National Society of Black Engineers

2011 Partnership Guide
Annual Convention - March 23 – March 27, 2011
St. Louis, Missouri

*(items in this document are subject to change)*

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Greetings,

It is with great pleasure on behalf of the National Society of Black Engineers (NSBE) that we invite you to partner with us to positively impact our global engineering communities focusing on NSBE membership and non-members within the black communities. Through a partnership with NSBE, your company will gain great opportunities to maximize your corporate visibility, recruit top diverse talent, and support events that encourage men and women of color to pursue careers in science, technology, engineering, and mathematics (STEM).

It is the support of companies, government agencies and academic institutions that have helped facilitate NSBE’s growth by supporting our programs and participating in our conferences and annual convention. Together, our conferences and annual convention attract more than 10,000 attendees yearly. To add, close to 300 exhibitors and sponsors participate in NSBE events every year. These events have benefited our partners and supporters by providing great access for recruitment of top engineering student and technical professional talent as well as showcase of products and technology, and professional development opportunities for the technical professionals of their respective companies.

The National Society of Black Engineers, founded in 1975, is the world’s premier organization supporting black engineers. NSBE is a 501 (C)3 non-profit organization that is run by students studying STEM majors in undergraduate and graduate academics institutions around the world. Our full time professional staff is based at our World Headquarters facility in Alexandria, Virginia. NSBE’s mission: “To increase the number of culturally responsible Black engineers who excel academically, succeed professionally, and positively impact the community,” is now embraced by more than 35,000 active members of all racial backgrounds throughout the six NSBE global regions; this record number is still growing! Our membership is made up of three membership demographics: 30 % pre-college members, 50% college students, and 20% technical professionals. We encourage you to review this Partnership Packet and discover the great sponsorship opportunities that can benefit your company and support our charitable mission.

Thank you, we look forward to your partnership!

Regards,

Calvin Allen Young, III
Finance Committee Chairperson
National Society of Black Engineers
nebfinance@nsbe.org

Amilcar Aaron
Finance Chairperson, NSBE Alumni Extension
National Society of Black Engineers
finance@nsbe-ae.org
About NSBE

The National Society of Black Engineers (NSBE) is a 501(c)(3) nonprofit association dedicated to the academic and professional success of Black engineering and technical students and professionals. NSBE offers its members leadership training, professional and academic development, mentoring opportunities, community service outreach programs, and scholarships.

Organization: NSBE is one of the largest student-run Societies, comprised of more than 400 chapters, nationwide and overseas. These chapters are geographically divided into six regions and are governed by a national executive board.

Membership: NSBE has over 23,000 collegiate and professional members. Its membership has also grown to include over 8,200 pre-college students in addition to chapters in Africa, Asia, Canada, the Caribbean, and Europe.

Membership Demographics:
Pre-College (NSBE Jr.), Collegiate, Technical Professional

Programs: NSBE offers programming that broadens experience while rewarding outstanding achievement. These programs are designed to promote Technical Excellence, Academic and Professional Development, Leadership Development and our Pre-College Initiative. NSBE programs and activities include career fairs, graduate school fairs, technical research projects, academic competitions, scholarships, and awards.

Conferences: NSBE annually hosts 12 regional conferences, a national leadership training institute, an international conference and an annual convention, which draws over 10,000 attendees.

Publications: NSBE produces two publications for its members: NSBE Magazine and The Bridge Magazine. The Career Engineer is a special section within NSBE Magazine aimed at technical professionals.

Corporate Support: NSBE is supported by the Board of Corporate Affiliates (BCA). The board is made up of Fortune 500 and other corporations that recruit NSBE members for internships, co-ops and full-time employment opportunities. Partnership opportunities for corporate supporters exist on the national, regional, and chapter levels.

National Headquarters: A professional staff of 25 operates NSBE's World Headquarters office, located in Alexandria, VA, and serves as the central point of daily operations for the entire Society.
NSBE 2010-2011 Calendar Highlights: General

April 3-30  NSBE Online (NOL) down for migration to new system
May 31    2010 sponsorship Right of Refusal deadline
July 31    NSBE 2009-2010 fiscal year ends
August 1   NSBE 2010-2011 fiscal year begins
September 10  2010 Fall Regional Conference commitment forms due
September 30 Tentative Date -Golden Torch Awards nominations due
November 1  Deadline for Corporate Scholarship Programs acceptance Cycle #1
November 5-21 2010 Fall Regional Conferences
December 10 Initial Hiring and Supplier Diversity data due
January 1   Last day to cancel for 2011 Annual Convention without 25% penalty fee
January 28  DEADLINE FOR ALL PAYMENTS. ONLY CREDIT CARD PAYMENTS ACCEPTED AFTER THIS DATE.
February 1  Deadline for all refunds
February 3  Deadline for ANY sponsored items to appear in NSBE Annual Convention advertising materials
February 4  Deadline to register participants for the 2011 Annual Convention
February 4  Tentative Date - Seat reservation deadline for Golden Torch Awards
February 8  Tentative Date - One-Night hotel deposit with names due
February 28  E-Mail Blast requests due
March 23-27 37th Annual Convention in St. Louis, MO
April 16    Final Exhibitor Hiring and Supplier Diversity data due

