



**NSBE**  
NATIONAL SOCIETY OF BLACK ENGINEERS



**GRAND RAPIDS, MI**

**2019-20**  
**FRC PARTNERSHIP GUIDE**  
**REGION IV**





The National Society of Black Engineers (NSBE), with more than 17,000 members, is one of the largest student-governed organizations based in the United States. NSBE comprises more than 500 chapters for its collegiate, professional and pre-collegiate members in the United States, Africa, Canada and the Caribbean.

NSBE had its genesis in April 1975 on the campus of Purdue University. Its founders were six highly motivated African-American engineering students (Edward A. Coleman, Anthony Harris, Brian Harris, Stanley L. Kirtley, John W. Logan Jr. and George A. Smith) and their faculty advisor, Arthur J. Bond, Ph.D. In 1976, NSBE was incorporated under Section 501(c)(3) of the Internal Revenue Code as a nonprofit organization in the State of Texas. NSBE is the world's premier organization supporting Black Engineers. It is led by a National Executive Board consisting of students pursuing degrees in the STEM fields at the undergraduate and graduate levels. It is also supported by a full-time professional staff at our World Headquarters facility in Alexandria, Va.

NSBE's mission is "to increase the number of culturally responsible Black Engineers who excel academically, succeed professionally and positively impact the community."

**For more information, visit [nsbe.org](https://nsbe.org).**





# FALL REGIONAL CONFERENCE

## FALL REGIONAL CONFERENCE

**Grand Rapids, MI | Amway Grand Plaza**

**Nov. 13-17, 2019**

Our annual Fall Regional Conference (FRC) is looking to further strengthen the foundation and stoke the passion for engineering innovation. Our region of the National Society of Black Engineers (NSBE), Region IV, comprises 90 chapters: 13 NSBE Professionals, 52 collegiate and 25 NSBE Jr. We expect more than 800 of our members to attend this year's FRC.

The average GPA of our members is 3.24, and we are home to the most active engineering retention program within NSBE. Region IV consists of top-tier students supported by their increasing efforts to excel academically, succeed professionally and positively impact the community. Our FRC plays a major role in these efforts: the conference includes a variety of workshops, company tours, a great Career Fair, hospitality suites and more! The FRC is also vital to our pre-college students, as we look to keep them motivated to pursue a major in engineering and enable them to experience the inspiration that comes from a gathering of more than 800 Black Engineers. We love to engage their interest through activities made just for them. Likewise, our NSBE Professionals members at the conference enable our collegiate members to witness and learn more about the opportunities available to them after they graduate from college.

We are known as "The Mother Region," as NSBE was founded here! We take great pride in our history, as we continue to strive toward achieving our Society's goal of increasing the number of Black Engineers. We look forward to your sharing this pride and becoming a part of our family at the 2019 FRC. Our Conference Planning Committee is preparing an event that will showcase our region's gifts and talents. We are honored to welcome you to our best FRC yet.



# LETTER FROM THE REGIONAL FINANCE CHAIR

Welcome,

On behalf of Region IV of the National Society of Black Engineers (NSBE), I cordially introduce you to our organization and extend an invitation to partner with us in the 2019–2020 fiscal year. NSBE provides numerous opportunities for academic, personal and professional development for our members. We work tirelessly to fill the engineering pipeline to ensure that current and future employers have the highly skilled workforce required to succeed. Our yearlong programs, such as Academic Excellence, the NSBE Retention Program, the NSBE Pre-College Initiative (PCI) and the Summer Engineering Experience for Kids (SEEK), enable us to work toward that goal. In addition, our Regional Leadership Conference (RLC) and our Fall Regional Conference (FRC) provide our members with workshops and leadership training, while giving them access to leading talent-seekers during our FRC Career Fair.



NSBE seeks to develop meaningful and mutually beneficial strategic partnerships with our sponsors. We can provide value to your organization in the following manners:

As one of the largest student-governed organizations based in the United States, we provide access to future engineers who possess leadership, functional and technical experience.

NSBE is the premiere source for top-tier minority engineering talent. Our sponsorship packages are flexible enough to fit the recruiting and branding needs of your organization. As a strategic partner, NSBE will work to ensure that your organization's vision, mission and goals are reflected in our advertising and event planning efforts.

NSBE commits to operating all events and programs in an efficient manner, resulting in a low-cost solution for your recruiting needs. However, we will place great effort on providing a professional and upscale experience, always.

Region IV is dedicated to helping drive NSBE's mission forward, and we would love to partner with you during our FRC to help make NSBE's dream a reality. This packet serves as an informational guide to the programs, events and sponsorship opportunities available for our 2019 FRC, but we have other opportunities available. Feel free to contact me to discuss how NSBE can support your organization's objectives and goals while advancing our mission as well.

