



**NATIONAL COALITION OF BLACK MEETING PLANNERS**

**2018**

**NCBMP**

**INVESTMENT  
OPPORTUNITIES**



# National Coalition of Black Meeting Planners

## 2018 INVESTMENT OPPORTUNITIES

Travel and tourism is one of the world's largest industries. "It surpasses that of export, food products or automobiles," according to the United Nations World Tourism Organization. Whether you're a meetings and hospitality professional or a supplier to the hospitality industry, you are aware of the important role our industry plays in the American economy. Today, organizations are seeking to design a sustainable, strategic plan that will guarantee future success.

The National Coalition of Black Meetings Planners Investment Portfolio was designed to provide you with education, networking and trackable data. The Annual Conference will provide relevant educational content and networking opportunities for meetings and hospitality professionals and continue to fuel the pipeline for qualified leaders in the hospitality industry. The success and long-term impact of our efforts will depend, in part, on the powerful partnerships we establish with organizations like yours.

NCBMP is committed to improving the quality and ROI of the meetings, conferences and conventions that are managed by its members, which includes professional trade organizations, fraternities, sororities, community service organizations and corporations. Founded 35 years ago, NCBMP was created as a non-profit organization dedicated to elevating hospitality professionals, meeting planners and association executives within the African-American markets throughout the country. By creating innovative educational content, eclectic networking experiences, we are directly elevating and impacting the industry.

Clearly, this is an ambitious plan with goals that will significantly affect not only our nation's education and business communities, but our society as a whole. Our success, however, depends on the investment of time and resources of those businesses and organizations that will ultimately enjoy the benefits that a select number of well-trained industry professionals will deliver. Now is the time! Become an Investment Partner by contributing to NCBMP's efforts to advance African-Americans in the meetings and hospitality industry.

We are excited to announce our **Fourth Annual State of Black Tourism** will be held in **Washington, D.C.**, on **Wednesday, September 12, 2018** in Washington, DC, and our **Fall Conference** will take place **November 28 – December 1, 2018**, in the beautiful city of **New Orleans**. Attached you will find our Investment Opportunities and Benefits for both events, as well as a Conference Commitment form.

We look forward to partnering with you!

NCBMP Board of Directors

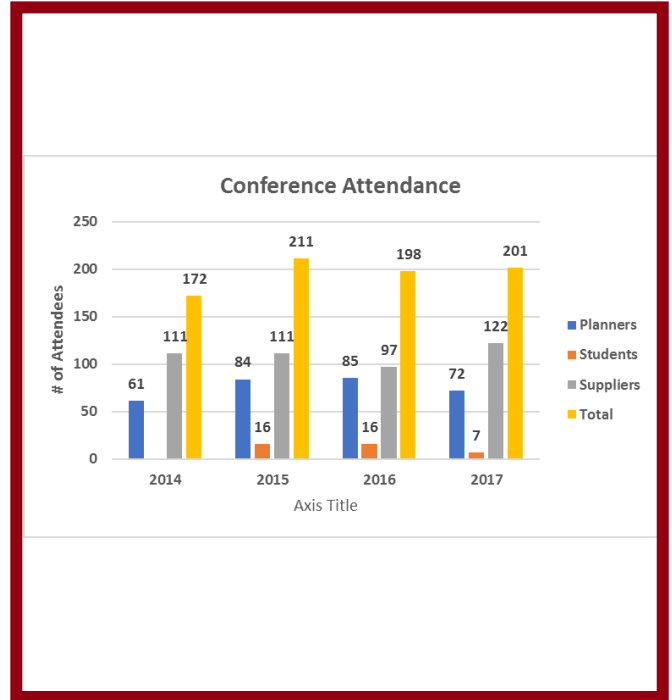
# National Coalition of Black Meeting Planners

## 2018 INVESTMENT OPPORTUNITIES

### Meetings Represented at the Conference

Organization	Peak Room Nights	Total Room Nights
National Association of Letter Carriers	4,300	29,000
Delta Sigma Theta Sorority, Inc.	4,400	27,000
Church of God in Christ	3,300	22,000
AEAONMS, INC.	2,500	13,000
NAACP	1,500	7,500
Kappa Alpha Psi Fraternity, Inc.	2,000	6,500
Full Gospel Baptist Church Fellowship	1,500	6,000
National Urban League	1,100	4,800
Achieving the Dream	1,300	4,561
National Bar Association	800	4,000
Jack & Jill of America, Inc.	500	3,200
National Dental Association	600	1,860
Suez Water Technologies and Solutions	200	610