NSBE 2010-2011 Calendar Highlights: BCA

August 26-27  Summer BCA Meeting (Hosted by The Boeing Company)
September 17 Tentative Date - 2011 BCA Housing Request Forms due
October 14   Fall BCA Conference Call
December 3  Team Meeting Room Request Forms due
January 21   Winter BCA Meeting (Virtual if not Sponsored)
February 1  Approved BCA Bag Insert descriptions due
March 1      Final date of acceptance for BCA Bag Insert shipments
March 23    37th Annual Convention BCA Meeting

** NSBE Media & Publications Deadlines TBD.
We thank you for your interest in NSBE National Sponsorship! Please note that all organizations must be National Sponsors in order to participate as exhibitors during the 37th Annual Convention in St. Louis, Missouri on March 23-27, 2011. There will be a two-day Career Fair and Graduate School and College Fair held March 24 and 25.

**SPONSORSHIP BENEFITS**

**BOARD OF CORPORATE AFFILIATES**

The member companies of the Board of Corporate Affiliates (BCA) are our organization’s top corporate and government strategic partners, who are working with our leadership to fulfill the NSBE mission. The mission of the Board of Corporate Affiliates (BCA) is to provide ongoing long-term support to the National Society of Black Engineers through consultation with its leaders, in-kind services, funding operations and systems support, technical assistance and career opportunities to meet the needs of its members.

An increasing numbers of employers — those with sound recruitment strategies and a strong commitment to increasing the pool of technical talent — have found NSBE to be a prime resource for technical and diversity recruiting. For this reason, we are setting a precedent for continued growth as the world economy recovers from the economic downturn. Below you will find details regarding the benefits for our BCA:

<table>
<thead>
<tr>
<th>NSBE Benefits</th>
<th>BCA</th>
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<tbody>
<tr>
<td>Sponsorship Cost (Convention Rate)</td>
<td>$40,000</td>
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<tr>
<td>1. Two 10’ x 10’ booths at the Annual Convention Career Fair</td>
<td>included in sponsorship</td>
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<tr>
<td>2. One interview booth per day at the Annual Convention Career Fair</td>
<td>included in sponsorship</td>
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<tr>
<td>3. UNLIMITED access to the NSBE Resume Database for 12 months</td>
<td>included in sponsorship</td>
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<tr>
<td>4. Three informative BCA Meetings per year</td>
<td>included in sponsorship</td>
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<tr>
<td>5. One-time use of NSBE membership database for mailing (postage and fulfillment costs incurred by BCA company) or broadcast e-mail.</td>
<td>included in sponsorship</td>
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<tr>
<td>6. 50 Job Postings</td>
<td>included in sponsorship</td>
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<tr>
<td>7. 20 Full Annual Convention registrations</td>
<td>included in sponsorship</td>
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<tr>
<td>8. Priority access to purchase a Hospitality Suite and/or a Career Engineering Networking Suite at discounted price (plus cost of food and beverage)</td>
<td>included in sponsorship</td>
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<tr>
<td>Career Engineering Networking Suite (CENS)</td>
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<tr>
<td>Hospitality Suite</td>
<td>$1,500</td>
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<tr>
<td>9. Opportunity to include one advertisement or company product in the convention bag.</td>
<td>included in sponsorship</td>
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<tr>
<td>10. Listed as a BCA member company in every issue of NSBE Magazine (September - March)</td>
<td>included in sponsorship</td>
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<tr>
<td>11. 15% Discount on advertising rates for NSBE Magazine (Three Issues) and the Bridge Magazine (Three Issues) (other rates available)</td>
<td>$7,125 (per 4-Color ad) $3,500 (per 4-Color ad)</td>
</tr>
<tr>
<td>12. Priority consideration given to one (1) workshop abstract subject to approval for the 37th Annual Convention</td>
<td>included in sponsorship</td>
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<tr>
<td>13. BCA Portal Access (instant online access to important documents and updates)</td>
<td>included in sponsorship</td>
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<tr>
<td>14. Priority consideration of preferred Annual Convention Career Fair booth location</td>
<td>Included in sponsorship</td>
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<td>15. Contribution to NSBE Fellows Program. Access to scholarship database. Priority access to corporate scholarship programs with posting on the NSBE website</td>
<td>included in sponsorship</td>
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<td>16. Company Logo with “Hotlink” on the BCA Sponsorship page of NSBE website</td>
<td>included in sponsorship</td>
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<td>17. Recognition as a Sponsor on NSBE’s Annual Convention website</td>
<td>included in sponsorship</td>
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<td>18. Recognition in all relevant Annual Convention materials</td>
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<tr>
<td>19. Customer Service Representative</td>
<td>included in sponsorship</td>
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<tr>
<td>20. Attendance at all six Fall Regional Conference Career Fairs at the Career Fair Exhibitor Level at no additional charge. Costs for higher tier levels or additional conferences are at the list price</td>
<td>included in sponsorship</td>
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<tr>
<td>21. Access to NSBE Chapter Leaders Database</td>
<td>included in sponsorship</td>
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2011 Partnership Guide