Thank you,

**Cameron Owens**

2019–20 Region IV Finance Chair  
National Society of Black Engineers  
209.365.3286

# FRC PARTNERSHIP OPPORTUNITIES



## **DIAMOND PARTNER \\ \$20,000 \\ LIMITED TO ONE (1) SPONSOR**

- Twelve (12) Corporate Conference Registrations
- Two (2) exhibitor tables at the FRC College & Career Fair
- Eight (8) tickets to Graduating Seniors Reception
- Two (2) on-site interview booths
- Opportunity to conduct two (2) FRC Collegiate Workshops (topic subject to approval)\*
- Opportunity to host a Hospitality Suite at no charge (Does not include food beverage and A/V)
- Naming rights to either Opening, General or Closing Sessions (pending availability)
- Access to membership at the APEX Networking Event
- Reserved table at the FRC Closing Reception
- Advertisement in the NSBEGuide conference mobile app
- Logo and web link on the NSBE Region website until April 30, 2020
- Three (3) personalized postings from the NSBE Region social media outlets (Instagram and Twitter)
- Three (3) months of complimentary access to the NSBE Career Center resume Database
- Two (2) complimentary job postings on the NSBE Career Center
- Access to the 2019-2020 Region Executive Board Resume Book



## **PLATINUM PARTNER \\ \$15,000 \\ LIMITED TO TWO (2) SPONSORS**

- Eight (8) Corporate Conference Registrations
- Two (2) exhibitor tables at the FRC College & Career Fair
- Six (6) tickets to Graduating Seniors Reception
- Two (2) on-site interview booths
- Opportunity to conduct one (1) FRC Collegiate Workshop (topic subject to approval)\*
- Reserved table at the FRC Closing Reception
- Advertisement in the NSBEGuide conference mobile app
- Logo and web link on the NSBE Region website until April 30, 2020
- Two (2) personalized postings from the NSBE Region social media outlets (Instagram and Twitter)
- Three (3) months of complimentary access to the NSBE Career Center resume Database
- Two (2) complimentary job postings on the NSBE Career Center
- Access to the 2019-2020 Region Executive Board Resume Book

\*Substitutions of events are available at this level. Contact R4 Finance Chair at 209.365.3286



## **GOLD PARTNER \\ \$6,500**

- Six (6) Corporate Conference Registrations
- One (1) exhibitor table at the FRC College & Career Fair
- One (1) on-site interview booths
- Recognition in the NSBEGuide conference mobile app
- Logo and web link on the NSBE Region website until April 30, 2020
- Three (3) months of complimentary access to the NSBE Career Center resume Database
- Two (2) complimentary job postings on the NSBE Career Center
- Access to the 2019-2020 Region Executive Board Resume Book

# FRC PARTNERSHIP OPPORTUNITIES



## SILVER PARTNER \\ \$5,000

- Four (4) Corporate Conference Registrations
- One (1) exhibitor table at the FRC College & Career Fair
- Recognition in the NSBEGuide conference mobile app
- Recognition NSBE Region website until April 30, 2020
- Three (3) months of complimentary access to the NSBE Career Center resume Database
- Two (2) complimentary job postings on the NSBE Career Center
- Access to the 2019-2020 Region Executive Board Resume Book



## BRONZE PARTNER \\ \$4,000

- Three (3) Corporate Conference Registrations
- One (1) exhibitor table at the FRC College & Career Fair
- Recognition in the NSBEGuide conference mobile app
- Recognition NSBE Region website until April 30, 2020
- One (1) month of complimentary access to the NSBE Career Center resume Database
- One (1) complimentary job postings on the NSBE Career Center



## NONPROFIT PARTNER \\ \$1,000

\*Non-profit partner refers to an organization that is tax-exempt under Internal Revenue Code Section 501(c)(3) as public charities because they are formed to provide public benefit. Non-profit partner also refers Federal Organizations.

- Two (2) Corporate Conference Registrations
- One (1) exhibitor table at the FRC College & Career Fair
- Recognition in the NSBEGuide conference mobile app
- Recognition NSBE Region website until April 30, 2020



## UNIVERSITY AFFILIATE \\ \$500

- Two (2) Corporate Conference Registrations
- One (1) exhibitor table at the FRC College & Career Fair
- Recognition in the NSBEGuide conference mobile app
- Recognition NSBE Region website until April 30, 2020

## CUSTOM PACKAGE

Not finding what you are looking for? We are happy to work with you to create a custom package that works best for you and your recruitment goals.



