

2013 MANY FACES ONE DREAM

The U.S. Small Business Administration and the
National Black Justice Coalition launch an
LGBT Economic Empowerment Tour
for Communities of Color



The Partnership



The U.S. Small Business Administration (SBA) was created in 1953 as an independent agency of the federal government to aid, counsel, assist, grow and protect the interests of small business concerns, to preserve free competitive enterprise and to maintain and strengthen the overall economy of our nation. Since its founding, SBA has delivered millions of loans, loan guarantees, contracts, counseling sessions and other forms of assistance to small businesses.

As a commitment to its mission to strengthen our economy, build America's future and maintain our competitive edge in today's global marketplace, SBA has partnered with the National Black Justice Coalition (NBJC), the nation's leading Black lesbian, gay, bisexual and transgender (LGBT) civil rights organization, to launch an LGBT economic empowerment tour.

Many Faces. One Dream. seeks to bring focus on our community's economic power, innovation and creativity in the small business sphere. The tour will occur in thirteen major cities throughout the country that have a significant LGBT community of color presence, including **Atlanta, Brooklyn, Chicago, Detroit, Ft. Lauderdale/Miami, Houston, Indianapolis, Los Angeles, New Orleans, Newark, Oakland/San Francisco, Philadelphia, and Washington, D.C.**

About the Tour

Many Faces. One Dream. participants will be grouped into two tracks: "Starting Your Business" and "Taking Your Business to the Next Level." In the first track, training will be provided on the key elements of a business plan, loans, marketing, and SBA's program and services. The second track will be geared toward LGBT firms that are currently in business but want to expand and grow.

Day 1:

- **Training Forum (two tracks)**
 - The Basics: Starting Your Business
 - Growth and Sustainability: Taking Your Business to the Next Level
- **Learning from Experts: Diversity and Inclusion Luncheon**
- **Networking Reception**



Day 2:

- **One-on-One Counseling**
- **Seminars on financial literacy, job creation and diverse business certification**
- **Learning from the Experts: Orienting Your Business Compass Luncheon**
- **Small Business Marketplace**

In each city, we will host a "Small Business Marketplace" featuring financial services and certification agents to support small business development. The marketplace will be a venue for LGBT-owned businesses of color to have access to the resources and tools needed to grow and sustain their enterprise. Key components of the marketplace include:

- Opportunities to exchange business-to-business products and services information
- The SBA and SCORE one-on-one counseling for entrepreneurs and small businesses
- The opportunity to learn about the various certification opportunities and how to do business with the local, state and federal government

Additionally, the Marketplace will provide value to corporate sponsors who can add to their supplier diversity databases while demonstrating their commitment to being a good corporate partner within LGBT communities of color.

"NGLCC is honored to partner with the National Black Justice Coalition and the U.S. Small Business Administration on this groundbreaking initiative for underserved communities. We are thrilled to serve as a conduit to procurement opportunities with corporate America, and provide diverse business certification for LGBT entrepreneurs of color."

—**Justin G. Nelson** | *President & Co-Founder, National Gay & Lesbian Chamber of Commerce*



The Value Proposition



The LGBT consumer market is worth more than \$700 billion. LGBT communities of color, in particular, represent an untapped population that is ripe with economic opportunity and mobility. *Many Faces. One Dream.* is designed as an innovative approach for driving economic growth in America and improving the economic well being of LGBT entrepreneurs and small business owners of color. In thirteen cities, the National Black Justice Coalition will give you access to an audience of LGBT entrepreneurs, advocates, government, and community leaders who will be exposed to your brand and your support of the empowerment of LGBT Americans. For companies who truly value diversity and inclusion, this is a tremendous opportunity to establish relationships with key influencers in a distinct, connected and growing segment of the LGBT community. Sponsorship of the tour will provide you with opportunities to:

- Market small business products and services to a captive audience
- Establish brand recognition and commitment within LGBT communities of color and grow market share of customers
- Increase supplier diversity database and meet annual growth goals
- Create ties between Employee Resource Groups across a variety of segments (LGBT, Race/Ethnicity, Disabilities, Military, etc.)
- Develop community affairs initiatives by forming unique connections to LGBT communities of color as a good corporate citizen
- Network with federal, state and local government officials and community leaders

Title Sponsorship \$100,000

Headliner and Title Sponsor for all 13 cities to include:

