



PARTNER GUIDE



19TH THURGOOD MARSHALL COLLEGE FUND LEADERSHIP INSTITUTE

Where you enter as a student **and leave as a professional**

WASHINGTON MARRIOTT WARDMAN PARK | WASHINGTON, DC | OCTOBER 16-20, 2019

WELCOME MESSAGE



Greetings,

We are so excited to announce the 19th Annual Thurgood Marshall College Fund (TMCF) Leadership Institute will take place on October 16-20, 2019, at the Marriott Wardman Park Hotel. Recognized as a solution-focused organization, TMCF's award-winning Leadership Institute provides unique opportunities for our partners to meet and interact with a hand-selected group of diverse student talent from across the country. As the centerpiece of TMCF's leadership development activities, TMCF's Leadership Institute provides top-tier students from America's *publicly-supported* Historically Black Colleges and Universities (HBCUs) and Predominately Black Institutions (PBIs) with a four-day, intensive professional and leadership development experience, that includes networking opportunities, and the chance to interview with recruiters and executives from leading corporations and government agencies.

As a Leadership Institute Partner, you will meet some of the best and brightest college students, who will be a key part of America's future workforce. Participating students gain critical secrets of success from you and other professionals, including personal branding, financial development, career-building skills, developing leadership qualities, and a deeper knowledge of domestic and international career opportunities. Ultimately, the information the students glean during this conference will help them become better interns and employees for your company and others.

This guide provides information about the various partnership levels, and the related benefits. Our partner opportunities are limited, so please commit to a level early. Additionally, the TMCF Team is here to work with you to maximize your return on investment, and ensure that your partnership is a successful one. We greatly appreciate your partnership with TMCF, as together we will prepare tomorrow's leaders today.

Sincerely,

A handwritten signature in black ink, appearing to read "H. Williams", written in a cursive style.

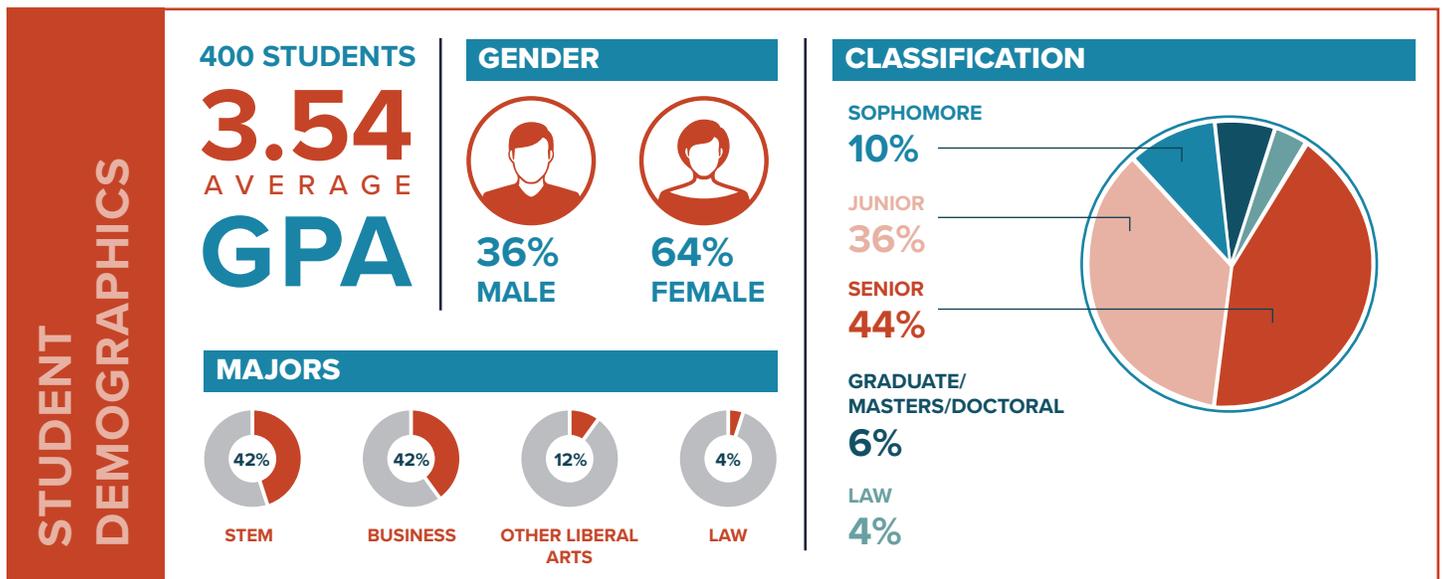
Harry L. Williams
President & CEO

A handwritten signature in black ink, appearing to read "George F. Spencer", written in a cursive style.

