



7TH ANNUAL

# AFRICAN AMERICAN LEADERSHIP SUMMIT & DIVERSITY CAREER EXPO

APRIL 13, 2023

**On behalf of the African American Leadership Association Summit Committee, it is our pleasure to invite you to participate in our 7th Annual African American Leadership Summit & Diversity Career Expo.**

Our summit location in Pittsburgh, Pa, offers your organization an exciting level of exposure and entrée to a growing, dynamic, and influential component of the African American community and community of color.

The African American Leadership Summit & Diversity Career Expo provides a platform for regional leaders to come together for a day of activities centered on leadership. The day of the event includes breakfast, lunch, promotional items, national speakers, workshops, career expo, and other opportunities.

Strategic leadership by diverse communities of color is growing at an unprecedented rate. Participation in the Career Expo provides the opportunity to market your organization and gain exposure to this important demographic. In addition, conference sponsorship serves as a key method of promoting your organization as a strong community advocate. We are confident that the sponsorship packages presented in this proposal will align well with your organization's goals of people of color leadership in your community.

In closing, we would like to thank you for the opportunity to present you with our sponsorship package. We believe the sponsorship opportunities presented here will provide an exciting marketing opportunity for your business. We are enthusiastic about your participation and looking to work in concert with your organization.

## **Darcel Madkins, President**

African American Leadership Association

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☎ 412.589.1358

✉ info@aalapgh.com

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P.O. BOX 10652  
PITTSBURGH, PA 15235



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## African American Leadership Summit & Diversity Career Expo

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### Pittsburgh Marriott City Center

112 Washington Place, Pittsburgh Pa 15219

- Become A Sponsor
- Share mission and promote your brand
- Network and build relationships with diverse community change agents
- Select a sponsorship level to match your organization interest

#### OUR SUMMIT

AALA offers a different type of power and place for people of color than what is offered by the traditional leadership sector. The theme of our 7th Annual Summit, Beyond Leveling Up Next Level...Next Strategy...Next Action, highlights ways in which we can continue to leverage the collective strength of our resources in ways which can positively impact communities of color. Taking place in Pittsburgh Marriott City Center 112 Washington Place Pittsburgh Pa, 15219, **Thursday, April 13, 2023**, this conference provides platform for key issues within the community to be explored, discussed, and disseminated. It allows space for dialogue to confine, building the knowledge base and capacity of people of color to inform and strengthen inclusive workplaces.

Due to a diverse and interesting program, the summit continues to build its summit attendance, with prominent organizations, foundations, corporations, and community leaders. Supporters of AALA encompass a variety of sectors, from community organizations, foundations, government, banking, the law, private industry, public policy, and education. Annually attended by up to 200 individuals, this event is one of the leading summits of leadership development amongst communities of color.

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## SPONSORSHIP OPPORTUNITIES

### \$20,000 – Diamond Sponsor

The highest level in celebration of our 7th Annual Summit (2 Available)

- 16 Complimentary for Summit & Expo Registration
- 4 Complimentary for Welcome Reception
- A Full-Page Ad in the Summit & Career Expo digital program
- Diversity Career Expo Exhibit Space
- First right of refusal in 2023
- Inclusion in all Summit & Career Expo-related Press Releases
- Keynote introduction sponsor/branding

- Logo Placement and a link on the AALA website
- Mentions across all AALA/AALF's social media platforms, reaching over 5K subscribers
- Opportunity for a representative to speak at the Welcome Reception and/or Summit
- Opportunity to provide bag inserts for attendee's gift bags
- Signage at the venue

### \$10,000 – Platinum Sponsors

- 2 Complimentary Registration Welcome Reception
- 8 Complimentary for Summit & Expo Registration
- A Full-Page Ad in the Summit & Career Expo digital program
- Diversity Career Expo Exhibit Space
- Inclusion in all Summit & Career Expo-related Press Releases

- Logo Placement and a link on the AALA website
- Mentions across all AALA social media platforms, reaching over 5K
- Opportunity to provide bag insert for Attendee Gift Bags
- Signage at the venue