**INTERVIEW BOOTHS \\ \$500**



**ADDITIONAL BCA CONFERENCE REGISTRATIONS**

**BCA CONFERENCE REGISTRATION \\ \$100**

**NON-BCA CONFERENCE REGISTRATION \\ \$150**

## EVENTS

### OPENING SESSION \\ \$4,000

The excitement starts here! The Opening Session is the official kickoff of the FRC and helps set the tone for the rest of the conference. This high-profile event gives you the opportunity to connect with attendees – before they see your competitors – and stand out from the crowd. Sponsoring the Opening Session is a great way to showcase your organization in front of a large and attentive audience.

- Opportunity to provide welcome remarks during the event (10-15 minutes)
- Opportunity to create a short video to be played during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Recognition on NSBE's Facebook and Twitter pages
- Logo displayed prominently inside the room
- Recognition in the NSBEGuide conference mobile app
- Access to the Region IV Executive Board Resume Book
- Two (2) complimentary conference registrations



# FRC PARTNERSHIP OPPORTUNITIES

## GENERAL SESSION \\ \$4,000

General Sessions include information of interest to all conference attendees and serve as business meetings for NSBE members. They also give your organization the opportunity to shine. As the sponsor of this event, you have the opportunity to provide an inspiring and informative presentation that enhances the attendees' professional growth. Sponsoring a General Session is a great way to showcase your organization in front of a large, attentive audience.

- Opportunity to provide welcome remarks during the event (10-15 minutes)
- Opportunity to create a short video to be played during the event
- Opportunity to provide marketing materials, goodie bags and/or giveaways at the event
- Recognition on NSBE's Facebook and Twitter pages
- Logo displayed prominently inside the room
- Recognition in the NSBEGuide conference mobile app
- Access to the Region IV Executive Board Resume Book
- Two (2) complimentary registrations

## HOSPITALITY SUITES \\ \$1,000

A Hospitality Suite is a social/networking event that gives conference attendees the opportunity to learn about your organization and discuss internships, co-ops and/or career opportunities that may be available.

- Opportunity to promote your organization and interact with potential applicant

## GRADUATING SENIORS RECEPTION \\ \$3,500

The Graduating Seniors Reception honors graduating college seniors and introduces them to the resources and benefits of being a NSBE Professionals member. The event celebrates the academic achievements of the students as they prepare their entry into the workplace or advanced degree programs.

## TROUBLESHOOTING/CANCELLATION POLICY

The deadline for submission of this fully completed form is 30 days prior to the event date. Payment in full for any sponsored item included in the 2019-2020 Partnership Guide must be received no later than Tuesday, Sept. 25, 2019. Otherwise, access to the NSBE Regional Conference events will not be permitted.

Within 30 days of the event date, there will be absolutely NO REFUNDS. A full invoice will be issued for all sponsored items ordered 30 days or more prior to the event date, except for registrations (Payment for registrations must be made by credit card.) .Within 30 days of the event, only credit card payments will be accepted as the form of payment. A 10 percent (10%) late fee will be assessed on any unpaid invoices falling within 30 days of the event date. If you have any questions or need assistance, please don't hesitate to ask. Please email us at [r4finance@nsbe.org](mailto:r4finance@nsbe.org).



# 2019-2020 SPONSORSHIP COMMITMENT FORM

The following form may be used to reserve sponsorship items related to any National- or Regional-Level NSBE events/items. Please follow the instructions below when completing this form. The NSBE fiscal year is August 1 to July 31. Benefits are generally applicable during this period of time.

Please fill out our online commitment form found here: [2019-20 NSBE Commitment Form](#)  
Questions, please reach out to [corp\\_relations@nsbe.org](mailto:corp_relations@nsbe.org).

## 1/ Complete Contact Information

Please fill out contact information in its entirety. Note that the primary contact will receive all email notifications, invoices and other general information. Billing (Secondary) contacts are generally contacted when the primary contact is unreachable.

## 2/ Select a National Partnership Package

You can choose to become a Board of Corporate Affiliates (BCA) or Affiliate Partner. These levels are active year-round.

## 3/ Select a National or Regional Sponsorship Level

To exhibit on our regional or national Career Fair floor, you must sign up for a particular sponsorship level. If you selected a National Partnership Package above, you will again need to indicate which sponsorship level you would like to choose for the specific event, other than the Annual Convention, in which your organization is participating. Registration of personnel is handled separately from this form. Note: All exhibiting packages are bundled as defined in the sponsorship guides. There is no separate pricing to just reserve a booth.

## 4/ Add On Additional Items/Sponsorships

Use this section of the form to select additional items for your order. You may reserve additional booth space, onsite interview rooms, Hospitality Suite space, and more.

## 5/ Sign & Date

Enter the grand total of all requested items in the Grand Total box. After reviewing the cancellation policy, place your signature and date on the next line. Unsigned or incomplete forms will not be accepted.