### Past Conference Attendance



### Current and Previous NCBMP Sponsors



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## 2018 INVESTMENT OPPORTUNITIES

### 2018 Investment Opportunities At-a-Glance

	STRATEGIC INVESTMENT PARTNER	GOLD INVESTMENT PARTNER	SILVER INVESTMENT PARTNER
	\$20,000 - \$30,000	\$15,000	\$10,000
NCBMP VIP Presentation or Business Exchange (Reverse Trade Show) Planner Reception	✓		
Event Signage	✓	✓	✓
Social Media Mentions	✓	✓	✓
E-blasts	5	3	2
NCBMP Website: Banner Ad	3 months	2 months	1 month
Ad in NCBMP Conference Booklet	Full Page (Value: \$500)	Half Page (Value: \$250)	Quarter Page (Value: \$100)
Chairman's Reception Invitations (Private Event)	4	3	2
Conference Registrations (Value \$1800)	3	1	
Business Exchange (Reverse Trade Show) (Value: \$600)	2	2	
Video Branding (Value: \$500)	✓	✓	✓
Attendee Listing	✓	✓	✓
Post-Convention Marketing	✓		
Logo Placement		✓	✓

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# 2018 Investment Opportunities Details

INVESTMENT	BENEFITS	INVESTMENT AMOUNT
<b>STRATEGIC INVESTMENT PARTNER</b>	<ul style="list-style-type: none"> <li>• Speaking Opportunity – VIP Presentation or Business Exchange (Reverse Trade Show) Planner Reception or one (1) Luncheon</li> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [3] E-blasts</li> <li>• NCBMP Website: Banner Ad (3 months)</li> <li>• NCBMP Website: Logo in Sponsorship Section</li> <li>• Fall Conference Booklet: Full Page Ad</li> <li>• [4] Chairman’s Reception Invitations</li> <li>• [4] Conference Registrations</li> <li>• [2] Business Exchange (Reverse Trade Show) Passes</li> <li>• Video Branding (4 days)</li> <li>• Destination Branding at Business Exchange (Reverse Trade Show)</li> <li>• Attendee Listing</li> <li>• Post-Convention Marketing or Survey</li> </ul>	<b>\$20,000 - \$30,000</b>
<b>GOLD INVESTMENT PARTNER</b>	<ul style="list-style-type: none"> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [2] E-blasts</li> <li>• NCBMP Website: Banner Ad (2 months)</li> <li>• NCBMP Website: Logo in Sponsorship Section</li> <li>• Fall Conference Booklet: Half-page Ad</li> <li>• [2] Chairman’s Reception Invitations</li> <li>• [2] Conference Registrations</li> <li>• [2] Business Exchange (Reverse Trade Show) Passes</li> <li>• Video Branding (3 days)</li> <li>• Attendee Listing</li> </ul>	<b>\$15,000</b>
<b>SILVER INVESTMENT PARTNER</b>	<ul style="list-style-type: none"> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [1] E-blasts</li> <li>• NCBMP Website: Banner Ad (1 month)</li> <li>• NCBMP Website: Logo in Sponsorship Section</li> <li>• Fall Conference Booklet: Quarter-page Ad</li> <li>• [2] Chairman’s Reception Invitations</li> <li>• [1] Conference Registration</li> <li>• [1] Business Exchange (Reverse Trade Show) Pass</li> <li>• Video Branding (2 days)</li> <li>• Attendee Listing</li> </ul>	<b>\$10,000</b>

