



## **Metro New York Chapter**

National Black MBA Association, Inc.

P.O. Box #8135, New York, NY 10116

[www.nyblackmba.org](http://www.nyblackmba.org)

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Chapter Phone: 212 202 7544

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# **Corporate Partnership Deck 2013**

## 21<sup>st</sup> CENTURY AND BEYOND NEW MISSION / NEW VISION

Corporate Partners and Friends,

Hello, I am Derrick Bryant, President of the Metro NY Chapter of the National Black MBA Association. On behalf of our chapter and our administration, we would like to thank you in advance for your time, and look forward to soon building a strong and mutually beneficial relationship.

### Dedication to the Members

As the global business landscape evolves, so must the initiatives our organization utilizes to support the professionals we represent. As such, the programs and events we have planned for 2013 are slated to positively impact the lives of our members and our community, both professionally and socially. High School Mentoring, Community Involvement, Career Development, Employment Services – these are the hallmarks of the National Black MBA Association. However, the success of our programs and services are dependent upon the involvement of our corporate partners, who have historically shown their commitment to our goals, aspirations, and ever-growing legacy. We in turn, realize the importance of returning the favor, and exhibiting our value.

### Value Proposition for Corporate Partners

Whether our partnership was in the past, is current, or is yet to be, this Chapter would not be a tremendous success for its members or community without Corporate Partner support. And we see continued INCREASED investment from our corporate partners because of the value we provide:

- Access to talented MBA students and experienced professionals
- Participation in our career receptions and employment and job listing services
- Increased visibility through marketing and public relations opportunities with our membership
- Marketing/branding opportunities in creating/sponsoring key events and participating as speakers
- Diversity exposure for your Company executives
- Public relations via community involvement
- Tax underwriting opportunities

### Principles

We are committed to growing and deepening our corporate partnerships, and thus honor the following principles:

- Grow our Strategic Alliances by diversifying our Corporate Relationships
- Create value-driven initiatives that effectively meet the needs of our internal and external constituents
- Honor all of our obligations with the highest level of integrity and professionalism

We treat our partnerships seriously. Please keep in touch with our Director of Corporate Relations, John N. Harris, at [corprelations@nyblackmba.org](mailto:corprelations@nyblackmba.org), or 631-806-9722, as the year progresses to stay top-of-mind on our events and successes, and to integrate your firm's goals with the NY Metro Chapter. We look forward to serving our members, corporate partners and the Metro New York community. Please join us in making 2013 epic!



Derrick Bryant  
President, Metro New York NBMBAA

## Officers

Derrick Bryant, President  
Michelle McCleary, Vice President – Administration  
Michele Knox Noble, Vice President – Operations  
Simone Thomas, Vice President – Communications  
Joseph McKenna, Treasurer

## Directors

Corporate Relations: John N. Harris  
Community Relations: Cherrie Illidge-McKenna  
Cultural Affairs: Tiffany Duncan  
Economic Development: Vacant  
Employment: Andrew Hamilton  
Finance: Anthony Anglade  
C.A.S.H. Program: Tyrone Scott  
Membership: Kathy James  
Student Relations: Chantale Pierre-Louis  
Webmaster: Stanley Harris

## 2012 NY Metro Corporate Sponsors

American Express  
American Association of Advertising Agencies XM  
AXA Equitable  
Bank of America  
Bank of New York Mellon  
Brown Brothers Harriman  
Capital One Bank  
Fordham University  
GE  
Google  
Kaplan  
Moody's  
New York Life  
New York Times  
Sirius XM  
Teach for America  
Wells Fargo



## Metro New York Chapter Profile

Founded: 1970  
Incorporated 501(c)3 in 1994

**Membership: 700+ official card-carrying members**  
(business professionals and students), **plus over 4,000 additional** diverse professionals connected through email lists, Facebook, Twitter, LinkedIn, and our network of local area MBA student associations

**Mission:** Lead in the creation of economic and intellectual wealth for the Metro New York African-American Community.

**Commitment:** We have a strong commitment to public service and educational programming for professional and executive career development of our members.