## 6/ Submit Your Form

Complete, sign and submit the form, following the instructions listed on the form. We cannot guarantee receipt of your request through any other means, unless specifically agreed to separately in writing. A PDF of your invoice will be delivered to the billing contact's email address on the 15th and 30th of every month. This policy is subject to change.

### Annual Convention

All payments must be received no later than February 13, 2020. Invoices that remain unpaid after February 13, 2020, will be subject to having their associated sponsorship forfeited. ANY outstanding invoice(s) with NSBE after this date will prohibit entrance to the career fair and/or college fair/graduate school floor(s). Additional items purchased after February 13, 2020, will require credit card payment only; no other form of payment will be honored after this date (with the exception of forms mailed in along with a check with prior approval). There will be no invoicing after February 13, 2020.

A 10% late fee will be assessed to all payments made after February 13, 2020. There will be a 25% Administrative Fee for any sponsorship cancellations after January 3, 2020. This includes paid and unpaid invoices. There will be no refunds after February 1, 2020.

Certain sponsored events/items will require advance payment prior to January 1, 2020. Such event/items include but are not limited to: Convention Bags, Tours, Lanyards, Sessions, Registration and more. Please visit [nsbe.org](http://nsbe.org) for up-to-date information.

Cancellations and/or changes will not be honored until approved in writing by NSBE Corporate Relations.

#### DEADLINES AT A GLANCE

|                   |   |
|-------------------|---|
| January 1, 2020   | Last day to cancel sponsorships (besides those needing advance payment) without paying 25% admin fee.                           |
| February 1, 2020  | No refunds after this date  |
| February 13, 2020 | Deadline for payments. Credit card payments only accepted after this date with 10% late fee applied unless otherwise specified. |

**If participating in the Annual Convention, please note that there is a minimum fee requirement of \$200.00 for carpet per 10x10 Career Fair Booth (see Exhibitor's Manual).**

**If there is a requirement for additional investment such as additional food, beverages, gifts or equipment, above and beyond the NSBE purchase price within the applicable NSBE Partnership Guide, your organization will be responsible for payment. You will be directly billed from the supplying vendor and required to pay them accordingly.**

### Regional and Professional Conferences (Fall and Leadership)

Payment in full for any sponsored item must be received no later than 30 days prior to the Regional or Professional Conference event date. Otherwise, access to the NSBE Regional or Professional Career Fair Floor and conference events will not be permitted. Within 30 days of the event date, there are absolutely NO REFUNDS and a full invoice will be issued for all sponsored items, except registrations (credit card only).

# ORGANIZATION PARTNERSHIP CODE OF CONDUCT AGREEMENT

---

The National Society of Black Engineers (NSBE) is privileged to partner with many wonderful corporate and other organization sponsors who support our mission. We are so thankful for your support. These partnerships take many different forms, almost all of which involve employees of the sponsor interacting in some way with NSBE employees and many of which involve employees of the sponsor interacting in some way with NSBE members.

When it comes to NSBE employees, it is the policy of NSBE to maintain a workplace that is healthy and safe and free from harassment and other forms of discrimination based on race, color, religion, sex, national origin, age, disability, sexual orientation, and any other applicable legally protected category. Accordingly, NSBE has zero tolerance for harassment or any other form of unlawful discrimination or other inappropriate conduct.

When it comes to NSBE members, all members are subject to NSBE's Code of Conduct, which similarly prohibits unacceptable personal conduct at any NSBE-sponsored event, which includes, for example, harassment of any kind, disorderly conduct, or blatant disregard of publicized rules and regulations.

NSBE must also insist that employees of partner organizations act in accord with the above standards. Because most of NSBE's collegiate members are under 21 years of age, NSBE is particularly protective of the environment in which NSBE-sponsored events are conducted.

We know that you share our values of embracing diversity and respect for the personal dignity of our employees and members. As such, NSBE asks that you confirm the following:

1. You understand and agree that all employees of your organization who interact with NSBE employees and/or members will conduct themselves at all times professionally and refrain from any conduct or comments that are or could be construed as harassing, discriminatory, offensive, or inappropriate.
2. You will notify all employees of your organization who will interact with NSBE employees and/or members of these standards.
3. You will notify all employees of your organization who will attend any NSBE-sponsored event that they are expected to act professionally at all times, including refraining from the excessive consumption of any alcohol and abiding by set rules and regulations of the society.

If any employees of your organization violates any of the above rules, NSBE reserves the right to communicate the matter to NSBE's relevant points of contact within your organization, have them removed from an event and/or preclude them from any future involvement with NSBE.

**REGION IV CONTACT INFORMATION**

r4finance@nsbe.org · region4.nsbe.org

**WORLD HEADQUARTERS**

205 Daingerfield Road, Alexandria, VA 22314

Phone: 703.549.2207 · Fax: 703.683.5312