Major Sponsor (Starting at $20,000)
In contrast to the BCA Level, which is a year-round partnership, the level of Major Sponsor is aimed at having a much larger and much more effective presence at the Annual Convention. See benefits below:

- 10’ x 20’ exhibit spaces at the Annual Convention Career Fair
- Fifteen Annual Convention Registrants
- Company Name with hotlink on NSBE Website
- Preferred Career Fair booth location
- Listing in the subsequent annual convention solicitation package
- Recognition in all relevant convention materials
- Recognition as a Major Sponsor on NSBE 37th Annual Convention Web Site
- Student and Professional Resume Database Access for 6 months
- Sponsor one scholarship recipient through the NSBE Scholars Program
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

Corporate Sponsor (Starting at $7,500)

- 10’ x 10’ exhibit spaces at the Annual Convention Career Fair
- Four Annual Convention Registrants
- Company Name with hotlink on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Corporate Sponsor on NSBE 37th Annual Convention Web Site
- Student and Professional Resume Database Access for 3 months
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

Government Exhibitor (Starting at $5,000)

- 10’ x 10’ exhibit spaces at the Annual Convention Career Fair
- Two Annual Convention Registrants
- Company Name with hotlink on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Sponsor on NSBE 37th Annual Convention Web Site
- Student and Professional Resume Database Access for 3 months
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

Non-Profit Exhibitor (Starting at $800)

- 10’ x 10’ exhibit spaces at the Annual Convention Career Fair
- Two Annual Convention Registrants
- Company Name with hotlink on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Sponsor on NSBE 37th Annual Convention Web Site
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

University Exhibitor (Starting at $350)

- 10’ x 10’ exhibit spaces at the Annual Convention Career Fair (or Grad/College Fair)
- Two Annual Convention Registrants (or 1 at Grad/College Fair)
- Company Name with hotlink on NSBE Website
- Recognition in all relevant convention materials
- Recognition as a Sponsor on NSBE 37th Annual Convention Web Site
- Authorization to host a hospitality suite at the Annual Convention at an additional cost.

*A Three Regional Career Fair Package may be added to any of the above levels at additional charge. See Sponsorship Commitment Form for details

**All packages are subject to change

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corp_relations@nsbe.org
2011 Partnership Guide

2010-2011 Sponsorship Commitment Form – Instructions/Help

The following form can be used to reserve exhibition space in our 2010 -2011 Annual Convention Career Fair, College Fair, and Graduate School Fair and all related items. This form can also be used to sponsor events and items as defined in this Preview Guide. Please follow the instructions below when completing this form.

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. Secondary contacts are generally contacted when contact with the primary is unreachable.

2) Select a Sponsorship Level

In order to exhibit on our Career Fair Floor you must sign up for a particular sponsorship level (Board of Corporate Affiliates, Major Sponsor, Corporate Sponsor, Government Exhibitor, Non-Profit Exhibitor, University/College). Refer to the Sponsorship Benefits page for a listing of the benefits that are included with each sponsorship level. Note: All exhibiting packages are bundled as defined in the Sponsorship Benefits Section. There is no separate pricing for reserving just a booth.

Some Sponsorship Level line items on the following form give you the option to add a package of 3 FRC’s (e.g., “Major Sponsor plus Three (3) Regional Career Fairs”) This option allows you to attend (in addition to the Annual Convention) three Fall Regional Conferences of your choice, for a reduced price. For Fall Regional Conference locations, refer to the Regional Opportunities page of this document.