**We are the premier, 'go-to' business organization for diverse professionals in Metro New York.**

## Our *operating principles* uniquely position us as the premiere “go-to” business organization in Metro New York

### Chapter Operating Principles

- Attract, develop and retain members of the highest integrity
- Ensure that the full breadth of our mission resonates with members, partners and community
- Provide continuing executive and professional development business education and programming
- Develop programs, projects, and services with measurable results
- Create opportunities to link business professionals with Corporate Partners, including mentoring
- Maintain a strong presence in community and economic development activities
- Develop and implement public service programs to:
  - Provide scholarships / financial support for business students (Ph.D., graduate, and undergraduate)
  - Promote volunteer service in the community
- Ensure that financial resources of the Chapter are sufficient to assure continuity

## Chapter Details

### Chapter Statistics

#### NY Black MBA Communication stats (2012):

- Over 4,000 professionals in our network
- 41 years serving the New York community
- 10,016 Website Visits from 4/1/12 to 12/20/12 (approximately 1,200 per month!)
- 6,294 Unique Visitors from 4/1/12 to 12/20/12
- 25,148 Page views, 2.51 Pages/Visit from 4/1/12 to 12/20/12
- 2 minutes 39 sec Average Time on Site
- 61.05% New Visits
- Average 3 emails/Social Media blasts per week (more for corporate partner events and messaging)

#### Member Stats (2012):

- 50.6% Female, 49.4% Male
- Age ranges (21-30: 52.3%, 31-40: 33.9%, 41 and over: 13.6%)
- 70% of Members have household incomes of \$90K+
- Years of Experience (0-2 yrs: 5.1%; 3-5 yrs: 30%; 6-10 yrs: 36%; 11-14 yrs: 12.0%; 15 yrs or more: 16.8%)
- Our Members engage in over **40 different job categories** ranging from:
  - Advertising/Media/Communications: 5.3%
  - Education/Non-Profit: 8.8%
  - Financial/Accounting: 38.4%
  - Healthcare: 5.5%
  - Legal: 1.5%
  - Marketing/Sales/Research: 14.6%
  - Operations Management/Consulting: 7.2%
  - Technology/IT/Telecommunications: 12.1%

# Demonstrated Success: 2012's Calendar of Events

One of our Most Active & Successful Programming Years since our founding in 1970!

| <u>Date</u> | <u>Event Type</u>              | <u>Event</u>   |
|-------------|--------------------------------|--|
| 11/29/12    | 22nd Annual Gala               | Scholarship Reception (sponsored by <b>11 New York area corporate partners</b> ) |
| 10/21/12    | Community/Cultural Affairs     | 2012 Breast Cancer Walk  |
| 10/17/12    | Membership                     | Quarterly Membership Meeting   |
| 10/2/12     | Corporate Relations            | Capital One Bank Event: "The Capital One Story"                                  |
| 9/22/12     | Student Relations              | Pre-Conference Mock Interview Event  |
| 9/19/12     | Corporate Relations            | AXA Equitable Networking Event   |
| 9/13/12     | Corporate Relations            | GE Capital Event: Pre-Conference Event   |
| 9/11/12     | Mentorship                     | "The Deal" Internet Radio  |
| 9/6/12      | Corporate Relations/Mentorship | BNY Mellon Event: Networking and Meet the Managers                               |
| 9/4/12      | Mentorship                     | "The Deal" Internet Radio  |
| 8/25/12     | Community/Cultural Affairs     | Family Day - Mets Game at Citifield Stadium                                      |
| 8/8/12      | Community                      | New York Black Social Media Presentation   |
| 6/22/12     | C.A.S.H./LOT                   | C.A.S.H. Graduation  |
| 6/15/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Case Competition   |
| 6/2/12      | C.A.S.H./LOT                   | C.A.S.H. Program: Community Service  |
| 5/20/12     | Community/Cultural Affairs     | AIDS Walk New York   |
| 5/18/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Case Competition   |
| 5/11/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Case Competition Preparation                                   |
| 5/10/12     | Employment/Corp Relations      | NBMBAA Career Fair   |
| 4/27/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Kaplan SAT Prep Session  |
| 4/20/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Financial Literacy II: Budgeting & Understanding Credit        |
| 4/13/12     | Community                      | Fordham BHMBAA 8 <sup>th</sup> Annual Banquet                                    |
| 3/30/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Financial Literacy I: Introduction to the Stock Game           |
| 3/22/12     | Corporate Relations            | Google Networking Event  |
| 3/17/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Resume writing & Interviewing Skills                           |
| 3/12/12     | Webmaster                      | Website launch of Job Bank   |
| 3/2/12      | C.A.S.H./LOT                   | C.A.S.H. Program: Using MS Office Suite for Effective Communication              |
| 2/28/12     | Corporate Relations            | Moody's Event: "Wall Street in the Black: Insight on Success from Trailblazers"  |
| 2/24/12     | Corporate Relations            | LIU Brooklyn BHM Event   |
| 2/10/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Business Etiquette   |
| 2/9/12      | Corporate Relations            | Wells Fargo Event  |
| 2/3/12      | C.A.S.H./LOT                   | C.A.S.H. Program: How to use Social Media wisely                                 |
| 1/20/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Overcoming Stereotypes   |
| 1/18/12     | Membership                     | General Membership Meeting   |
| 1/13/12     | C.A.S.H./LOT                   | C.A.S.H. Program: Writing College Essays   |
| 1/6/12      | C.A.S.H./LOT                   | C.A.S.H. Program: How to Pay for College   |

