

BLACKS IN GOVERNMENT

CORPORATE SPONSOR GENERAL GUIDELINES

Corporate Sponsors provide us with the funds to conduct our member programs and assist us in presenting world-class events. In return, our sponsors receive marketing exposure. These partnerships and alliances have made it possible for BIG to expand its member programs and become more proactive in addressing community concerns.

Principles of Corporate Sponsorship

- Evaluate the viability of utilizing sponsorship as part of your strategic plan at the region or chapter level
- Gain consensus from members on the areas to seek sponsorship opportunities
- Identify key small businesses, corporations, organizations, and agencies that may be potential sponsors
- Research potential sponsors and determine their area of interest and match toward your organization's area of need
- Search the web and gather tips for grant writing, proposal preparation, and tips for successful fundraising
- Seek sponsorship from companies, organizations, agencies, etc. that are in line with the goals and objectives of Blacks In Government (BIG). Do not solicit or accept donations from sources whose policies and values conflict with BIG.

POLICY

All members must be familiar with National Board of Directors Policy #1:28 on Corporate Donations/Sponsorships.

All solicitations for funds from outside organizations by chapters, regions and national organization must be used for the specific purpose as requested and accounted. All donations/sponsorships will be specifically identified in annual reports to the National Treasurer by chapters and regions. National Committees will provide details of donations/sponsorships in written reports to the National Board of Directors through the Executive Committee.

All donations/sponsorships for the national organization requires the approval of the acceptance of funds by the Executive Committee. Prior to acceptance of the donations/sponsorships, the proposal, including any and all stipulations identified by the donor, must be presented for approval in the Proposed Corporate Donations/Sponsorship format provided below. The Executive Committee shall provide written approval/disapproval of donations/sponsorships within 30 working days after receipt of the proposal and shall notify the submitter within 5 working days of the decision. The National Treasurer shall be informed of the receipt and plans for disbursement of funds for accurate accounting and reporting to the National Board of Directors.

PROPOSED CORPORATE DONATIONS/SPONSORSHIP

ACTIVITY _____
 CHAPTER, REGION, NATIONAL ORGANIZATION

NAME OF POC _____
 TITLE _____

SPONSOR IDENTIFIED _____
 ADDRESS _____

NATURE OF BUSINESS _____

AMOUNT OF DONATION _____

PURPOSE OF DONATION (TARGET AUDIENCE TO INCLUDE NUMBER OF MEMBERS AND/OR ON MEMBERS; ORGANIZATIONAL OBJECTIVE BEING SUPPORTED)

PLAN/BUDGET /EXPENDITURES

<u>ITEM</u>	<u>COST</u>	<u>PROJECTED DATE OF EXPENDITURE</u>
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ADDITIONAL INFORMATION

GUIDELINES

- Notify National Organization (via National BIG President) that you are soliciting/receiving funds. Major sponsor solicitation is to be done by National BIG.
- Ensure sponsorship dollars are used as indicated by sponsor. Integrity is important for continuous giving and for the credibility of your organization.
- Report all donations on an annual basis to BIG Financial Reporting (BIG 990-3)
- Keep detailed records of all donations and contributions to include monetary and in-kind donations
- Ensure that the giver of the donation provides documentation of the value of any in-kind donation
- Do not use membership listings as a tool of exchange in sponsorship agreements (at the national, regional, or chapter level)

TIPS

- For the purpose of corporate sponsors, market the campaign to benefit the potential sponsor
- The plan or proposal should outline opportunities to reach diverse audiences
- Ensure ongoing support. Corporate sponsorship can become a measurable indication of support for the campaign to other potential corporate sponsors. Create opportunities to publicly thank and recognize corporate, media, organizations, and governmental partners. Build in recognition benefits for sponsors such as ads and opportunities to address your group.

Utilize members in your region and chapter who have experience in grant writing and fundraising. BIG is a volunteer organization, and working on a sponsorship team is just another way for BIG members to make a difference and become involved.

SAMPLE DOCUMENTS

To assist regions and chapters in drafting initial sponsorship documents, we are providing the following samples. Revise them according to your local needs and the requirements of the potential giver.