3) Add on Additional Items/Sponsorships

After selecting your sponsorship level, use this section of the form to select Additional Items to your registration. You may reserve additional booth space, onsite interview rooms, Hospitality Suite Space, and more. In the last line item of the following form you will find the Additional Sponsorships section where you can reserve sponsorships for the events and items found in the this Preview Guide. Please enter the EXACT NAME and PRICE of the event/item you wish to sponsor. If you wish to sign up for additional events/items past the allotted spaces here, please make a note on an additional page.

4) 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, and check the acknowledgement boxes. Unsigned/Unchecked forms will not be accepted.

5) Submit your Form

You may either submit via email (corp_relations@nsbe.org) or fax (703-683-5312). We cannot guarantee receipt through any other means, unless specifically stated. You will receive a confirmation of receipt within 24 hours. A PDF of your invoice will be delivered to the primary contact’s email address within 4-5 business days. Any changes to the 1st submission of this form requires a 1) new submission of the form including ONLY the changes AND 2) the NSBE Change form. This policy is subject to change.
**Sponsorship Commitment Form v1**

Send form to National Society of Black Engineers:
(Fax) 703.683.5312 or Email: corp_relations@nsbe.org. For questions call 703.549.2207 ext 510

<table>
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<tr>
<th>Pre-Early Bird (invoiced before 5/29/10)</th>
<th>Early Bird (invoiced before 7/31/10)</th>
<th>Convention Rate (invoiced before 1/29/11)</th>
<th>Representatives Included in Price (@ Annual Convention Only)</th>
<th>Booth Space (@ Annual Convention)</th>
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<td>Major Sponsorship Level</td>
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<td>Major Sponsor plus Three (3)</td>
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<td>Government Exhibitor plus Three (3)</td>
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<td>Hospitality Suites – Audience - College Students BCA Companies</td>
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<td>Career Engineering Networking Suites Audience - Technical Professionals BCA Companies</td>
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**FOR OFFICE USE ONLY**

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### 2011 Partnership Guide

<table>
<thead>
<tr>
<th>University and College @ Career Fair</th>
<th>University/College @ Graduate School Fair</th>
<th>University/College @ College Fair</th>
<th>University/College @ Graduate School and College Fair</th>
<th>University/College @ Career Fair and Graduate School Fair</th>
<th>University/College @ Career and College Fair</th>
<th>University/College @ Career and Graduate School Fair and College Fair</th>
<th>Corporate Sponsored Scholarship Includes administrative fee</th>
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<td>PRE EARLY BIRD (INVOICED BEFORE 5/29/10)</td>
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<td>CONVENTION RATE (INVOICED BEFORE 1/29/11)</td>
<td>REPRESENTATIVES INCLUDED IN PRICE (@ ANNUAL CONVENTION ONLY)</td>
<td>BOOT SPACE (@ ANNUAL CONVENTION)</td>
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### Additional Sponsorships

Enter exact name of each additional sponsorship:

- Qty
- Total

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**GRAND TOTAL**

Authorized Representative: Name/Title: ____________________________________________
Signature: ____________________________________________ Date: ______________________

☐ Check here: I agree to the terms of the Cancellation/Change/Refund Policy

☐ Check here: I understand that all options are subject to approval and availability. Prices are subject to change.

Contact Name: ____________________________________________ Address: ____________________________________________
Company: ____________________________________________
City: ____________________________________________ State: ____________________________________________
Zip: ____________________________________________

*Invoices to go to primary contact

Payment: Check (certified or Company) Please Invoice (PO#___________) How would you like to be invoiced? ________________

☐ Money Order ☐ AMEX ☐ MC ☐ Visa ☐ Discover

Check or Credit Card Number: ____________________________________________ Credit Card Expiration Date: ____________________________

Credit Card Holder Name and Signature: ____________________________________________
Credit Card Holder Address: ____________________________________________ Email Address: ____________________________________________

Credit Card Holder City, State and Zip: ____________________________________________ Telephone Number: ____________________________________________

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Send checks to: National Society of Black Engineers, World Headquarters, 205 Daingerfield Road Alexandria, VA 22314.

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corp_relations@nsbe.org

v1
Cancellation/Change/Refund Policy  
Effective June 3, 2010

Payment must be received no later than January 28, 2011. Invoices that remain unpaid after January 28, 2011 will be subject to having their associated sponsorship forfeited. Specifically, if you have ANY outstanding invoice(s) with NSBE after this date, you will not be permitted on the career fair and/or graduate school/college fair floor(s). Additional items purchased after this date require credit card payment only. No other form of payment will be honored after this date.

A 10% late fee will be assessed to all payments made after January 28, 2011. There will be a 25% Administrative Fee for any sponsorship cancellations after January 1, 2011. This includes paid and unpaid invoices. There will be no refunds after February 1, 2011.