*We much prefer to offer our programs and services within Partnership Package Options with discounted investment levels to ensure long term, and well integrated corporate partnerships. We offer 5 such Levels below:*

## ▶ **Diamond Partnership Level - \$30,000**

- Formal Advisory Board Seat (for 1 year)
- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship: Gold C.A.S.H. sponsor level (includes PR)
- Publication Announcement Service
- Website Integration Service - 12 months
- Job Listing Service - 12 months
- Scholarship Sponsorships (one \$1k, one \$2k, and one \$3k scholarship to up to three different schools citywide)

## ● **Platinum Partnership Level - \$25,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Publication Announcement Service
- Website Integration Service - 12 months
- Job Listing Service - 12 months
- Scholarship Sponsorships (one \$1k, one \$2k, and one \$3k scholarship to up to three different schools citywide)

## ● **Gold Partnership Level - \$15,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service - 6 months
- Job Listing Service - 6 months
- Scholarship Sponsorships (one \$1k, one \$2k, and one \$3k scholarship to up to three different schools citywide)

## ■ **Silver Partnership Level - \$10,000**

- Table of 10 seats at the 22nd Annual Scholarship, Partnerships, and Awards Gala
- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service - 6 months
- Job Listing Service - 6 months
- Scholarship Sponsorships (one \$1k scholarship)

## ◇ **Bronze Partnership Level - \$5,000**

- Employer Table at our Spring Career Fair
- Corporate Sponsored Event
- C.A.S.H. Sponsorship
- Website Integration Service (no job listings) - 3 months
- Scholarship Sponsorships (one \$1k scholarship)

## Program Options

| Name of Program                          | Audience Targeted                                   | Date  | Description  | Cost *  | Comments  | Logistics   |
|--|---|---|--|---|---|---|
| <b>Website Communications</b>            | NY BMBAA network (MBA Students & Professional MBAs) | 1 month, 3 month, 6 month, and 12 month options | The Chapter Website is not only a vehicle of communication with our members regarding organizational information, it is also a vehicle for our Corporate Partners to communicate with and advertise to our members. <a href="http://www.nyblackmba.org">www.nyblackmba.org</a> | 1 month--\$500,<br>3 months--\$700,<br>6 months--\$1,200,<br>12 months--\$2,000 (Fees for non-partners) | Advertising Opportunities<br><ul style="list-style-type: none"> <li>▪ Sponsor Product / Service Advertising</li> <li>▪ Web Site Corporate Logo Posted with Link</li> <li>▪ Email Marketing</li> </ul> | Donation or gift-in-kind contribution of website technical support and services needed. |
| <b>Website Job Listing Service</b>       | NY BMBAA network (MBA Students & Professional MBAs) | 1 month, 3 month, 6 month, and 12 month options | <b><u>All the benefits of the Website Communications Service listed above, plus:</u></b> Unlimited Job postings onto our Metro New York Chapter website. In addition, resumes that are uploaded to the site by NY BMBAA members are viewable by corporate partners.            | 1 month--\$800,<br>3 months--\$1000,<br>6 months--\$1500,<br>12 months--\$2,300 (Fees for non-partners) | Jobs posted in our Metro New York Chapter website. Also, resumes uploaded to the site are viewable by corporate partners  | Most website access given to corp partners to manage logistics                          |
| <b>Partnership Press Release Service</b> | New York area media outlets                         | Dependent on corporate partner request          | Dedicated, experienced MBA PR team releasing press releases of our partnership activities through our network of professional MBA media and advertising contacts   | \$2,000--\$10,000 value depending on time and resources requested                                       |   | Requires partnership between our PR team and the PR team of our corporate partners      |