The following pages include

- 1) National Sample Memo
- 2) National Sample Sponsorship Form

3) Sample Region Sponsorship Agreement Form

4) Sample Region Sponsorship Memo

5) Sample Sponsorship Chart



Blacks In Government®

3005 Georgia Avenue, N.W.

Washington, D.C. 20001

(202) 667-3280 – FAX (202) 667-3705

BIG@bignet.org

National Sample Memo

September 9, 2005

BOARD OF DIRECTORS

Region I

Ralph F. Browne, Jr.
Daniel Corria

Region II

Alma R. Garlington
Joyce M. Jones

Region III

Regina Kennedy
Johnita Pitts

Region IV

C. Jacquie Beatty
Doris Sartor

Region V

Ellen G. Dyson
Oscar L. Williams, Jr.

Region VI

Katherine Cage
Angela K. Thorpe-Harris

Region VII

Delores Ivy
David C. Hampton

Region VIII

Gary L. Blackmon
John Lyons

Region IX

Farrell J. Chiles - Chairperson
J.B. Larkins

Region X

Remond Henderson
Charles Oliver

Region XI

J. David Reeves—Vice Chairperson
Gerald R. Reed

EXECUTIVE COMMITTEE

National President

Darlene H. Young

Executive Vice-President

Charlene E. Lee

1st Vice-President

Matthew Fogg

2nd Vice-President

Walter Washington

3rd Vice-President

Richard L. Shields

National Secretary

Cynthia Davis

Corresponding Secretary

Angela K. Harvey

Treasurer

Abe Joseph, Jr.

Assistant Treasurer

Faye Stewart-Henderson

Immediate Past President

Gregory Reeves

Mr. _____

Company Name

Branch Manager

Anywhere, USA 00000

Dear _____

On behalf of the National Organization of Blacks In Government (BIG), I am pleased to inform you that our 28th Annual National Training Conference (NTC) will be held August 21-25, 2006 in New York City, New York.

I invite you to support the NTC by sponsoring one or more of the many events that will take place during the conference. I have attached a list of areas in which your company could be recognized as a prime sponsor or donor.

We feel that your sponsorship would generate marketing opportunities for you and significantly contribute to the overall success of our conference. We expect that New York will attract many of our members and their families and exceed the attendees at the 2005 NTC in Orlando, FL.

Blacks In Government is a 501(c)(3) non-profit national organization with chapters throughout the United States and in foreign countries where African Americans proudly serve our government. BIG seeks to engage and advocate on behalf of millions of city, county, state, and federal African American government workers. BIG is committed to promoting excellence in government through equity of opportunity. Our organizational goals and objectives include advocating for diversity, developing and promoting programs which will enhance ethnic pride and educational opportunities, and providing a non-partisan platform on major issues of local, regional, and national significance.

The importance of BIG's role in today's business world is growing exponentially. It is essential that BIG continue to provide affordable quality training to improve the knowledge and competency level of civil servants. The NTC's workshops are primarily designed to enhance the day-to-day work performance of employees and focus on future needs by including youth programs in oratorical and information technology competitions. Nationally renowned subject-matter

experts, policy makers and administrators, as well as grass-roots leaders will address critical issues that impact the workplace and community.

In addition, exhibit exposition/trade show; legislative forum; industry forum; federal, state, and local forums on employee issues, and career fair are encompassed within the NTC.

Your positive response to our request to support our NTC will highlight the full array of your organization's services, products, public relations, and philanthropic endeavors. We truly believe your participation will be beneficial to your organization.

We have identified areas in which your company can **sponsor or co-sponsor our major conference-related expenditures:**

Plenary/Workshop Speakers	\$50,000
President's Reception/Conferee Reception/VIP Reception/Youth Reception	\$50,000
Legislative Breakfast/Luncheon	\$50,000
Web-casting	\$50,000
Printing of Conference Guide and Booklet	\$45,000
Special Events	\$35,000
Conference Portfolios (Company Logo)/Badges	\$25,000
Conference Souvenir Bags	\$25,000
Youth Program scholarships & peripherals	\$20,000

If you would like additional information about sponsorship opportunities please contact Dr. Doris Sartor, Corporate Sponsorship POC, at 334-953-3447 or Ms. Alma Garlington, National Conference Planning Chair, at 202-437-3145. We will also contact your office to provide further details and to exchange ideas on the numerous benefits of partnering with Blacks In Government.

Please visit us at www.bignet.org to get an in-depth view of Blacks In Government. We look forward to your favorable response and a mutually beneficial partnership.

