

**NATIONAL** BLACK MEN  
**IN LEADERSHIP**  
CONFERENCE

**THE POWER OF US**



**CORPORATE SPONSORSHIP GUIDE**

## Join Us as a Sponsor of the 2025 National Black Men in Leadership Conference: The Power of Us

We invite you to be part of a transformative experience as a sponsor of the **National Black Men in Leadership Conference: The Power of Us** – a groundbreaking event that elevates the leadership, legacy, and impact of Black men across multiple sectors. The conference is being held on Thursday, August 14, 2025 at Huntington Place, Detroit, MI. This powerful event brings together Black men and allies in business, education, community leadership, and entrepreneurship to celebrate achievements, share strategies, and take bold strides toward a more inclusive and empowered future.

At its heart, *The Power of Us* recognizes the strength found in unity—and the momentum that comes when Black men are seen, heard, and celebrated in leadership. As a sponsor, your organization will align with a mission rooted in empowerment, collaboration, and systemic change. You'll gain access to a highly engaged audience of professionals, changemakers, and future leaders—while positioning your brand as a committed partner in advancing equity and representation.

### Key Objectives We Advance Together:

- **Empowerment** – Equip Black men with the tools, confidence, and resources to lead.
- **Collaboration** – Build bridges across industries and sectors.
- **Allyship** – Strengthen support networks that amplify Black leadership.
- **Inclusion & Representation** – Inspire action toward greater leadership representation.
- **Mentorship & Scholarships** – Invest in future leaders through funding and guidance.
- **Economic Advancement & Visibility** – Elevate Black-owned businesses, entrepreneurs, and community organizations by providing a platform to showcase services, expand networks, and generate new opportunities for growth and partnership.
- **Celebration of Impact** – Uplift the excellence of Black men shaping today and tomorrow.

Your partnership as a sponsor is a commitment to building legacy. A legacy where Black men are empowered, supported, and positioned to thrive in every space they lead. We look forward to standing alongside you as a valued partner in this transformative experience.

With sincere gratitude and anticipation,

**Darlene King-Turner**  
Chief Executive Officer

*Darlene King - Turner*

**Ivy Hunter**  
Director of Events

*Ivy Hunter*



# 2025 SPONSORSHIP

## MISSION, VISION, AND PURPOSE

The National Black Men in Leadership Conference is dedicated to advancing, supporting, and developing Black men in leadership roles through professional and personal development, mentorship, education, and community engagement. By fostering allyship and collaboration, the summit creates lasting change, celebrates achievements, and promotes equity. Over the past five years, we've empowered Black leaders, embraced growth opportunities, and driven positive impact across industries and communities, shaping a future where Black leadership thrives.



# OVER 2K ATTENDEES

## FROM 2020- PRESENT

Proven Success and Industry Impact since 2020, the conference has drawn attendees and leaders from diverse industries such as technology, healthcare, business, and nonprofits. It has become a highly anticipated event that fosters the advancement of Black leadership, empowerment, allyship, and offers invaluable networking opportunities.



## CORPORATE AND COMMUNITY PARTNERSHIPS

Strong partnerships with corporations and community organizations, securing funding, mentorship, scholarships, and resources to support the growth of Black leaders and entrepreneurs.



## 100K+ SCHOLARSHIPS

Supporting Young Black Men in Education by eliminating barriers to pursuing higher education and career advancement.



## LEADERSHIP AWARDS

Recognizing outstanding individuals and organizations across various sectors:

- Business Leadership Award
- Entrepreneurship Award
- Community Leadership & Advocacy Award
- Education & Mentorship Excellence Award
- Civic Engagement & Public Service Award
- Innovative Leadership in the Arts & Culture Award
- Emerging Leader Award
- Mental Health Advocacy & Wellness Leadership Award
- Organizational Leadership Award



## BUSINESS COMMUNITY EXPO

Empowering Black-owned businesses by fostering economic growth and providing valuable networking opportunities.



## MENTORSHIP CORNER

Connecting Mentors and Mentees. Facilitating impactful mentorship relationships that support college students' career growth, leadership development, and help them succeed in their future careers.



## CORPORATE SOCIAL RESPONSIBILITY (CSR)

Engages organizations in CSR initiatives, fostering social and economic responsibility, reinforcing commitment to equity, and contributing to sustainable development through actionable support.



A smiling man with a beard and glasses, wearing a dark suit, white shirt, and patterned tie, stands in the foreground with his arms crossed. He is surrounded by a crowd of people in business attire, blurred in the background, suggesting a busy city street or conference. The overall image has a dark, muted color palette.

BECOME A  
SPONSOR



# WHY SPONSOR?

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## **Brand Visibility**

Gain exposure to a targeted, engaged audience of Black professionals and leaders through integrated branding, digital campaigns, and on-site recognition.

## **Business & Community Engagement**

Support and engage with Black-owned businesses and community organizations through our Business & Community Expo, fostering new relationships and lasting partnerships.

## **Talent & Leadership Pipeline**

Access top Black talent and rising leaders—ideal for recruitment, mentorship, and thought partnership opportunities.

## **Networking & Influence**

Connect with a powerful community of executives, entrepreneurs, educators, and advocates committed to creating meaningful change.