All cancellations and/or changes must be submitted by accurately completing and forwarding the attached Change Form. Cancellations and/or changes will not be honored unless approved in writing from NSBE’s Corporate Relations.

This policy is subject to change based on implementation of a new NSBE online management system coming soon.
Change Form

All cancellations and/or changes must be submitted by accurately completing and forwarding this form with signature. Cancellations and/or changes will not be honored unless approved in writing from NSBE’s Corporate Relations. You may either submit via email (corp_relations@nsbe.org) or fax (703-683-5312). We cannot guarantee receipt through any other means, unless specifically stated. You will receive a confirmation of receipt within 24 hours.

This form is subject to change based on implementation of a new NSBE online management system coming soon.

ONE ITEM MUST BE CHECKED:
- Add-On/Revision
- Cancellation/Reduction
- Special Instructions

**Company/Institution:**

______________________________  Submission#________

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<tr>
<th>Sponsored Item</th>
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Comments:

Authorized Representative:

________________________________________________________________________

Name/Title

Authorized Representative Signature:

________________________________________________________________________

Name  Date

FOR OFFICE USE ONLY:

- Fax  Approved by CR________________________ Notes:
- Email  Date Filed________________________
- Queue
- Confirmation Sent

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corp_relations@nsbe.org
NSBE Job Posting Service

Our Job Posting Service (which can be found under the Corporate/Sponsors tab at www.nsbe.org) allows employers looking for the most qualified candidates to advertise their job announcements to our membership via our online database. This service also provides employers with a cost effective solution to reach a diverse group of engineering college students, graduates, and technical professionals.

How does it work for you?

Employers are able post and review their jobs postings through our National Website. Once a job posting has been submitted, our staff will review the posting for approval. All approved job postings are visible to NSBE members for 60 days. Job postings can be advertised to a targeted audience using specific criteria that are matched with our members’ interests. Member responses to job postings can be tracked by company name, desired major/position, location and/or job title. If a member is interested in a job posted, they will then apply using the instruction you provide in the “Application Instructions” field.

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<thead>
<tr>
<th>Job Posting Pack Prices</th>
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<td>One Hundred Pack (new!!)</td>
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General 37th Annual Convention Sponsorships
(Target Audience: All Convention Attendees)

**Convention Bags**
Maximum Number of Sponsors: Two (2)
Item Description: At every Annual Convention all registrants (pre-college, collegiate, alumni, technical professional, etc) receive NSBE conference bags at the start of the Convention Program.
Sponsorship Benefit: Your company logo (in addition to the NSBE Symbol) will be prominently displayed during the Convention and as attendees return home to their unique geographic locations around the globe. The bags will contain sizable items that advertise your company's brand/image.
Sponsorship Cost: Convention Bags - $110,000
PCI Convention Bags - $10,000

**Opening Session**  (Fully Sponsored by United Technologies)
Maximum Number of Sponsors: Two (2)
Item Description: Opening event for the convention. Session includes pageantry to convey Convention theme, well-known motivational speakers, introduction of national and convention leaders, and a formal welcome from a local government official. Expected attendance is approximately 6,000.
Sponsorship Benefit: Banner, Speaker, and access to 5,000 general attendees
Sponsorship Cost: $75,000

**General Sessions**  (Fully Sponsored by Chevron, Wal-mart, and Johnson Controls)
Maximum Number of Sponsors: One (1) per day
Item Description: General Sessions are NSBE business sessions which will feature a motivational speaker/industry leader on the subject of one of NSBE’s key business areas on Thursday, Friday, or Saturday. Expected attendance is approximately 4,000
Sponsorship Benefit: Banner, speaker and access to approximately 5,000 NSBE general attendees.
Sponsorship Cost: $20,000 per session

**Badge Holders/Lanyards**
Maximum Number of Sponsors: One (1)
Item Description: All national convention attendees will prominently display your company logo while walking through the halls of the convention site.
Sponsorship Benefit: Company name on badge holders; must include NSBE's logo.
Sponsorship Cost: $40,000

**Mini Agenda**
Maximum Number of Sponsors: One (1)
Item Description: Highlights convention events and Agenda
Sponsorship Benefit: Four (4) color logo placement on guide; distribution to all conference attendees.
Sponsorship Cost: General: $6,500
Grad School Program: $4,000
2011 Partnership Guide

**Hotel Key Card (Participating companies include: The Boeing Company)**
Maximum Number of Sponsors: One (1) per hotel
Item Description: Each attendee at the Annual National Convention will receive a hotel key card with your company logo (design subject to NSBE approval).
Expected Distribution: 400 rooms per hotel - (depending on room occupancy) - Seven (7) total hotels.
**Sponsorship Benefit:** Logo on hotel key - must include NSBE’s Convention theme & logo
**Sponsorship Cost:** $5,000 plus the keycard and distribution per hotel