Respectfully,

Ms. Darlene H. Young
President

Enclosure
Sponsorship Agreement Form

National Sample Sponsorship Form



BLACKS IN GOVERNMENT
28th ANNUAL NATIONAL TRAINING CONFERENCE
August 21-25, 2006

CORPORATE SPONSORSHIP AGREEMENT FORM

Please return your completed form to Blacks In Government, 3005 Georgia Ave, NW,
Washington, DC 20001, Attn: Corporate Sponsorship

Company Name: _____

Point of Contact: _____

Company Address: _____

Telephone Number: _____

Web Address: _____

Email Address: _____

Enclosed is our contribution of \$ _____

Prime Sponsorship Commitment Categories (Please check your sponsorship category).

PLATINUM SPONSOR--\$50,000 and above

- Company's Logo on BIGNET Website for one (1) year
- Full-Page Advertisement in Souvenir Program Book
- VIP Seating (10) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- Media Acknowledgment as Sponsor of the NTC
- Company's Logo on all Marketing Materials
- Two (2) Banners Placement at the NTC
- Ten (10) Invitations to National President's Reception
- Exhibit Booth

GOLD SPONSOR--\$25,000 – 49, 999

- Company's Logo on BIGNET Website for six (6) months
- Full-Page Advertisement in Souvenir Program Book
- VIP Seating (6) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- Media Acknowledgment as Sponsor of the NTC
- Banner Placement at the NTC
- Six (6) Invitations to National President's Reception

SILVER SPONSOR--\$15,000 – 24,999

- Company's Logo on BIGNET Website for three (3) months
- Half-Page Advertisement in Souvenir Program Book
- VIP Seating (4) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- Banner Placement at the NTC
- Four (4) Invitations to National President's Reception

BRONZE SPONSOR--\$5,000 – 14,999

- Half-Page Advertisement in Souvenir Program Book
- VIP Seating (2) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- Two (2) Invitations to National President's Reception

SMALL BUSINESS SPONSOR--\$1,000 – 4,999

- One-Fourth Page Advertisement in Souvenir Program Book
- VIP Seating (1) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- One (1) invitation to National President's Reception

CORPORATE DONOR--\$1,000 – 4,999

- One-Fourth Page Advertisement in Souvenir Program Book
- VIP Seating (1) at Closing Gala
- Acknowledgment of Sponsorship during the NTC
- One (1) invitation to National President's Reception

If you'd like to sponsor or co-sponsor one of our major conference-related activities, please identify.

- Plenary/Workshop Speakers
- President's Reception/Conferee Reception/VIP Reception/Youth Reception
- Printing of Conference Guide and booklet
- Conference Bag/Portfolio/Badges
- Youth Program scholarships & peripherals
- Special Events
- Legislative Breakfast
- Health Initiatives Program
- Life Member/Gold Plus Member Reception
- Officer Leadership Training

[] IN-KIND DONATIONS

We are also interested in receiving **IN-KIND DONATIONS** to support the conference. The value of the in-kind contribution determines the level of sponsorship and corresponding benefits.

- | | |
|---|---|
| <input type="checkbox"/> Xerox Support—printing, duplicating, copying | <input type="checkbox"/> Computers and Software |
| <input type="checkbox"/> Plaques and Other Award | <input type="checkbox"/> Provide Transportation (buses) |
| <input type="checkbox"/> Conference Bags | <input type="checkbox"/> Conference Badges |
| <input type="checkbox"/> Other (Identify _____) | |

Contributions to the 2006 Blacks In Government National Training Conference are tax deductible.

Sample Region Sponsorship Agreement Form



Blacks In Government®
 REGION ____ COUNCIL TRAINING CONFERENCE
 (Dates of Conference)
 (Name and Location of Training)
 (*Conference Theme*)

CORPORATE SPONSORSHIP AGREEMENT FORM

Please return your completed form to Region ____Blacks In Government, (Mailing Address and/or e-mail address) Attn: Conference Chair, _____.

Company Name: _____

Point of Contact: _____

Company Address: _____

Telephone Number: _____

Web Address: _____

Email Address: _____

Enclosed is our contribution of \$ _____

Prime Sponsorship Commitment Categories (Please check your sponsorship category).