George F. Spencer
*Executive Vice President of Business Development and
Innovation & Entrepreneurship*

ABOUT

Since 2000, this national program has created a community of scholars, provided companies access to talented and diverse students, and helped students make connections that lead to internships and good jobs. Each year, the conference gives students attending TMCF member-schools a first-hand professional development experience. Students are interviewed during the spring and fall semesters, and those selected as “TMCF Scholars” will attend a four-day conference in Washington, DC, where the secrets to developing professional skills and leadership are unearthed. During the conference, TMCF Scholars will have the opportunity to learn from and exchange ideas with some of the world’s top leaders of business and government, further enhancing their talents and leadership abilities. The conference culminates with the students participating in a recruitment fair where they meet with companies, government agencies and graduate program representatives offering jobs, internships and continuing education opportunities.



STUDENT TESTIMONIAL:

“ As a current senior at North Carolina Central University pursuing a Bachelor’s degree in Business Administration, I’m honored to share my experience at the 2018 Thurgood Marshall College Fund Leadership Institute (LI). The institute was not only able to bridge the gap to my future employer, but it also assisted me with becoming a well-rounded candidate for Corporate America. I attended LI as a determined student along with many others and left as a TMCF Scholar. Former scholars assured me that attending LI would be a great, yet intense, experience organized by TMCF. The conference allowed me to witness firsthand the benefits of hearing dynamic speakers, receive resume and interview tips, along with personal branding workshops. The TMCF Leadership Institute is a MUST for all students who consistently strive for excellence in and out of the classroom while seeking new ways to build their network and resume. As a result of attending the Thurgood Marshall Leadership Institute, I was awarded multiple job offers while building my network with other like-minded students, great companies, and the outstanding TMCF staff. After graduation, I will be joining United Airlines in Chicago, Illinois, as an Analyst in the Pricing/Revenue Management Division. ”

Ja’Von Williams
 North Carolina Central University
 Leadership Institute Alumni

PARTNERSHIP OPPORTUNITIES

PRESIDENT LEVEL: \$125,000

- One (1) branded plenary session or equivalent, addressing all conference attendees
- One (1) 90-minute branding session
- Double Recruitment Fair Booth (premier location)
- One (1) premier table at the Power Networking Reception
- Fifteen (15) conference registrations
- Student Resume and Talent Profile access up to 30 days in advance
- Dedicated interview room (Wednesday - Saturday)
- Specialized on-site talent acquisition services
- Company name and logo with a link to your corporate website on the conference website
- Company logo listed on select conference signage and the digital guide/agenda
- Media exposure (including social media, TV, radio, and print when available)
- Sampling option in conference bags
- Two (2) premier tables at the Anniversary Awards Gala twenty (20) seats
- Pre-VIP reception access for five (5) guests (names must be submitted in advance)

SIGNATURE LEVEL: \$60,000

Limited Availability

- One (1) 45-minute branding session
- One (1) Recruitment Fair Booth (premium location)
- One (1) premium table at the Power Networking Reception
- Ten (10) conference registrations
- Student resume and Talent Profile access up to twenty (20) days in advance
- Dedicated interview space (Thursday - Saturday) for up to six (6) hours
- Company name and logo with a link to your website on the conference website
- Company logo listed on select conference signage and the digital guide/agenda
- Sampling option in conference bags
- One (1) gala table at the Anniversary Awards Gala ten (10) seats
- Pre-VIP reception access for five (5) guests (names must be submitted in advance)

ASSOCIATE LEVEL: \$35,000

- Select workshop/simulation options
- One (1) Recruitment Fair Booth
- One (1) table at the Power Networking Reception
- Eight (8) conference registrations
- Student resume and Talent Profile access up to fifteen (15) days in advance
- Dedicated interview space (Thursday - Saturday) for up to four (4) hours
- Company name and logo with a link to your corporate website
- Company logo listed on select conference signage and the digital guide/agenda
- Sampling option in conference bags
- Five (5) seats at the Anniversary Awards Gala

CUSTOM PARTNERSHIP OPPORTUNITIES

If you are interested in a customized partnership opportunity to support the conference, please contact Ericka D. Brownlee at ericka.brownlee@tmcf.org.

ADDITIONAL REGISTRANTS COST \$550

Additional attendees beyond the number allotted in the partnership packet are subject to an additional registration fee. Benefits include access to workshops, meal functions, a conference bag and materials. *Fee must be paid at the time of registration.*

ADDITIONAL WAYS TO PARTNER

DIGITAL LOUNGE: \$25,000

Exclusive transformation of the Digital Lounge with company's signage, paraphernalia and colors displayed throughout the lounge for the duration of the conference (branding materials provided by partner and computer equipment provided by TCMF technology partner).

- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda

POWER CENTRAL: \$25,000

Exclusive transformation of the recharging stations with company's branding and messaging displayed throughout the hotel space for the duration of the conference (artwork provided by partner).

- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda

REGISTRATION AREA: \$25,000

Exclusive transformation of the Registration Area with company's signage, paraphernalia and colors displayed throughout the lounge for the duration of the conference (materials provided by partner).

- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Select sampling options in conference bags
- Company name and logo listed on the TCMF website and in conference digital guide

STUDENT T-SHIRT: \$15,000

Company logo prominently displayed on the official t-shirt for the conference given to all 400 student participants.

- One (1) Recruitment Fair Booth
- Two (2) conference registrations
- Company name and logo listed on the conference website, and select signage

PHOTO BOOTH: \$15,000

Exclusive branding of the photo booth area. Company logo prominently displayed on the photo strip all conference participants will receive to commemorate their attendance at the conference.

- One (1) Recruitment Fair Booth
- Two (2) conference registrations
- Company name and logo listed on the conference website, select signage and the digital guide/agenda
- Sampling options given out at photo booth

NETWORKING RECEPTION: \$50,000

Exclusive branding and transformation of the space for the popular Power Networking reception attended by all student participants.

- Five (5) conference registrations
- Student Resume access up to thirty (30) days in advance
- One (1) Recruitment Fair Booth
- One (1) Premier table at the Power Networking Reception
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda
- One (1) table at the Anniversary Awards Gala
- Pre-VIP Reception Access for two (2) guests (names must be submitted in advance)

EARLY TALENT TRACK

The Leadership Institute facilitates opportunities that neither students nor employers would otherwise have – and is a critical resource for top-tier, diverse candidates for employers with specific positions. In response to several TMCF Leadership Institute Partners’ requests to elongate the talent development pipeline by bringing first and second year students to the Leadership Institute, TMCF is offering an Early Talent Development Track for the 2019 Leadership Institute. TMCF will recruit fifty (50) freshmen and sophomores with exceptional qualifications to participate in the Early Talent Track, which will include targeted workshops and simulations – to prepare them for professional success. While the Early Talent Development Track participants will join their older peers for all plenary sessions, TMCF will present targeted workshops, simulations and soft skills training for them as a parallel track to the general workshops, simulations, and recruitment events. Thus, the general outline of the 2019 TMCF Leadership Institute programmatic schedule will be:

DAY/SESSION	LEADERSHIP INSTITUTE	EARLY TALENT TRACK
Wednesday Night Opening Plenary - Joint Session		
Thursday Morning Plenary - Joint Session		
Thursday Concurrent Workshops	Financial Literacy Workshops	ET Financial Literacy Workshops
Thursday Afternoon Plenary - Joint Session		
Thursday Afternoon	Power Networking	Fireside Chat
Thursday Afternoon	Branding Sessions	ET Branding Sessions
Friday Morning Plenary - Joint Session		
Friday Morning	Concurrent Simulations	ET Simulations
Friday Lunch Plenary - Joint Session		
Friday Afternoon	Concurrent Simulations	ET Simulations
Friday Afternoon Gender Panel Discussions - Joint Session		
Friday Evening Plenary - Joint Session		
Saturday Morning Plenary - Joint Session		
Saturday Morning	Recruitment Fair	Mock Recruitment Fair & Targeted Programming
Closing Plenary Luncheon - Joint Session		

While the specifics of this schedule may change slightly, it exemplifies the flow of the conference, and the opportunity to target early talent with dedicated programming. TMCF is offering the opportunity for one or more 2019 TMCF Leadership Institute Partners to focus their activation on the Early Talent Track. The cost of this track is \$150,000. A full Early Talent Track Partner (\$150,000 level) will accrue the following benefits:

- Participating in the Early Talent Fireside Chat
- Presenting an Early Talent Branding Session and Early Talent simulation to all ET participants
- Access to over 400 Student Resumes and Talent Profiles up to thirty (30) days in advance – with exclusive access to the Early Talent Track participants
- Dedicated interview room for eight (8) hours per day
- Company name and logo on conference website with a link to corporate website, highlighted as the Early Talent Track Partner
- Company logo listed on select conference signage and in the digital program guide, highlighted as the Early Talent Track Partner
- Sampling options in conference gift bags
- Fifteen (15) Conference Registrations
- Two (2) premier tables at the Anniversary Awards Gala twenty (20) seats
- Pre-VIP reception access for five (5) guests (names must be submitted in advance)

Benefits will be adjusted for a partnership below the \$150,000 level.