**Cyber Café (Participating companies include: Hewlett Packard Company)**
Maximum Number of Sponsors: Three (3)
Item Description: Resource room for general attendees to check e-mail, print resume, etc.
**Sponsorship Benefit:** Signage, company defined access to all attendees.
**Sponsorship Cost:** $15,000 plus cost of café

**Career Engineering Networking Suites (Participating companies include: IBM, United Technologies)**
Maximum Number of Suites: Based on space availability
Item Description: Networking event to recruit technical professionals for both career and graduate school opportunities.
**Sponsorship Benefit:** Signage and access to technical professionals
**Sponsorship Cost:** $5,000/suite plus cost of food and beverage (alcohol can be served)

**Hospitality Suites (Participating companies include: Google, Hewlett Packard, General Electric, Accenture)**
Maximum Number of Suites: Based on space availability
Item Description: Networking event to recruit collegiate students for career and graduate opportunities
**Sponsorship Benefit:** Signage and access to collegiate students
**Sponsorship Cost:** $2,000/suite plus cost of food and beverage (no alcohol can be served)

**Annual Convention Shuttle**
Max Number of Sponsors: Three (3)
Item Description: Ground Transportation to and from contracted convention hotels to the St. Louis Convention Center.
**Sponsorship Benefit:** Company name on side of bus and on bus authorization stickers. Verbal promotions during the shuttle ride.
**Sponsorship Cost:** $90,000 (or $30,000 per sponsor)

**Technical Professional Conference (TPC) Executive Roundtables (Participating companies: Genentech)**
Max Number of Sponsors: Five (5) per roundtable
Item Description: These events will consist of several unique executive roundtables that are targeted for the graduate student and the technical professional. The goal of this event is to offer the membership an alternate to the traditional workshop setting in order to gain exposure or knowledge in an area that the relevant to the graduate student and alumni community. Roundtable panelists and their companies will be featured in NSBE publications.
**Sponsorship Benefit:** Speakers, signage and access to technical professionals (100 per session).
**Sponsorship Cost:** $2,000 per panelist
2011 Partnership Guide

2012 Annual Convention Kick-Off Event
Maximum Number of Sponsors: Three (3)
Item Description: The kick-off event to the 2012 National Convention will be held at the 2011 Annual Convention (St. Louis, MO). This will be a high energy event that will commence the promotion of the 2012 Annual Convention being held in Pittsburgh. The purpose of this event is to spread awareness and build anticipation so that we lay the foundation for another amazing convention. This event will showcase what the city of Pittsburgh, PA has to offer as well as prompt St. Louis convention attendees for early registration.

Sponsorship Benefit: Banner, speaker and access to approximately 4,000 NSBE general attendees; announcement of raffle items, VIP section, and table to place giveaways and marketing materials

Sponsorship Cost: $2,500 plus the cost of food

Chapter Officers’ Event
Maximum Number of Sponsors: One (1)

Item Description: This luncheon is dedicated to honoring NSBE Chapter Executives. With over 300 chapters around the world, chapter leadership is crucial to sustaining NSBE programming in the local community. Approximate attendance: 500

Sponsorship Benefit: Signage, control of program, access to NSBE Pre-College, College, Alumni/Technical Professional Chapter Officers

Sponsorship Cost: $2,500 plus cost of food and beverage (approx: $15,000)

Chapter Presidents’ Event
Maximum Number of Sponsors: One (1)

Item Description: This luncheon is dedicated to honoring NSBE Chapter Presidents. With over 300 chapters around the world, our chapter presidents are essential in ensuring that we fulfill our mission. Approximate attendance: 200

Sponsorship Benefit: Signage, control of program, access to chapter leaders

Sponsorship Costs: $2,500 plus cost of food and beverage (approx: $7,500)

Graduating Seniors’ Event
Maximum Number of Sponsors: One (1)

Item Description: This is a reception to congratulate all NSBE members who are graduating. Certificates and gifts are distributed. Approximate attendance: 200-300

Sponsorship Benefit: Signage, speaker, access to graduating seniors

Sponsorship Cost: $2,500 plus cost of food and gifts (approx: $9,000)

APEx Networking Reception:
Maximum Number of Sponsors: One (1)

Item Description: NSBE Members with APEx status (Academic Pyramid of Excellence, 3.0 or above) will have a chance to meet with members of the Board of Corporate Affiliates (BCA) during Annual Convention (St. Louis, MO) in the form of a networking reception.