PLATINUM SPONSOR--\$2,000 and above
 Company's Logo on Region IV BIGNET Website for one (1) year
 Full-Page Advertisement in Souvenir Program Book – Inside or Back Cover
 VIP Seating (10) at Closing Banquet
 Acknowledgment of Sponsorship during Regional Training Conference
 Company's Logo on all Marketing Materials

GOLD SPONSOR--\$1,000 – \$1, 999
 Company's Logo on Region IV BIGNET Website for six (6) months
 Full-Page Advertisement in Souvenir Program Book
 VIP Seating (6) at Closing Banquet
 Acknowledgment of Sponsorship during Regional Training Conference
 Company's Logo on all Marketing Materials

SILVER SPONSOR--\$500 – \$999
 Company's Logo on Region IV BIGNET Website for three (3) months
 Half-Page Advertisement in Souvenir Program Book
 VIP Seating (4) at Closing Banquet
 Acknowledgment of Sponsorship during Regional Training Conference
 Company's Logo on all Marketing Materials

BRONZE SPONSOR--\$200 – \$499
 Half-Page Advertisement in Souvenir Program Book
 VIP Seating (1) at Closing Banquet
 Acknowledgment of Sponsorship during Regional Training Conference

SMALL BUSINESS SPONSOR--\$100- \$199
 One-Fourth page Advertisement in Souvenir Program Book
 Acknowledgment of Sponsorship during Regional Training Conference

CORPORATE DONOR --\$100- \$199
 One-Fourth page Advertisement in Souvenir Program Book
 Acknowledgment of Sponsorship during Regional Training Conference

If you would like to sponsor or co-sponsor one of our major conference-related activities, please identify.

- Plenary/Workshop Speakers
- VIP Reception/Youth Reception
- Printing of Conference souvenir booklet
- Conference Bag/ Portfolio/Badges
- Youth Program scholarships & peripherals
- Special Events

[] IN-KIND DONATIONS

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- | | |
|---|---|
| <input type="checkbox"/> Xerox Support—printing, duplicating, copying | <input type="checkbox"/> Computers and Software |
| <input type="checkbox"/> Plaques and Other Awards | <input type="checkbox"/> Conference Bags |
| <input type="checkbox"/> Other (Identify _____) | <input type="checkbox"/> Souvenir Booklet |

Contributions to the Region _____ Training Conference are tax deductible.

Sample Region Sponsorship Memo



Blacks In Government®
(Region Letterhead)

DATE

(Name/Address of Potential Sponsor)

Dear _____

On behalf of Region ____ of Blacks In Government (BIG), I am pleased to inform you that our Regional Training Conference that will be held _____(date, time, location),

I invite you to support the conference by sponsoring one or more of the many events that will take place during the conference. I have attached a list of areas where your company could be recognized as a prime sponsor or donor. We feel that your sponsorship would generate marketing opportunities for you and significantly contribute to the overall success of our conference.

Blacks In Government is a 501(c)(3) non-profit national organization with chapters throughout the United States and in foreign countries where African Americans proudly serve our government. BIG seeks to engage and advocate on behalf of millions of city, county, state, and federal African American government workers. BIG is committed to promoting excellence in government through equity of opportunity. Our organizational goals and objectives include advocating for diversity, developing and promoting programs which will enhance ethnic pride and educational opportunities, and providing a non-partisan platform on major issues of local, regional, and national significance.

The importance of BIG's role in today's business world is growing exponentially. It is essential that BIG continue to provide affordable quality training to improve the knowledge and competency level of civil servants. Our workshops are primarily designed to enhance the day-to-day work performance of employees. Subject-matter experts, policy makers and administrators, as well as grass-roots leaders will address critical issues that impact the workplace and community.

Your positive response to our request will highlight the full array of your organization's services, products, public relations, and philanthropic endeavors. We truly believe your participation will be beneficial to your organization.

We have identified areas in which your company can **sponsor or co-sponsor our major conference-related expenditures: (Modify to meet event needs)**

Plenary/Workshop Speakers	Projected Costs
Luncheon	
Banquet	
Printing of Conference Guide and Booklet	
Special Events	
Conference Portfolios (Company Logo)/Badges	
Conference Souvenir Bags	

If you would like additional information about sponsorship opportunities please contact _____ at _____. We will also contact your office to provide further details and to exchange ideas on the numerous benefits of partnering with Region __ Blacks In Government.

Please visit us at www.bignet.org to get an in-depth view of Blacks In Government. (Include Regional website) We look forward to your favorable response and a mutually beneficial partnership.

Respectfully,

Council President

Enclosure
Sponsorship Agreement Form