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INVESTMENT	BENEFITS	INVESTMENT AMOUNT
<p><b>HOSTED BUYER PROGRAM</b></p>	<p>The Hosted Buyer Program provides opportunities for qualified planners to attend the annual conference, many for the very first time. The program will uplift NCBMP and build the membership, one qualified planner at a time.</p> <p>The Hosted Buyer Program will pair qualified planners with Investment Partners. Each planner is identified, researched, qualified and offered the opportunity to participate in our Conference program. When you invest in a planner, you are provided with a dossier complete with information on the organization and the planner. A current overview and RFP of their meetings will be provided prior to the Conference. Additionally, you will have an opportunity to meet with hosted buyers at the Chairman’s Reception. You will have the opportunity to contact your planner(s) prior to the conference via email and make an in-house delivery of your materials upon arrival.</p> <p>Sponsored Planners: There are already planners eager to participate from the Association, Corporate and Government Sectors.</p> <ul style="list-style-type: none"> <li>• Private Meeting with all hosted buyers (or individual hosted buyer) participating in the Hosted Buyers Program*</li> <li>• Presentation to all Planners at the VIP Presentation</li> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [2] E-blasts</li> <li>• NCBMP Website: Logo in Sponsorship Section</li> <li>• Fall Conference Booklet: Logo*</li> <li>• [2] Chairman’s Reception Invitations</li> <li>• [2] Conference Registrations</li> <li>• [2] Business Exchange (Reverse Trade Show) Passes</li> <li>• Video Branding</li> <li>• Planner Gift Opportunity (all or individual)*</li> </ul> <p>* Available with full Hosted Buyer and Individual Hosted Buyer investments. NOTE: Individual hosted buyer investments do not include all of the above.</p>	<p style="text-align: center;"><b>\$15,000</b></p> <p style="text-align: center;"><b>Individual Investment Partnerships Available: \$1,500</b></p>

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<b>VIP PRESENTATION</b>	<p>The unique VIP Presentation will provide suppliers and planners with a streamlined, focused educational experience that is not only cost effective and exclusive, but more importantly, it will produce measurable results.</p> <p>This is a breakfast event. Investors will have the opportunity to network with planners throughout the breakfast, brand one (1) table with gifts from their destination and receive 12-15 minutes each to present in front of all the meeting planners who attend the breakfast.</p> <ul style="list-style-type: none"> <li>• Speaking Opportunity – VIP Presentation</li> <li>• Event Signage</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> <li>• [1] Conference Registration</li> <li>• [1] Business Exchange (Reverse Trade Show) Pass</li> <li>• [1] Chairman’s Reception Invitation</li> <li>• Attendee Listing</li> </ul> <p>* Available with full investment opportunity only.</p>	<p><b>\$27,500</b> or</p> <p>Four (4) Investment Partnerships Available: <b>\$5,500 each</b></p>
<b>OPENING GENERAL SESSION</b>	<ul style="list-style-type: none"> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [3] E-blasts</li> <li>• NCBMP Website: Banner Ad (3 months)</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Full Page Ad</li> <li>• [4] Chairman’s Reception Invitations</li> <li>• [2] Conference Registrations</li> <li>• [2] Business Exchange (Reverse Trade Show) Passes</li> <li>• Logo on Gift Note Card with Planner Amenities</li> <li>• Video Branding during Opening General Session</li> <li>• Words of Welcome at Opening General Session</li> <li>• Attendee Listing</li> </ul>	<p><b>\$20,000</b></p> <p>Two (2) Investment Partnerships Available: <b>\$10,000 each</b></p>

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<b>LUNCHEONS</b>	<ul style="list-style-type: none"> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [3] E-blasts</li> <li>• NCBMP Website: Banner Ad (3 months)</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Full Page Ad</li> <li>• [4] Chairman’s Reception Invitations</li> <li>• [2] Conference Registrations</li> <li>• [2] Business Exchange (Reverse Trade Show) Passes</li> <li>• Logo on Gift Note Card with Planner Amenities</li> <li>• Video Branding at Luncheon</li> <li>• Welcome Remarks at Luncheon</li> <li>• Destination Branding at Luncheon</li> <li>• Attendee Listing</li> </ul> <p>* NOTE: If individual luncheons are sponsored by different entities, the benefits will be divided accordingly.</p>	<p><b>\$20,000</b></p> <p>Two (2) Investment Partnerships Available: <b>\$10,000 each</b></p>
<p><b>ANNUAL MEETING BREAKFAST</b></p> <p><b>EDUCATIONAL ASSISTANCE SCHOLARSHIP</b></p> <p><b>CLOSING BRUNCH</b></p>	<ul style="list-style-type: none"> <li>• Speaking Opportunity at event</li> <li>• Event Signage</li> <li>• Social Media Mentions</li> <li>• [2] E-blasts</li> <li>• NCBMP Website: Banner Ad (1 month)</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> <li>• [2] Chairman’s Reception Invitations</li> <li>• [1] Conference Registration</li> <li>• [1] Business Exchange (Reverse Trade Show) Pass</li> <li>• [1] Reserved Table</li> <li>• Video Branding at the sponsored event</li> <li>• Attendee Listing</li> <li>• Check Presentation to students during closing session</li> </ul>	<p><b>\$10,000 per investment partnership</b></p>



