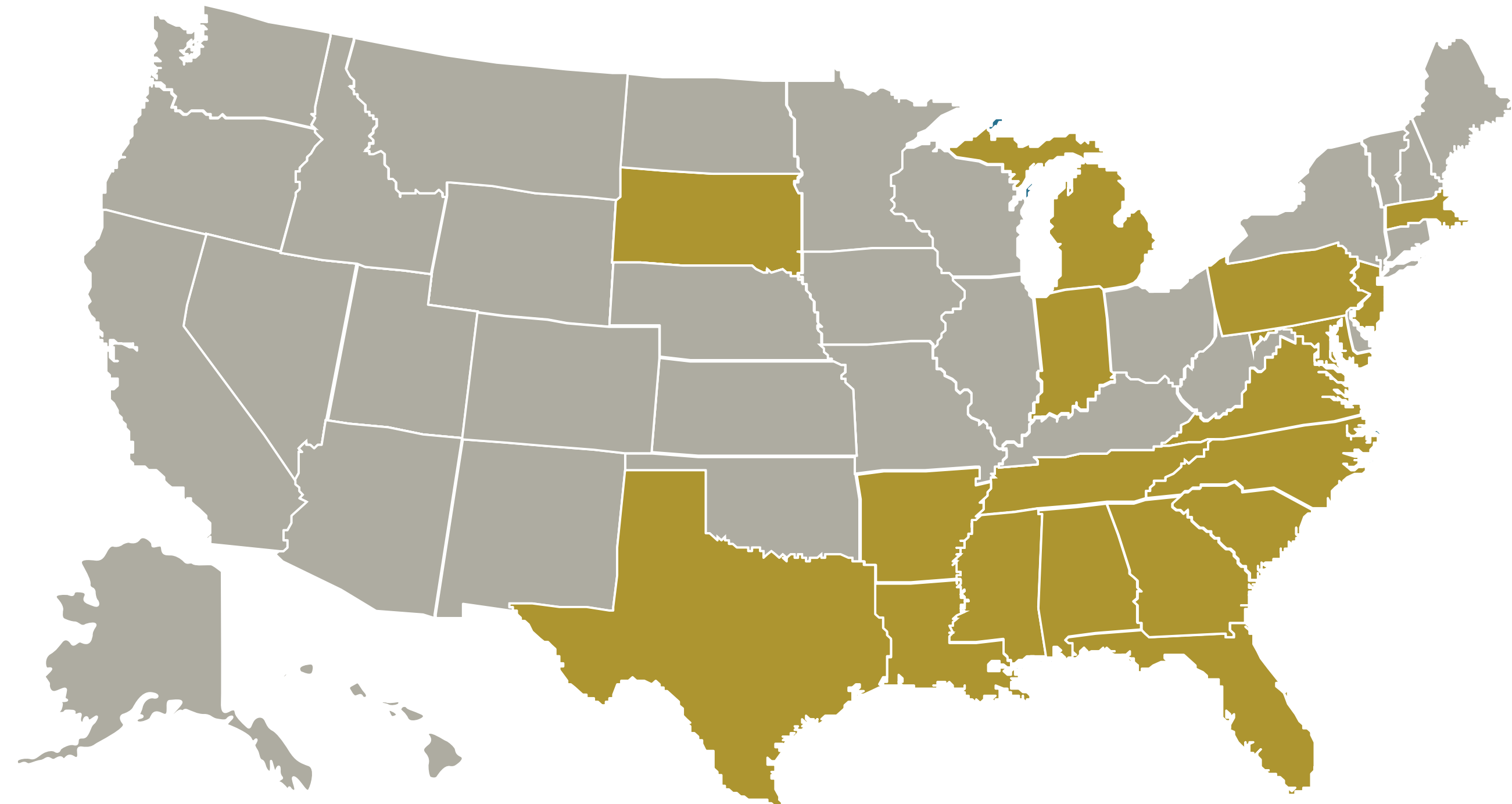
15%

INFO SYSTEMS

2%

OTHER

8%



STATES SR REPRESENTED:

AL, FL, GA, LA, MS, NC, SC, TN

STUDENTS FROM OTHER REGIONS IN
AR, IL, MA, MD, MI, NJ, NY, OH, PA, SD,
TX, VA

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

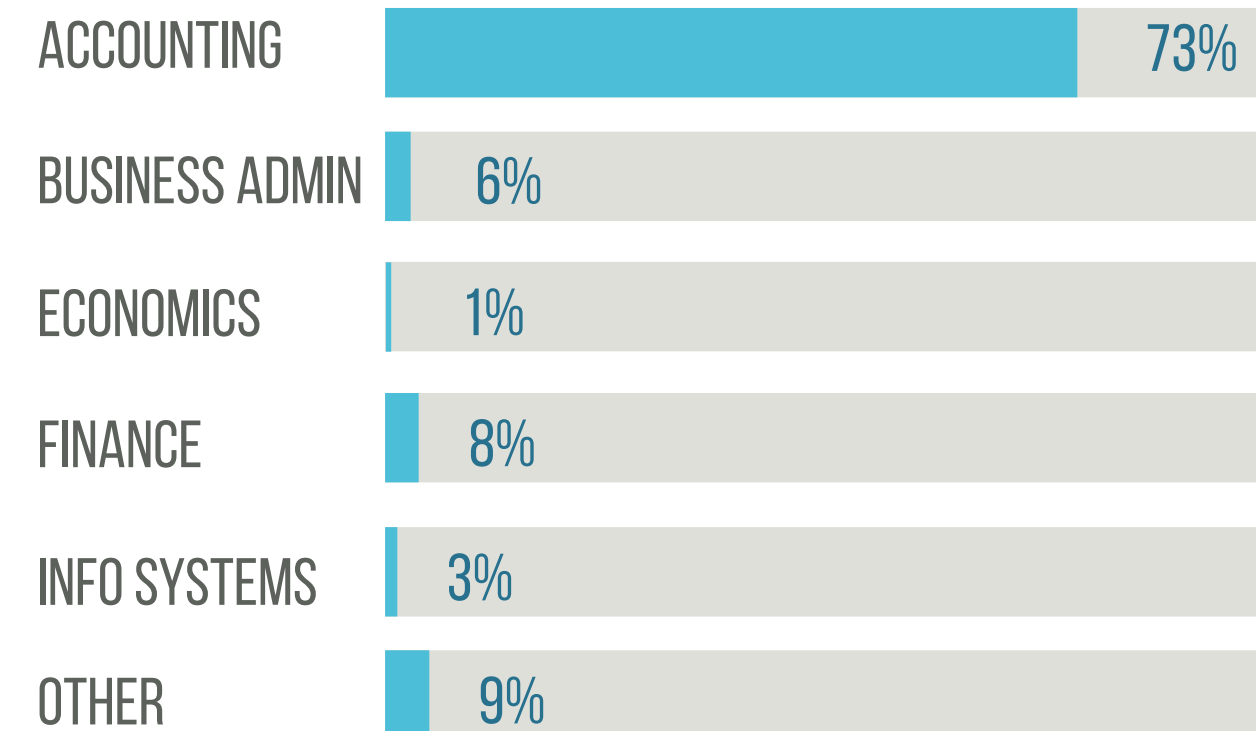
Held In Dallas, TX

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

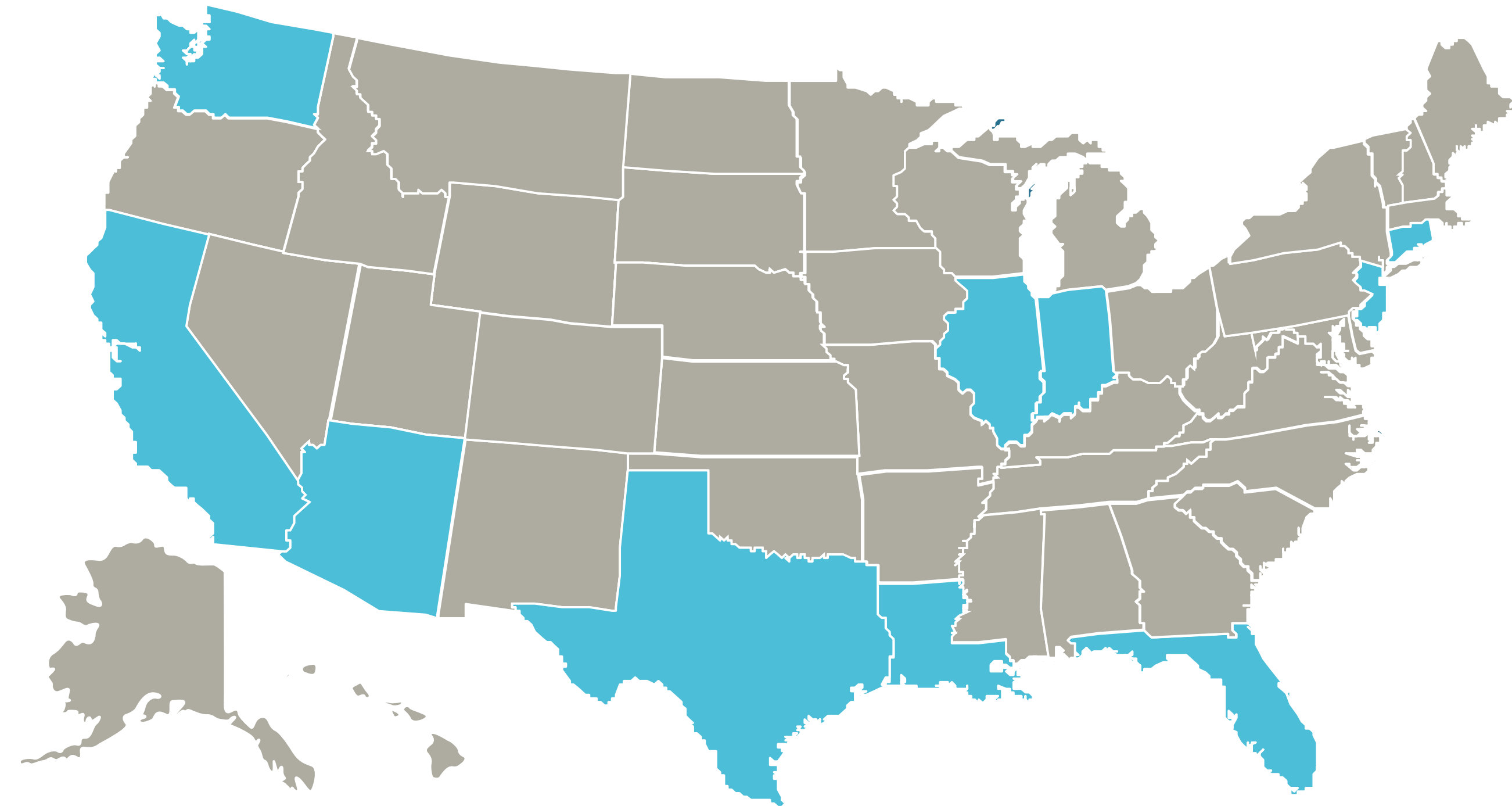
16 SCHOLARSHIP RECIPIENTS **\$20K** IN TOTAL SCHOLARSHIPS **26** CORPORATE PARTNERS

CLASSIFICATIONS

8% RECENT GRADUATE
27% GRADUATE
34% SENIOR
23% JUNIOR
5% SOPHOMORE
3% FRESHMAN



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



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



 @NABACENTRAL

 @NABACENTRAL

 @NABACENTRALREGION

 @NABA CENTRAL REGION

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



@NABAWR



@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**