## Professional Networking

Market Your Company & Brand to a Targeted, Diverse Audience

| Name of Program                             | Audience Targeted   | Date   | Description   | Cost *  | Comments   | Logistics  |
|---|---|--|---|---|--|--|
| <b>Customized Corporate Sponsored Event</b> | Sponsor's Internal Employees, NY BMBAA network (MBA Students & Professional MBAs) | Date to be scheduled at convenience of corporate partner | Corp Sponsored Events are developed for companies looking to give panel speeches, networking events, or internal discussions co-sponsored with the NY Black MBA name. The programs take the format of panel discussion and Q&A. The program is geared toward career management issues, training needs of senior professionals, branding to an outside audience, and networking with a diverse audience. | \$5,000 Fee for Non-Partners, Plus venue and food | This event should generate over 100 NY BMBAA attendees. Corporate Partners typically participate as panelists and or moderators.                       | Venue locations needed. Events typically scheduled from 6:00 PM until 9:00 PM.   |
| <b>Spring Career Fair</b>                   | NY BMBAA network (MBA Students & Professional MBAs)                               | TBD  | Career reception involving all Corporate Partners, across industries. A summary listing of opportunities by function (marketing, sales, HR, Finance) will be prepared for attendees. Expected number of Companies participating is 5-10. Expected number of job-seekers is in range of 300-600.   | \$3,000 Participation Fee for Non-Partners        | Each exhibitor will have an independent booth area for recruiting. Price includes logo on NY BMBAA website and use of job listing service for 1 month. | Event scheduled from 6:00 PM until 9:00 PM. Partners expected to bring at minimum 1-2 HR employees, and are encouraged to bring pamphlets and giveaways. |

\* All participating corporate partners are expected to fund venue, food and beverage expenses for corporate sponsored events, as applicable. NY BMBAA will, however, use its extensive network to assist in finding low-cost venues to keep costs low.



## Student Relations & Scholarships

Gain Brand Growth with Graduating MBAs, and Get Your  
Message to their schools and Student Associations

| Name of Program   | Audience Targeted   | Date                                    | Description   | Cost *   | Comments  | Logistics  |
|---|---|---|---|--|---|--|
| <b>Scholarship Awards</b>                                     | Undergraduate, MBA, and PhD students/ candidates                                  | Given at Annual Gala                    | Our scholarship program annually disperses awards to PhD, MBA and undergraduates scholarships to top candidates identified through an annual essay competition.<br><br>Recipients are selected based upon their written response to an essay topic, level of extra curricular activity and community involvement. | \$1,000, \$2,000, or \$3,000 (messaging programs gain in intensity with increasing investment) | Messaging will be sent through the student's club/associations, and announcements will be made to the school's career services coordinators | Corporate Partner Preferences needed in Spring                                       |
| <b>22nd Annual Scholarship, Partnerships, and Awards Gala</b> | Award & Scholarship Awardees, NY BMBAA network (MBA Students & Professional MBAs) | TBD – late November/early December 2013 | The Annual Scholarship and Awards Dinner and Reception will highlight our year of success. Corporate Sponsors will have the opportunity to network with scholarship winners and NY BMBAA's executive board membership. Awards will be messaged afterwards through NY BMBAA channels                               | \$1,500 for a table of 10, or \$175 per seat (Fee for Non-Partners)                            | This event should generate between 100-200 attendees. Corporate Partners can participate as panelists and or moderators.                    | Event scheduled from 6:00 PM until 9:00 PM. Food & Refreshments provided by NY BMBAA |

Since our founding in 1970, NBMBAA has partnered with our corporate sponsors to give over \$400,000 in scholarships to deserving undergrads, MBAs, and PhD candidates!!!!