## **Values-Driven Impact Through Corporate Responsibility**

Showcase your organization's commitment to equity, inclusive leadership, and meaningful community engagement by investing in impactful initiatives that uplift Black excellence and drive lasting change.

## **Cultural and Organizational Impact**

Promote a culture of inclusive leadership and systemic change, empowering attendees to become advocates for diversity and equity in their respective spaces

## **Strengthening Community Networks**

Create long-lasting connections between leaders, businesses, and community organizations, strengthening networks for mutual growth and support.

# WHAT YOU'LL EXPERIENCE

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- **Dynamic Speakers and Facilitators** – Thought leaders and trailblazers driving impact and innovation.
- **Interactive Workshops & Panels** - Centering bold conversations, strategy-sharing, and leadership tools.
- **Networking Opportunities** – Build relationships with mission-aligned peers, mentors, and change agents.
- **Business & Community Expo** – Spotighting Black-owned businesses and organizations.
- **Scholarship Presentation** – Honoring young Black men committed to academic excellence and leadership.
- **Leadership Award Ceremony** – Celebrating Black men making transformative contributions in their fields and communities.



# Sponsorship Features & Packages

BENEFITS: Branding & Recognition	LEGACY \$50,000+	VISIONARY \$35,000+	PIONEER \$25,000+	PILLAR \$15,000+	EMPOWERMENT \$10,000+	UNITY \$7,000+	IMPACT \$5,000+
Logo Placement featured prominently on the Welcome Banner, event signage, slides, and throughout the venue	✓	✓	✓	✓	✓	✓	✓
Inclusion in press releases and media kits	✓	✓	✓	✓	✓	✓	✓
Logo on Marketing Materials included in all pre-event, during, and post-event communications, such as email communications, event website, program and branded social media posts.	✓	✓	✓	✓	✓	✓	✓
Sponsor Produced Ad in the conference program, showcasing your company's commitment to supporting Black leadership	<i>*Includes full-page color ad*</i>	<i>*Includes full-page color ad*</i>	<i>*Includes full-page color ad*</i>	<i>*Includes half-page color ad*</i>	<i>*Includes half-page color ad*</i>	<i>*Includes quarter-page color ad*</i>	<i>*Includes quarter-page color ad*</i>
Video Feature played during event breaks, prior to the keynote address, and throughout selected times during the event highlighting your company and values	<i>*Includes 45-second video*</i>	<i>*Includes 45-second video*</i>	<i>*Includes 30-second video*</i>	<i>*Includes 20-second video*</i>			
Sponsor Recognition and verbal acknowledgment during opening and closing remarks, as well as throughout the event	✓	✓	✓	✓	✓	✓	✓
Provide branded promotional items or brochure in the Welcome Bags for all attendees	✓	✓	✓	✓			
Social Impact							
Present Leadership Awards of your choice during the ceremony, with recognition and photo opportunities	<i>*Includes two (2) Leadership awards*</i>	<i>*Includes two (2) Leadership awards*</i>	<i>*Includes two (2) Leadership awards*</i>	<i>*Includes one (1) Leadership awards*</i>			
Highlighted as a community impact partner in relevant media and PR outreach, amplifying your brand's alignment with equity, education, and leadership development	✓	✓	✓	✓	✓		
Present Scholarship(s) for HS students during the ceremony, with recognition and photo opportunities	<i>*Includes two (2) recipients with a total of \$3k for each*</i>	<i>*Includes two (2) recipients with a total of \$2k for each*</i>	<i>*Includes two (2) recipients with a total of \$1.5k for each*</i>	<i>*Includes two (2) recipients with a total of \$1k for each*</i>	<i>*Includes one (1) recipient with a total of \$1k for each*</i>		
Access to a private networking moment with scholarship recipients	✓	✓	✓	✓	✓		
Engagement Opportunities							
Meet & Greet with Keynote Speaker (includes photo op)	✓	✓	✓	✓	✓		
Access & Seating included for all plenary sessions and access passed for reception	<i>*Includes Premier Seating for fifteen (15) at conference and access to reception*</i>	<i>*Includes Premier Seating for ten (10) at conference and access to reception*</i>	<i>*Includes Premier Seating for ten (10) at conference and access to reception*</i>	<i>*Includes Preferred Seating for eight (8) at conference and access to reception*</i>	<i>*Includes Preferred Seating for eight (8) at conference and access to reception*</i>	<i>*Includes Priority Seating for six (6) at conference and access to reception*</i>	<i>*Includes Priority Seating for four (4) at conference and access to reception*</i>
A speaking opportunity during a plenary session or featured breakout session	✓	✓	✓	✓	✓		
Premium exhibitor table in high-traffic area: Includes table covering, (2) chairs, power, and one-on-one engagement opportunities	✓	✓	✓	✓			



Your partnership makes this possible. We'd be honored to discuss how your organization can join us in advancing inclusion, leadership, and community empowerment. Let's collaborate and build an unforgettable, transformative experience that drives lasting impact.

To discuss sponsorship opportunities, contact:

Ivy Hunter  
Director of Events and Programming  
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[www.theunitycollaborative.com](http://www.theunitycollaborative.com)

Thank you for your commitment to creating meaningful change—we look forward to partnering with you!