### \$5,000 – Gold Sponsors

- 2 Complimentary for Welcome Reception
- 4 Complimentary for Summit & Expo Registration
- A Full-Page Ad in the Summit & Career Expo digital program
- Diversity Career Expo Exhibit Space
- Inclusion in all Summit & Career Expo-related Press Releases

- Logo Placement and a link on the AALA website
- Mentions across all AALA social media platforms, reaching over 5K
- Opportunity to provide bag inserts for attendee's gift bags
- Signage at the venue

### \$3,000 – Silver Sponsors

- 2 Complimentary Registration Welcome Reception
- 2 Complimentary Registration Summit & Expo Registration
- A Half-Page Ad in the Summit & Career Expo digital program
- Inclusion in all Summit & Career Expo-related Press Releases
- Logo Placement and a link on the AALA website

- Mentions across all AALA social media platforms, reaching over 5K
- Opportunity to provide bag inserts for attendee's gift bags
- Signage at the venue

### \$1,500 – Media & Partner Sponsor

- 2 Complimentary Registration Welcome Reception
- 2 Complimentary Registration Summit & Expo Registration
- A Half-Page Ad in the Summit & Career Expo digital program
- Inclusion in all Summit & Career Expo-related Press Releases
- Mentions across all AALA social media platforms, reaching over 5K

- Logo Placement and a link on the AALA website
- Opportunity to expose your media organization to influential people of color
- Opportunity to provide bag inserts for attendee's gift bags
- Signage at the venue



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## ARTWORK SUBMISSION

Please fill out the following form to confirm your sponsorship. Completed forms can be returned by mail (AALA/AALF, P.O. Box 10672, Pittsburgh, PA 15235) and/or website ([www.aalapgh.com](http://www.aalapgh.com)).

<b>PREFERRED FORMAT:</b>	Ads must be submitted via email as a single-page, high quality PDF using 300 dpi, press-quality settings. Logos must be in JPG, PNG or EPS format at 300 dpi or higher.
<b>AD SIZE/LAYOUT:</b>	Full Page (7.5"w X 10"h)   Half Page (7.5"w X 5"h)   Qtr. Page (3.75"w X 5"h)
<b>RESOLUTION:</b>	All PDFs must contain 300-dpi image files and 1200-dpi for line art. Ads and Logos with lower resolution will result in an inferior print quality and appearance.
<b>OTHER INFORMATION:</b>	PDFs should have no compression and all fonts must be embedded.

Ads and/or company logo should be ready and received by **Monday, March 6, 2023**.  
Email all artwork to Clinetta Jackson at [info@aalapgh.com](mailto:info@aalapgh.com).

### CONTACT INFORMATION

COMPANY/ORGANIZATION: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

### PAYMENT OPTIONS

PLEASE SEND ME AN INVOICE

I HAVE ENCLOSED A CHECK MADE PAYABLE TO AFRICAN AMERICAN LEADERSHIP FOUNDATION (501(c)(3) EIN #85-0950076)

### SPONSORSHIP LEVELS

\$20,000 DIAMOND SPONSOR       \$5,000 GOLD SPONSOR       \$1,500 MEDIA & PARTNER SPONSOR

\$10,000 PLATINUM SPONSOR       \$3,000 SILVER SPONSOR

### REPRESENTATION

YES, my company/organization will send a representative       NO, a representative will not attend the summit

YES, my company/organization will be an exhibitor (Diamond, Platinum, Gold, ONLY)

SIGNATURE: \_\_\_\_\_ DATE: \_\_\_\_\_

**NOTE:** For maximum benefit of sponsorship, please respond promptly. The requested deadline for sponsorship commitment is **Monday, March 6, 2023**. Once we receive your sponsorship form, our Event Coordinator will be contact with you to discuss event arrangements, sponsorship benefits and recognitions.



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## INVITATION TO PARTICIPATE IN 2023 DIVERSITY CAREER EXPO

African American Leadership Association invites you to take this opportunity to be part of the 1st Diversity Career Expo for people of color on **Monday, March 6, 2023**. The Diversity Career Expo will be held at the Pittsburgh Marriott City Center.