Sponsorship Benefit: Guaranteed access to collegiate members with a grade point average of 3.0 and above. Company will be able to hang banner, provide marketing material to members and give a short presentation during the networking event.

Sponsorship Cost: $3,000
NSBE Senate
Item Description: Lunch in Senator’s Lounge at National Convention
Background: At the heart of NSBE is the student-run leadership model and the body that has the power to elect the student leaders, change governing documents and represent the will of the membership is the NSBE Senate. The culmination of Senate activities is at our National Convention and Annual Business Meeting, where senators sacrifice the majority of the convention to carry out the business of NSBE (Elections, Governing Document Amendments, National Senate Discussions). As the driving force behind the direction of NSBE, providing lunch is a small token of appreciation for the dedication and time-commitment of senators.
Sponsorship Benefit: Signage, Company Literature viewed by the select group of approximately 400 senators (many of whom step up to higher leadership positions), Volunteer Sign-Up sheet for add'l information.
Sponsorship Cost: $5000

3rd Annual Lifetime Members Reception
This event is a reception honoring those who have made the highest commitment to NSBE: Lifetime Membership. Lifetime Members will be recognized while new Lifetime Members will be introduced to the NSBE Family. This reception also will include Golden Torch Award Honorees and Board of Corporate Affiliates Executives. The reception will take place prior to Golden Torch Awards and as such attire is “Black Tie.”

Level 1
Maximum Number of Sponsors: Three (3)
Sponsorship Benefit: Signage, brief remarks from Company Representative, and access to Professionals and NSBE leadership
Sponsorship Cost: $15,000 plus the cost of food

Level 2
Maximum Number of Sponsors: One (1)
Sponsorship Benefit: Signage during event and opportunity to serve beverage product
Sponsorship Cost: $2,000 plus the cost of cash bar

Opening Session Car Giveaway
Max Number of Sponsors: One (1)
Item Description: Sponsor would donate a new or used car to be raffled off at opening session. Announcing this raffle would entice the entire convention congregation to opening session. This is the premier event on the opening night of convention.
Sponsorship Benefit: Recognition on NSBE website, signage at convention center with company logo(s) and raffle information, speaker at opening session.
Sponsorship Cost: $20,000+ (Value of automobile)

Outdoor Projection Advertising
Max Number of Sponsors: Varies
Item Description: Light up Downtown St. Louis with video projection advertising. Projections would highlight NSBE and convention events. With only a few major highways entering the downtown area, outdoor projections would be seen by all convention attendees, and the entire city of St. Louis.
Sponsorship Benefit: Electronic signage (Company logos, commercials, etc)
Sponsorship Cost: $25,000
Convention Planning Committee (CPC) Jersey
Max Number of Sponsors: Varies
Item Description: The CPC is involved in all aspects of convention logistics and interact with all phases of NSBE leadership and membership. Official jerseys will be seen and wanted by all.
Sponsorship Benefit: Logo(s) on CPC jerseys
Sponsorship Cost: $1,000 or in-kind donation (Must include NSBE Logo)
**In-kind requests**

**Conference Pens (Fully Sponsored by Cummins)**
Maximum Number of Sponsors: One (1)
Item Description: Every attendee will receive your company logo on pens distributed in the bags at registration.
Quantity: 10,000
**Sponsorship Benefit:** Company name and URL on pen for all attendees; must include NSBE's logo.
**Sponsorship Cost:** In-kind donation

**Conference Pads: (Fully Sponsored Cummins)**
Maximum Number of Sponsors: One (1)
Item Description: Every attendee will view your company logo on the pad while taking notes at workshops, interviews, and plenary sessions.
Quantity: 10,000 (Preferred 5” x 7”)
**Sponsorship Benefit:** Company name on pad for all attendees; must include NSBE's logo.
**Sponsorship Cost:** In-kind donation

**Registration**
Maximum Number of Sponsors: Two (2)
Item Description: Registration is the primary venue at the Annual National Convention where each and every attendee can experience your company's branded message.
**Sponsorship Benefit:** Banner, microphone, and give-a-ways available
**Sponsorship Cost:** In-kind donations - computers, printers, shipping and technical support.

**Convention T-Shirts**
Maximum Number of Sponsors: One (1)
Item Description: Every attendee will receive your company logo on T-Shirts distributed with bags at registration.
**Sponsorship Benefit:** Company name and logos on T-shirts for all attendees; must include NSBE’s logo and match convention colors.
**Sponsorship Cost:** In-kind donation. 10,000 T-shirts would be needed.
ENTERTAINMENT EVENTS

NSBE Carnival
Maximum Number of Sponsors: One (1)
Item Description: After opening session we’ll keep up the excitement with food vendors from various establishments from the St. Louis area, featuring barbeque, popcorn, French Fries, candied apples, and more. A photo booth will be available for memorable pictures, a DJ mixing music, and some St. Louis memorabilia of famous natives from the area will be stationed throughout the carnival. There will be an opportunity to win some NSBE paraphernalia from participating in various games in the carnival.

