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FARGO

20<sup>th</sup>  
leadership  
institute

LEADERSHIP REENVISIONED

# *Partnership Guide*

OCTOBER 14-18<sup>th</sup>, 2020

# Greetings, Partner!



We are so excited to announce the 20th Annual Thurgood Marshall College Fund (TCMF) Leadership Institute will take place on October 14-18, 2020, at the Marriott Wardman Park Hotel. Recognized as a solutions-focused organization, TCMF'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 TCMF's leadership development activities, TCMF'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. These scholars will experience 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 crucial 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 more profound 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 related benefits. Our partner opportunities are limited, so please commit to a level early. Additionally, the TCMF 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 TCMF; together, we can re-envision the future and prepare tomorrow's leaders today.

We are excited to introduce you to some of the best and brightest talent in the country! As we move forward in our planning for Leadership Institute in the fall, please know that the current state of affairs due to COVID-19 is forcing us to be flexible and consider all possible scenarios. As such, we are also planning contingencies to include the possibility of virtual options or postponement.

Sincerely,

A handwritten signature in black ink, appearing to read 'H. Williams', written over a light blue horizontal line.

**Harry L. Williams**  
President & CEO

# About

For the past 20 years, 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 TCMF member-schools a first-hand professional development experience. Students are interviewed during the spring and fall semesters, and those selected as “TCMF Scholars” will attend a four-day conference in Washington, DC, where the secrets to developing professional skills and leadership are unearthed.

During the conference, TCMF 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 DEMOGRAPHICS

400 STUDENTS  
**3.54**  
AVERAGE  
**GPA**

### GENDER



**36%**  
MALE



**64%**  
FEMALE

### MAJORS



STEM



BUSINESS



OTHER LIBERAL  
ARTS



LAW

### CLASSIFICATION

SOPHOMORE

**10%**

JUNIOR

**36%**

SENIOR

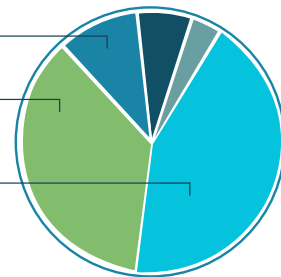
**44%**

GRADUATE/  
MASTERS/DOCTORAL

**6%**

LAW

**4%**



## Student Testimonial

*I appreciated the effort put in for the law student immersion program. It renewed my gut feeling for the kind of law I am interested in and how to go about achieving that goal. I would hope that the law student program will continue to grow in the future, since there are so few black lawyers and the opportunities for black attorneys are few and far between. I especially appreciated meeting Mr. Burns and his willingness to share his experiences with Chairman Elijah Cummings with us. I enjoyed the tour of the capital with an emphasis on the life of Thurgood Marshall. I also appreciated the connections with attorneys who have diverse backgrounds like Ms. Angela Scott from the Department of Health and Hospitals. I would love to come back and share my experiences as the program progresses into something that has a more significant impact on the opportunities of black law students in finding internships and job opportunities.*

### Artay Abua-Barnes

Southern University Law Center  
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
- Select workshop/simulation options
- 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
- Five (5) seats at the Partners in Diversity Session
- Two (2) premier tables, twenty (20) seats, at the Anniversary Awards Gala
- 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
- Select workshop/simulation options
- 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
- Four (4) seats at the Partners in Diversity
- One (1) gala table, ten (10) seats, at the Anniversary Awards Gala
- 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
- Two (2) seats at the Partners in Diversity Session

## Pioneer Level | \$15,000

- 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
- One (1) seat at the Partner in Diversity Session

## Custom Partnership Opportunities

If you are interested in a customized partnership opportunity to support the conference, please contact Ericka D. Brownlee-Keller at [ericka.brownlee@tmcf.org](mailto: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.

# Sample of Past Partners

## SAMPLE OF PAST PARTNERS



# Additional Session Opportunities



## Mixed Gender Panel Session | \$60,000

During TMCF's Leadership Institute, students come together to engage with partners during our Gender Panels to discuss everything from embodying confidence and remaining resilient to self-care and successful career coaching in the workplace. Being a Gender Panel Partner not only allows you to strengthen your network, deepen & share your knowledge and showcase your brand but also includes:

- Opportunity To Exclusively Manage & Brand Room Layout for Mixed Gender Panel Session
- 5 Min Opening Introduction
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Four (4) seats at the Partners in Diversity Session
- One (1) table at the Power Networking Reception
- One (1) gala table, ten (10) seats, at the Anniversary Awards Gala
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda

## Blitz Panel Session | \$25,000

This year, TMCF is introducing blitz panel sessions! The goal of the blitz session is for partners to articulate a topic in a quick, insightful, and clear manner that is intended to grab the attention of the audience, convey key information and allow for several thought leaders to share their ideas in a brief period of time. This fast-paced session is a great way to present how your company is tackling a specific issue/topic in the workplace and provides the opportunity to engage with other potential business partners.

