



**National Coalition of 100
Black Women, Inc. –
Oakland Bay Area Chapter**

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Greetings,

On behalf of the National Coalition of 100 Black Women Inc., Oakland Bay Area Chapter (NCBW OBAC), we are pleased to invite you to be a part of our 26th Annual Madam C.J. Walker Business & Community Recognition Luncheon & Empowerment Forum. This year's theme is "Rooted in Advocacy: Empowering Our Community for Change."

This year we host our 26th annual event on Friday, March 29, 2024, at the Oakland Marriott City Center in Oakland, CA. We will begin the day in the morning with an Empowerment Forum featuring empowering leaders from partnering companies addressing key areas of expertise that affect a diverse segment of women. Following the Empowerment Forum, attendees can attend the Madam C.J. Walker (MCJW) Business and Community Awards Luncheon.

We are a volunteer, non-profit organization offering a variety of programs that impact young girls, families, and our community. Our goal is to provide an impactful and empowering experience that will motivate a transformation for all those that attend. The mission of NCBW OBAC is to advocate on behalf of black women and girls to promote leadership development and gender equity in the areas of health, education, and economic empowerment. We know that such a commitment to our community involves the information and education that build power. In someone's life.

Our annual awards luncheon honors the first African American woman self-made millionaire and business leader, Madam C.J. Walker. We take this time to celebrate the rich tradition of hard work, while making an impact on the community with an entrepreneurial spirit that is deeply rooted in the African-American culture. In the tradition of Madam C.J. Walker, we will honor four outstanding women as well as the *Positive Steps Essay Contest* winner.

Our Positive Steps mentoring program provides girls ages 12–17 the opportunity to recognize their full potential through educational, developmental, and cultural programs focusing in the areas of health and wellness, careers, leadership and personal development.

NCBW OBAC addresses health disparities and inequalities of underserved communities by educating and encouraging access to preventative health services. Areas of focus include heart disease, health and nutrition, diabetes, obesity, breast cancer, and HIV/AIDS.

Through our work in Public Policy, we are committed to driving meaningful change by educating and advocating on current legislative, regulatory, and economic issues. NCBW OBAC's education advocacy is accomplished through education programs for girls and women and scholarships. Each year we award scholarships for high school graduates, continuing college students, and "Working Women" who are low-to-moderate income, returning to college to complete their education in order to increase opportunities for their families.

NCBW OBAC launched the SisterNomic\$ program to collaborate with strategic partners to host financial literacy educational forums, which connects the community to key resources for all stages of their financial life. Topics include money management, home ownership, wealth planning, affordable housing, investment strategies, and access to capital for entrepreneurs.



The Madam C.J. Walker Business and Community Awards Luncheon has been our key fundraising event that provides an opportunity for corporate, civic, and private supporters to come together and show their commitment to building a stronger and healthier community.

With the community's support, NCBW OBAC has provided over \$650,000 in scholarships, while mentoring over 500 girls since the start of the Positive Steps Program.

In celebrating our continuing partnership with key sponsors, we invite you to participate in the Business Expo that will run the duration of the conference highlighting women owned businesses. African American women are the fastest growing entrepreneurs in the nation, starting businesses at six times the national average.

We are asking for your support as we continue this work of impact and advocacy for our community. With your sponsorship and partnership, we will continue to offer these key programs to the Bay Area community. Additionally, your company will be recognized for its commitment to building stronger healthier communities with a lasting impact. We have several sponsorship levels for you to support our annual fundraiser. The details and benefits are outlined in the enclosed attachments.

Please indicate your support by returning the enclosed sponsorship form to:

NCBW OBAC
P.O. Box 24231
Oakland, CA 94623-1231

We look forward to sharing this opportunity to show how your sponsorship serves to improve our community.

Sincerely,

Shari P. Wooldridge

Shari P. Wooldridge, President

Jamie Sweet

Jamie Sweet, MCJW Chair

Enclosed: MCJW2024 Sponsorship Package Tool Kit

26TH Annual Madam C. J. Walker Business & Community Recognition Luncheon & Empowerment Forum

Oakland Marriott

1001 Broadway, Oakland, CA 94607

Rooted in Advocacy: Empowering Our Community for Change

SPONSORSHIP PACKAGES

TITLE SPONSOR - \$50,000

- Company logo displayed as Title Sponsor at the Empowerment Forum and Luncheon
- Recognition as a Title Sponsor on marketing materials
- Two VIP preferred tables (20 seats) at the Luncheon
- One prominent full-page advertisement in the program book
- Acknowledgement during the Empowerment Forum and Luncheon programs
- One MCJW Corporate Recognition Award for your company's outstanding African American woman contributor (sponsor selected award) to be presented at the luncheon
- Social media spotlight
- Business Expo table
- Opportunity to address NCBW membership at a monthly meeting
- Title Sponsor acknowledgement and recognition during NCBW-sponsored programs and events throughout the year