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<b>CHAIRMAN'S RECEPTION</b> <i>(Private Event)</i>	<ul style="list-style-type: none"> <li>• Branding at the Chairman's Reception</li> <li>• Speaking Opportunity at event</li> <li>• 75 Attendees</li> <li>• Social Media Mentions</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> <li>• [1] Conference Registration</li> <li>• [2] Chairman's Reception Tickets</li> </ul> <p>Please note that this investment opportunity does not include the Business Exchange (Reverse Trade Show).</p>	<b>\$5,000</b>
<b>EDUCATIONAL SESSIONS</b>	<ul style="list-style-type: none"> <li>• Branding at the Session</li> <li>• Speaking Opportunity at Session</li> <li>• 75 Attendees</li> <li>• Social Media Mentions</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> <li>• [1] Conference Registration</li> <li>• [1] Chairman's Reception Ticket</li> </ul> <p>Please note that this investment opportunity does not include the Business Exchange (Reverse Trade Show).</p>	<b>\$4,000</b>  Six (6) Investment Partnerships Available
<b>BOARD MEETING BREAKFAST/LUNCHEON</b>	<ul style="list-style-type: none"> <li>• Present your destination or service to the NCBMP Board which is estimated value of 60,000 room nights.</li> </ul>	<b>\$3,500</b>  Two (2) Investment Partnerships Available
<b>REFRESHMENT BREAKS</b>	<ul style="list-style-type: none"> <li>• 200-300 attendees</li> <li>• AM and PM Breaks</li> <li>• Signage at Breaks</li> <li>• Branding at Breaks</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> </ul> <p>Please note that this investment opportunity does not include the Business Exchange (Reverse Trade Show) and/or Conference Registration.</p>	<b>\$2,500 (per break)</b>  Four (4) Investment Partnerships Available

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<p><b>STATE OF BLACK TOURISM – GENERAL SESSION, BREAKFAST, RECEPTION</b></p>	<p><b>“The State of Black Tourism,”</b> scheduled for Wednesday, September 12, at the National Press Club in Washington, DC, will allow attendees to recognize the significant, undisputable power we own within the meetings industry and how we can positively change the conversation through our buying power. In its fourth year, it will again feature a lively panel discussion with industry professionals and executives from organizations.</p> <ul style="list-style-type: none"> <li>• 150-250 attendees</li> <li>• Event Signage</li> <li>• Branding at the Sponsor Reception</li> <li>• Speaking Opportunity at event</li> <li>• Social Media Mentions</li> <li>• E-blasts</li> <li>• NCBMP Website: Banner Ad (3 months)</li> <li>• NCBMP Website: Logo</li> <li>• Fall Conference Booklet: Logo</li> <li>• Sponsor Reception Invitations</li> <li>• Conference Registrations</li> <li>• Reserved Seating</li> <li>• Video Branding during Opening General Session</li> <li>• Words of Welcome at Opening General Session</li> <li>• Attendee Listing</li> </ul> <p>* NOTE: Benefits will be based on strategic investment level (financial and time).</p>	<p><b>\$35,000</b></p> <p>Multiple Investment Partnerships Available</p>



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## 2018 INVESTMENT OPPORTUNITY COMMITMENT FORM

Please complete this form and forward to [info@ncbmp.org](mailto:info@ncbmp.org) or contact the Chair, Sponsorship Committee:

Ana Aponte-Curtis, Chair  
[aapontecurtis@gmail.com](mailto:aapontecurtis@gmail.com)  
 443-520-0373

We are proud to make a commitment as an Investment Partner for the:

- 2018 State of Black Tourism, Washington, DC, Wednesday, September 12 (during Congressional Black Caucus)
- 2018 Annual Fall Conference, New Orleans, LA, Wednesday, November 28 – Saturday, December 1

<b>Financial Investment Amount:</b>	
<b>Investment Package:</b>	
<b>Organizational Goal:</b>	
<b>Company/Organization:</b>	
<b>Company Website:</b>	
<b>Primary Contact:</b>	
<b>Email Address:</b>	
<b>Office Mailing Address:</b>	
<b>Phone - Business:</b>	
<b>Phone - Cell:</b>	

<b>Printed Name (Sponsor Contact)</b>	<b>Signature</b>	<b>Date</b>
<b>Printed Name (NCBMP Contact)</b>	<b>Signature</b>	<b>Date</b>
<b>Printed Name (NCBMP Executive Committee Member)</b>	<b>Signature</b>	<b>Date</b>