### Includes:

- One (1) seat on Blitz Panel
- One (1) 7-minute oral presentation slot
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- One (1) seat at the Partners in Diversity Session
- One (1) table at the Power Networking Reception
- Five (5) seats at the Anniversary Awards Gala
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda

# Partners in Diversity Session

## Partners in Diversity Session: Managing Millenials | \$75,000

In this partners-only session, participants will hear from TMCF thought leaders on how they source and develop talent from HBCUs. As the leading sponsor for this event, you will not only be able to expand on innovative diverse talent sourcing ideas with other talent and DEI practitioners, but you will also be able to strengthen brand recognition and network and share best practices with other DEI professionals and organizations.

### Includes:

- Exclusive branding and transformation of the space for Partners In Diversity Session
- Opportunity to serve as moderator for the session
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Five (5) seats at the Partners in Diversity Session
- One (1) table at the Power Networking Reception
- One (1) gala table, ten (10) seats, at the Anniversary Awards Gala
- Select sampling options in conference bags
- Company name and logo listed on the conference website, select signage and the digital guide/agenda



# Interactive Ways To Partner

## Masterclass | \$125,000

TMCF is offering a unique twist on our typical plenary session and offering an opportunity to present a Masterclass; a class given to students by an expert where skills are being developed. With this opportunity, the partner will not only be able to connect and impart practical knowledge with students but will be able to promote their company's brand as a thought leader for a particular topic.

### Includes:

- One (1) branded Masterclass 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
- Five (5) seats at the Partners in Diversity Session
- Two (2) premier tables, twenty (20) seats, at the Anniversary Awards Gala
- Pre-VIP reception access for five (5) guests (names must be submitted in advance)

## LI Alumni Display | \$20,000

Have your brand connect with LI Alumni of today and yesteryear. Partner's logo will be featured on a monitor display for the duration of the conference in one of the lobby areas at the event site.

- Monitor display of LI Alumni from the past 20 years with company logo display
- Branded marketing materials displayed (materials provided by partner)
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- One (1) seat at the Partners in Diversity Session
- Select sampling options in conference bags
- Company name and logo listed on the TMCF website and in conference digital guide
- One (1) table at the Power Networking Reception

## Interactive Display | \$30,000

- Monitor display of LI Alumni from the past 20 years with company logo display
- Branded marketing materials displayed (materials provided by partner)
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Two (2) seats at the Partners in Diversity Session
- Select sampling options in conference bags
- Company name and logo listed on the TMCF website and in conference digital guide
- One (1) table at the Power Networking Reception

## Job Board

*Suggested Price: Pricing Varies\**

For the first time, TMCF will be incorporating a platform in certain partnership packages where partners will be able to publish job offers for positions their company needs to be filled. Job seekers will be able to utilize the TMCF job board to search for new job opportunities in their area and profession. This option will also be available a la carte.

*\*Please contact [Erica D. Brownlee-Keller](mailto:Erica.D.Brownlee-Keller@tmcf.org) at [ericka.brownlee@tmcf.org](mailto:ericka.brownlee@tmcf.org) for more pricing.*



# Branding Opportunities

## 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
- One (1) seat at the Partners in Diversity Session

## 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
- One (1) seat at the Partners in Diversity Session

## 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 TMCF 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
- One (1) seat at the Partners in Diversity Session

## 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
- One (1) seat at the Partners in Diversity Session

## 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 TMCF website and in conference digital guide
- One (1) seat at the Partners in Diversity Session

## Power 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)
- Three (3) seat at the Partners in Diversity Session

# New for 20th Anniversary



## Giant Vision Board/Mosaic | \$30,000

Display of LI Students “visions” for their futures Branded marketing materials displayed (materials provided by partner)

- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Two (2) seats at the Partners in Diversity Session
- Select sampling options in conference bags
- Company name and logo listed on the TMCF website and in conference digital guide
- One (1) table at the Power Networking Reception

## Legacy Timeline | \$30,000

- Display of LI Alumni from the past 20 years with company logo display
- Branded marketing materials displayed (materials provided by partner)
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Two (2) seats at the Partners in Diversity Session
- Select sampling options in conference bags
- Company name and logo listed on the TMCF website and in conference digital guide
- One (1) table at the Power Networking Reception

## Partner Lounge | \$40,000

The Partner Lounge gives company attendees a place to relax, recharge, and network in a highly visible area of the conference. Partner will have exclusive transformation of the Partner Lounge Area with comfortable seating and furniture included. Partner’s signage, paraphernalia, giveaways and company colors will be displayed throughout the lounge for the duration of the conference (materials provided by partner).

- Monitor display of Live stream conference with company logo display
- Lux lounge furniture provided
- Branded marketing materials displayed in lounge (materials provided by partner)
- One (1) Recruitment Fair Booth
- Four (4) conference registrations
- Three (3) seats at the Partners in Diversity Session
- Select sampling options in conference bags
- Company name and logo listed on the TMCF website and in conference digital guide
- One (1) table at the Power Networking Reception
- Five (5) seats at the Anniversary Awards Gala

# 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.





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