STRATEGIC SPONSOR - \$25,000

- Company logo displayed as Strategic Sponsor at the Empowerment Forum and Luncheon
- Recognition at a Strategic Sponsor on marketing materials
- One VIP preferred table (10 seats) at the Luncheon
- One prominent full-page advertisement in the program book
- Acknowledgement during the Empowerment Forum and Luncheon programs
- One MCJW Corporate Recognition Award for your company's outstanding African American woman contributor (sponsor selected award) to be presented at the luncheon
- Social media spotlight
- Business Expo table
- Opportunity to address NCBW membership at a monthly meeting

PLATINUM SPONSOR - \$15,000

- Company logo displayed as Platinum Sponsor at the Empowerment Forum and Luncheon
- Recognition at a Platinum Sponsor on marketing materials
- One VIP preferred tables (10 seats) at the Luncheon
- One prominent full-page advertisement in the program book
- Business Expo table

GOLD SPONSOR - \$10,000

- Company logo displayed as Gold Sponsor at the Empowerment Forum and Luncheon
- One VIP preferred table (10 seats) at the Luncheon
- One prominent half-page advertisement in the program book
- Business Expo table

SILVER SPONSOR - \$5,000

- Company logo displayed as Silver Sponsor at the Empowerment Forum and Luncheon
- Half a table (5 seats) at the Luncheon
- One prominent quarter-page advertisement in the program book

BRONZE SPONSOR - \$3,000

- Company logo displayed as Bronze Sponsor at the Empowerment Forum and Luncheon
- Half a table (5 seats) at the Luncheon
- Listing in the program book

BUSINESS EXPO - \$375

- Exhibitor space: one display table, two chairs, and electricity

ADVERTISING OPPORTUNITIES

- Corporate Full Page Ad - \$5,000
- Corporate Half Page Ad - \$2,500
- Small Business Full Page Ad - \$1,500
- Small Business Half Page Ad - \$500
- Small Business Quarter Page Ad - \$250

LOGOS/ADS

Only high-resolution photos in B/W and color will be accepted

Formats: .EPS, .JPEG, or .PNG

Full page ad (8.5W x 11L)

Half page ad (8.5W x 5.5L)

Quarter page ad (4.25W x 5.5L)

Email logos to jamie@onehundredblackwomen.org with subject "NCBW MCJW2024 Logo/Ad"

SPONSOR CONFIRMATION ORDER FORM
DEADLINE FOR PRINTED PROGRAM – February 29, 2023
DEADLINE FOR INVITATION – March 15, 2023

Company/ Organization _____
Contact Name _____
Mailing Address _____
City/ State/ Zip Code _____
Phone _____
Email address _____

SPONSORSHIP LEVELS – Choose all that apply

- | | |
|---|--|
| <input type="checkbox"/> Title Sponsor \$50,000 | <input type="checkbox"/> Bronze Sponsor \$3,000 |
| <input type="checkbox"/> Strategic Partner \$25,000 | <input type="checkbox"/> I am unable to attend, but wish to contribute to the NCBW OBAC programs in the amount of \$ _____ |
| <input type="checkbox"/> Platinum Sponsor \$15,000 | |
| <input type="checkbox"/> Gold Sponsor \$10,000 | |
| <input type="checkbox"/> Silver Sponsor \$5,000 | |

BUSINESS EXPO

- Exhibitor table \$375

ADVERTISING OPPORTUNITIES

- | | |
|--|---|
| <input type="checkbox"/> Corporate full-page ad \$5000 | <input type="checkbox"/> Small business half-page ad \$500 |
| <input type="checkbox"/> Corporate half-page ad \$2,500 | <input type="checkbox"/> Small business quarter-page ad \$250 |
| <input type="checkbox"/> Small business full-page ad \$1,000 | <input type="checkbox"/> Congratulatory 1/8 page ad \$200 |

PAYMENT METHOD

- Credit Card
 Check
 Online

Card # _____
Expiration date Security Code _____
Billing address _____
Name on card _____
Authorized signature _____

PAYMENT INFORMATION

National Coalition of 100 Black Women, Inc.

Tax ID 94-3298877

PayPal.me/ncbwobac

c/o NCBW

P.O. Box 24231, Oakland, CA 94623-1231

Limited seating available

Contact: jamie@onehundredblackwomen.org or
www.onehundredblackwomen.com