- First right of refusal for 2014/2015
- Prominent logo on all marketing materials related to event
- Acknowledgement of the brand on website with hyperlink to company website
- Company leadership speaking opportunity during event
- Prominent integrated brand logo on Step & Repeat (press photo wall)
- Full page color ad in program booklet
- Prominent product display/placement
- Prominent name recognition in all press releases and social media related to event
- Product distribution in attendees' bags
- 130 participant scholarships in company name (fee waivers, 10 per city)
- 8 tickets to pre-event VIP reception
- 8 tickets to networking reception
- 2 Tables at the Diversity and Inclusion Luncheon
- 2 Tables at the Themed Luncheon
- 2 Booths in Small Business Marketplace
- Sponsor Afternoon Break Days 1 and 2
- Title Sponsor for the NBJC *OUT on the Hill* Summit in September (Washington, DC)*

*About *OUT on the Hill*

Each year, over 200 Black LGBT leaders, activists, politicians, corporate executives and emerging leaders from across the country gather in the nation's capital for NBJC's annual *OUT on the Hill* Black LGBT Leadership Summit. *OUT on the Hill* attendees participate in an inspiring week of discussion, strategy and organizing. In addition, congressional leaders,

the White House and federal agencies are educated about Black LGBT public policy concerns. *OUT on the Hill* activities coincide with the Congressional Black Caucus Foundation's Annual Legislative Conference (CBCF-ALC), granting sponsors the opportunity to maximize their brand's visibility to thousands of African American leaders, decision makers and public officials.

Premier Sponsorship \$75,000

Premier Sponsor for ten (10) cities to include:

- Prominent branding on stage and signage
- Premier logo placement on all event marketing materials
- Premier logo placement on invitations/website
- Full page color ad in program booklet
- Acknowledgement during event
- Name recognition in all press releases in target cities
- Product distribution during Themed Luncheon
- 100 participant scholarships in company name (fee waivers, 10 per city)
- 6 tickets to pre-event VIP reception
- 6 tickets to networking reception
- 2 Tables at the Diversity and Inclusion Luncheon
- 2 Tables at the Themed Luncheon
- 2 Booths in Small Business Marketplace
- Sponsor Afternoon Break Day 1
- Product distribution in attendees' bags
- Premier Sponsor for the NBJC *OUT on the Hill* Summit in September (Washington, DC)

Diamond Sponsorship \$50,000

Diamond Sponsor for seven (7) cities to include:

- Prominent branding on stage and signage
- Full page color ad in program booklet
- Sponsor logo on website
- Name recognition in all press releases in target cities
- 70 participant scholarships in company name (fee waivers, 10 per city)
- 4 tickets to pre-event VIP reception
- 4 tickets to networking reception
- 1 Table at the Diversity and Inclusion Luncheon
- 1 Table at the Themed Luncheon
- 1 Booth in Small Business Marketplace
- Sponsor Afternoon Break Day 2
- Product distribution in attendees' bags
- Signature Sponsor for the NBJC *OUT on the Hill* National Town Hall Meeting in September (Washington, DC)
- Signature Sponsor for the NBJC *OUT on the Hill* CBCF Issue Forum in September (Washington, DC)

Platinum Sponsorship \$25,000

Choice of three (3) cities on the 13-city tour to include:

- Sponsor recognition with logo on signage and all printed materials
- 1/2 page color ad in program booklet
- Sponsor logo on website
- Name recognition in all press releases in target cities
- 30 participant scholarships in company name (fee waivers, 10 per city)
- 4 tickets to pre-event VIP reception
- 4 tickets to networking reception
- Table Sponsor at Diversity and Inclusion Luncheon
- Table Sponsor at Themed Luncheon
- 1 Booth in Small Business Marketplace
- Product distribution in attendees' bags
- 4 corporate registrations at the NBJC *OUT on the Hill* Summit in September (Washington, DC)

Gold Sponsorship \$10,000

Choice of one (1) city on the 13-city tour to include:

- Sponsor recognition with logo on signage and all printed materials
- Listing in program booklet
- Sponsor logo on website
- Name recognition in press release
- 10 participant scholarships in company name (fee waivers)
- 2 tickets to pre-event VIP reception
- 2 tickets to networking reception
- Table Sponsor at Diversity and Inclusion Luncheon
- 4 Tickets at the Themed Luncheon
- 1 Booth in Small Business Marketplace
- 2 corporate registrations at the NBJC *OUT on the Hill* Summit in September (Washington, DC)

Silver Small Business Supporter \$5,000

Choice of one (1) city on the 13-city tour to include:

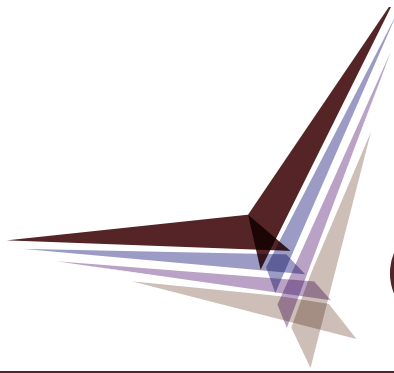
- Sponsor recognition on all printed materials
- Listing in program booklet
- 4 participant scholarships in company name (fee waivers)
- 2 tickets to pre-event VIP reception
- 2 tickets to networking reception
- Table Sponsor at the Diversity and Inclusion Luncheon
- 2 tickets at the Themed Luncheon
- 1 Booth in Small Business Marketplace
- 1 corporate registration at the NBJC *OUT on the Hill* Summit in September (Washington, DC)

Small Business Partner \$2,500

Choice of one (1) city on the 13-city tour to include:

- Sponsor recognition on all printed materials
- Table Sponsor at the local Diversity and Inclusion Luncheon
- 4 participant scholarships in company name (fee waivers)
- 1 Booth in Small Business Marketplace





MANY FACES ONE DREAM

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<i>Many Faces. One Dream.</i> Value Summary	NATIONAL			REGIONAL	
	Title (13 Cities)	Premier (10 cities)	Diamond (7 Cities)	Platinum (3 Cities)	Gold (1 City)
	100,000	75,000	50,000	25,000	10,000
Headliner & Tour Sponsorship	X				
Logo on Participant Briefcase	X				
Company leadership speaking opportunity at events	X				
Verbal Recognition and Thank You from Stage	X	X			
Pre-Event VIP Reception	X	X	X	X	X
Sponsor Day 1 Diversity and Inclusion Luncheon	X	X	X	X	X
Sponsor Day 1 Morning/Afternoon Breaks	X	X			
Sponsor Day 1 Networking Reception	X	X			
Sponsor Day 2 Themed Luncheon	X	X	X		
Sponsor Day 2 Morning/Afternoon Breaks	X		X		
Product distribution in attendees' bags	X	X	X	X	
Visibility on Marketing/Social Media Materials	Logo+	Logo+	Logo+	Logo	Name
Participation in Small Business Marketplace	X	X	X	X	X
Participant Scholarships in Company Name	130	100	70	30	10
Program Book	Full page	Full page	Full page	Half page	Listing
<i>OUT on the Hill</i> Sponsorship*	Yes	Yes	Yes		

*About *OUT on the Hill*

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the White House and federal agencies are educated about Black LGBT public policy concerns. *OUT on the Hill* activities coincide with the Congressional Black Caucus Foundation's Annual Legislative Conference (CBCF-ALC), granting sponsors the opportunity to maximize their brand's visibility to thousands of African American leaders, decision makers and public officials.

If these packages do not fit your company's needs and you would like to participate in *Many Faces. One Dream.* please contact Michael J. Brewer at sba_tour@nbjc.org or 202-319-1552 x104.



“The LGBT small business community is helping us create an economy built to last. That is why we are proud to partner with the National Black Justice Coalition — an organization that represents the many faces and true diversity of the movement for full equality. Equipped with the necessary resources and tools, LGBT small business owners and entrepreneurs will have access to a wealth of knowledge, opportunity and economic growth.”



—Eugene Cornelius, Jr. | Deputy Associate Administrator for Field Operations, U.S. Small Business Administration

AD SPECIFICATIONS

The *Many Faces. One Dream.* Program Book is printed in color, with a four-color process cover. Ads may be either bleed or non-bleed.

ADS MAY BE SET UP IN ANY OF THE FOLLOWING FORMATS:

- Adobe Acrobat Press Quality PDF (high resolution: images should be 300dpi) with trim marks and bleed included (if applicable)
- Adobe Photoshop – EPS, TIFF, or JPEG files (300dpi)
- Adobe Illustrator (convert fonts to outline)
- Adobe InDesign CS5 (convert fonts to outline, package all elements)

FULL PAGE
Bleed Size: 8.75” x 11.25”
Non-Bleed Size: 8” x 10.5”
Trim Size: 8.5” x 11”
Live Area: 8” x 10.5”

HALF PAGE
Bleed Size: 8.75” x 5.75”
Non-Bleed Size: 8” x 5.25”
Trim Size: 8.5” x 11”
Live Area: 8” x 5”



The National Black Justice Coalition (NBJC) is the fiscal agent for *Many Faces. One Dream.* All sponsorships should be made payable to NBJC.

National Black Justice Coalition | Post Office Box 71395 | Washington, DC 20024 | (202) 319-1552 ofc