### AGENDA FOR EXHIBITORS

<b>7:30am – 8:30am</b>	<ul style="list-style-type: none"> <li>• Arrivals: volunteers will assist with uploading of materials</li> <li>• Check-in and collect registration packets</li> </ul>
<b>8:30am – 1:00pm</b>	<ul style="list-style-type: none"> <li>• Diversity Career Expo – Conference Attendees Only</li> </ul>
<b>1:00pm – 4:00pm</b>	<ul style="list-style-type: none"> <li>• Diversity Career Expo – ALL</li> <li>• Exhibitors conduct on-site interviews.</li> </ul> <p><i>Last interview must be scheduled to begin by no later than 3:30 pm. Information regarding the exact location will be provided to you prior to the fair.</i></p>

### REGISTRATION INFORMATION

To register for the 2022 Diversity Career Expo, submit your completed Registration Form, Company Profile, and Registration Fee. Your brief company profile (**maximum of 300 words – submitted by no later than Monday, March 6, 2023**) will be included in the 2023 Program Booklet. Please send via pdf or word file to [info@aalapgh.com](mailto:info@aalapgh.com).

Once your registration materials have been received by the Conference Event Coordinator, a confirmation notice will be emailed to you. If you do not receive a notice within 10 business days after sending your registration materials, please contact our office at **412-589-1358** to confirm receipt of your registration form.

### CONTACT INFORMATION

You may submit your registration forms via website ([www.aalapgh.com](http://www.aalapgh.com)), email ([info@aalapgh.com](mailto:info@aalapgh.com)), or mail. Mail all registration materials and/or check payments to: **AALA Attention: Diversity Career Expo, P.O. Box 10652, Pittsburgh, PA 15235**. You may also contact us phone at **412-589-1358** at any time if you have any questions or concerns about the registration process or the Career Expo.

### CANCELLATION POLICY

**NO REFUNDS WILL BE GRANTED AFTER Monday, March 6, 2023**. Please inform us of your inability to attend should a conflict arise before this deadline. If your registration is received after **Wednesday, March 6, 2023**, the registration fee will not be refunded. Substitutions of registered reps are allowed.

Only written requests for refunds received before **Monday, March 6, 2023**, will be considered. Please send your requests to [info@aalapgh.com](mailto:info@aalapgh.com). Approved check refunds will be processed after **April 6, 2023**.

- ☎ 412.589.1358
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- 🌐 [aalapgh.com](http://aalapgh.com)
- 📌 [aalapgh](https://www.facebook.com/aalapgh)

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## 2023 DIVERSITY CAREER EXPO BUSINESS REGISTRATION FORM

Early Registration Fee Deadline: Mon., March 6, 2023 | Rolling Registration after Mon., March 6, 2023.

- My company/organization will participate on April 13, 2023
- We will conduct on-site interviews on April 13, 2023
- (Enter Number) of our representatives will be attending this fair – see “Attending Reps Policy”

COMPANY/ORGANIZATION: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

TITLE: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ STATE: \_\_\_\_\_ ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ EMAIL: \_\_\_\_\_

WEBSITE URL: \_\_\_\_\_

### REPRESENTATION

REP ATTENDING \_\_\_\_\_ TITLE \_\_\_\_\_

2ND REP ATTENDING \_\_\_\_\_ TITLE \_\_\_\_\_

### EXHIBIT DAY & INTERVIEW DAY OPTIONS

Additional Accommodations: \_\_\_\_\_ POWER OUTLET: \_\_\_\_\_ OTHER (indicate): \_\_\_\_\_

<b>FOR-PROFIT ORGANIZATION REGISTRATION FEE</b> (up to two registered persons)	\$250 Early Registration   \$300 After Mar. 6, 2023	
<b>NON-PROFIT ORGANIZATION REGISTRATION FEE</b> (up to two registered persons)	\$150 Early Registration   \$200 After Mar. 6, 2023	
<b>2023 SPONSOR</b>	Fees included in Sponsorship Package	
<b>INTERVIEWING SUITE FEE</b>	\$25	

TOTAL: \_\_\_\_\_

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