## Community Relations, Public Service, Cultural and Economic Development

Get your company involved in your local community

| Name of Program   | Audience Targeted                                  | Date               | Description   | Cost *   | Comments  | Logistics   |
|---|--|--------------------|---|--|---|---|
| <b>College Awareness Symbolizes Hope (C.A.S.H.) High School Mentoring Program</b> | NY BMBA network (MBA Students & Professional MBAs) | Jan-June 2013      | NBMBAA members serve as mentors to young students.<br><br>The C.A.S.H. program is designed to make African-American high school students aware of the economic and social advantages of graduating from high school and continuing their education. | \$1,000 for sponsor level (logo on C.A.S.H. materials), \$5,000 for Gold Sponsorship | Contributions go to the following: Instructional materials, SAT preparation course subsidy (gift certificate), Graduation ceremony for 75 students, Graduation gift for all students (magazines, books), fees for guest speakers, Cost to send students on a college tour | Gold C.A.S.H. sponsor level includes logo placement plus speaker opportunity, and integration into our PR campaign with local media |
| <b>Advisory Board Seat on the NY BMBA Executive Board</b>                         | Corporate Partner Members                          | Calendar year 2013 | Pairing a dedicated, experienced employee from the corporate partner with our executive board to help steer the strategy and actions of the city's strongest network of diverse MBA professionals   | \$10,000 for a 1 year advisory board seat  | Allows the corporate partner to help develop the future of NY BMBA  | Availability for executive board conference calls and in-person meetings  |
| <b>Cultural Affairs Night – Social Mixers</b>                                     | NY BMBA network (MBA Students & Professional MBAs) | TBD                | Cultural affairs event held at a museum, or other social venue. The theme of the event could be a jazz brunch, museum tour, film screening, or general social mixer/ reception and wine tasting.  | \$3,500 plus cost of venue and refreshments (Fees for non-partners)                  | This event should generate over 100 executive attendees. Corporate Partners typically participate as panelists and or moderators.   | Venue host needed. Donations of alcohol products, refreshments, entertainment.  |
| <b>Business Advisory Program</b>  | NY BMBA network (MBA Students & Professional MBAs) | TBD                | BAP is designed to assist (through NY BMBA member volunteers) local small businesses in NYC area communities via one-on-one technical assistance and educational programming.   | Custom Investment & Involvement  | Allows corporate partner to grow relationships with a category of small businesses previously unattainable  |   |
| <b>Professional Development Series</b>  | NY BMBA network (MBA Students & Professional MBAs) | TBD                | Professional development programs are designed for all members, but typically attract those with less than 8 years of practical work experience. The programs are customized to provide educational and leadership training.                        | Custom Investment & Involvement  | This program can involve multiple corporate partners. This event should generate between 100-200 attendees. Corporate Partners typically participate as panelists and or moderators.  | Venue hosts needed. Event scheduled from 6:00 PM until 9:00 PM  |

Company \_\_\_\_\_ Contact Person \_\_\_\_\_

Address \_\_\_\_\_

Telephone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

E-mail \_\_\_\_\_

Total Amount Enclosed:\$ \_\_\_\_\_ Authorized Signature \_\_\_\_\_

Credit card:  Amex  Visa  MasterCard  Other

Number \_\_\_\_\_ Expiration Date (mm/yy) \_\_\_\_\_

Please make your contribution payable to: The National Black MBA Association, Inc. – Metro New York Chapter. Fax completed form to 212-202-7544.

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## Agreement

Your Company has selected a particular set of Partner Plan and/or program underwriting options (attached to this letter). This will entitle your company to those services from the date of this Agreement.

Authorized Company Representative \_\_\_\_\_ Date: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_

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Please scan and email this form to [correlations@nyblackmba.org](mailto:correlations@nyblackmba.org), or fax this form via fax to 212-202-7544. **Also, make sure to attach a list of your requested programs/services, and/or the sponsorship level desired.**

Attention: John N. Harris, Director of Corporate Relations

# John N. Harris

Director of Corporate Relations

National Black MBA Association, Metro New York Chapter

[corprelations@nyblackmba.org](mailto:corprelations@nyblackmba.org)

631-806-9722