IMMERSION ADD-ON OPTIONS

For select TCMF Leadership Institute Partners, TCMF is offering an intensive Immersion Experience, for which TCMF's Talent Acquisition team will recruit up to twenty (20) students for partners to engage with in an intensive manner prior to the Leadership Institute. This pre-Leadership Institute Immersion Experience will allow TCMF partners to engage selected students in specific, hands-on activities and simulations to both expose them to career opportunities within the company, and to evaluate their qualifications and soft skills.

FOR THIS IMMERSION EXPERIENCE, TCMF WILL:

- Engage in targeted recruitment of up to twenty (20) students from TCMF member-schools.
- Bring students to the TCMF Leadership Institute early for partner-constructed immersion programming – arriving one day prior to the beginning of the conference.

OPTION 1: Immersion Program will take place on-site at the Washington Marriott Wardman Park Hotel. TCMF pre-Leadership Institute Immersion Experience Partner will create a two-day intensive program for participating students to engage the students in partner-specific programming.

ON-SITE IMMERSION PROGRAM COST:
\$125,000 *(additional cost)*

OPTION 2: Immersion Program will take place on-site at the partner's location within a two-hour drive of Washington, DC. Immersion Experience participants will travel by bus to partner location for on-site experiences. This option could include an overnight stay from Tuesday to Wednesday. Students must arrive back in DC by 3:00 pm on Wednesday.

ON-SITE IMMERSION PROGRAM COST:
\$100,000 *(additional cost)*

TCMF will make all logistical arrangements for participants within the Washington, DC area, including transportation and lodging. Immersion Experience Partners are responsible for all required meals. TCMF will work with Immersion Experience Partners to create a program that will allow the partners to train and evaluate targeted diverse talent for their recruitment needs.



THE RECRUITMENT FAIR

The Recruitment Fair is the conference’s signature event where we showcase eager and passionate college students seeking internships, permanent employment and continuing educational opportunities with your company, agency or institution.

EXHIBITOR PACKAGE: \$15,000

Benefits Include:

- One (1) Exhibit Booth
- One (1) table at the Power Networking Reception
- Access to over 400 HBCU and PBI students with an average GPA of 3.0 and above
- Logo and link to company homepage or career page on the conference website
- Name listed in conference digital agenda and on select conference signage
- Student resume access up to fifteen (15) days in advance of conference
- Two (2) conference registrations
- Sampling options in conference bag



SAMPLE OF PAST RECRUITERS





ABOUT THE THURGOOD MARSHALL COLLEGE FUND (TMCF)



Established in 1987, the Thurgood Marshall College Fund (TMCF) is the nation's largest organization exclusively representing the Black College Community. TMCF member-schools include the *publicly-supported* Historically Black Colleges and Universities and Predominantly Black Institutions, enrolling nearly 80% of all students attending black colleges and universities. Through scholarships, capacity building and research initiatives, innovative programs and strategic partnerships, TMCF is a vital resource in the K-12 and higher education space. The organization is also the source of top employers seeking top talent for competitive internships and good jobs.

TMCF is a 501(c)(3) tax-exempt, charitable organization. For more information about TMCF, visit: www.tmcf.org.

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— 32ND ANNIVERSARY —
AWARDS GALA
DEVELOPING MINDS... DELIVERING DREAMS



IT'S NOT OVER YET...
**COME CELEBRATE
WITH US!**

The 32nd Anniversary Awards Gala, themed “Developing Minds... Delivering Dreams”, celebrates the achievements of the country’s foremost visionaries who have a positive impact on education and the lives of students and *publicly-supported* Historically Black Colleges and Universities (HBCUs) and Predominantly Black Institutions (PBIs). Proceeds from this award-winning event drive the success of TCMF, of our member-schools, and the dreams of the students we collectively serve.

For information about Anniversary Awards Gala partnership opportunities, VISIT: TLCF.ORG/GALA

Premium Table \$20,000

Benefits Include:

- Premier table placement and seating for up to ten (10) guests
- Name, logo and link to website included on the gala website
- VIP Reception access (4 guests)
- One (1) complimentary bottle of champagne
- Bronze journal ad featured in the online journal and shown the night of the event

Individual Premium Seat - \$1,500

Gala Table \$10,000

Benefits Include:

- Prominent table placement and seating for up to ten (10) guests
- Name, logo and link to website included on the gala website
- Red journal ad featured in the online journal and shown the night of the event

Individual Gala Seat - \$1,000

Scholars Table* - \$10,000

Benefits Include:

- Table and seating for ten (10) student scholars
- Name and logo on the gala website
- Red journal ad featured in the online journal and shown the night of the event

**Scholars tables are for companies/agencies who cannot attend the gala but would like to support the event by covering the cost of a table for students who attended the Leadership Institute.*



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