Sponsorship Benefit: 10 VIP NSBE Carnival credentials for your guests (good for carnival day only) Company name with hotlink on NSBE Website, name recognition on a 10 x 10 step and repeat banner and signage recognition, logo listed on NSBE Carnival paraphernalia, press release announcing your support of the event, recognition in media, logo placement on all electronic materials (where applicable)
Sponsorship Cost: $10,000

“Get Your Game On” NSBE Game Night
Maximum Number of Sponsors: One (1)
Item Description: We are taking it back to the old school with all the games that you know and love! The DJ will play music to put you in the mood to move and groove, but be careful because if you are not paying attention, you could be out! Video games will also be part of the action and would show how technology can be used on a more playful level.

Sponsorship Benefit: 3 VIP NSBE Game Night credentials for your guests (good for this event night only)
Event Sponsorship mention on promotional materials, logo Placement on all promotional materials,
Banner placement (where applicable), logo placement on all electronic materials (where applicable)
Press release announcing your support of the event
Sponsorship Cost: $5,000 plus the cost of food

“Black and White Party”
Maximum Number of Sponsors: One (1)
Item Description: It’s time to let loose and show off your black and white threads in the most casual sheik (not formal or semi-formal) way at this “Black and White Party.”

Sponsorship Benefit: 1 VIP credential (good for this event only), event sponsorship mention on promotional material, press release announcing your support of the event.
Sponsorship Cost: $2,000

NSBE’S “Rip the Runway Party”
Maximum Number of Sponsors: One (1)
Item Description: As the DJ plays, four fashion designers will show off their collections while NSBE members break it down to the music.

Sponsorship Benefit: 10 VIP “Rip the Runway” credentials for your guests (good for this event only)
Name recognition on a 10 x 10 step and repeat banner and signage recognition, Company name with hotlink on NSBE Website and all electronic materials (where applicable)
recognition in all relevant convention materials, recognition in media, logo placement on all electronic materials (where applicable), CEO or company designee recognized during the live event
Press release announcing your support of the event
Sponsorship Cost: $15,000
“Poetry Slam with a Jazz Taste”
Maximum Number of Sponsors: One (1)
Item Description: Get ready to snap your fingers for your favorite poet as these masters of words compete against one another. “Truth B. Told,” a poetry slam winner of Louisville, KY, Chicago, IL, and Cincinnati, OH, will enlighten the crowd with his spoken word as he competes with the other poets. The ambiance of this room will include a jazz singer and back up musicians from the local area.
Sponsorship Benefit: 3 VIP “Poetry Slam with a Taste of Jazz” credentials for your guests (good for this event only), logo placement on all electronic materials (where applicable), press release announcing your support of the event, event sponsorship mention on promotional materials, recognition in media logo listed on NSBE Poetry Slam paraphernalia, recognition in all relevant convention materials
Sponsorship Cost: $8,500

“International Jump Off”
Maximum Number of Sponsors: One (1)
Item Description: Whatever part of the country you’re from, you will be able to dance to the music and enjoy the flavors of a few international countries with food such as: Jerk Chicken, Foo Foo, and Sushi.
Sponsorship Benefit: 2 VIP “International Jump Off” credentials for your guests (good for this event only), logo placement on all electronic materials (where applicable), press release announcing your support of the event, name recognition on all “International Jump Off” signage.
Sponsorship Cost: $4,500

“Spiritual Voices”
Maximum Number of Sponsors: One (1)
Item Description: A local choir, with the accompaniment of a jazz ensemble, will end our convention on a spiritual note that will leave us filling full and energized from a great and successful convention.
Sponsorship Benefit: 1 VIP credential for your guest (good for this event only)
Press announcing your support of the event
Sponsorship Cost: $1,000
Pre-College Initiative (PCI)  
(Target Audience: Middle and High school)

National Convention Sponsorships

PCI Graduating Seniors Awards Banquet  
Maximum Number Sponsors: One (1)  
Item Description: As each senior embraces their final year as a NSBE Jr. member, NSBE would like to pause and reflect upon the many memories that have brought tears and joy, friendships, wisdom and courage. One journey is ending and another commences. This will be a catered event with special gifts for the students to cherish. Approximate attendance: 150  
Sponsorship Benefit: Keynote speaker, NSBE gift decorated with the NSBE torch and company name, and access to graduating seniors for potential internships.  
Sponsorship Cost: $2,500 plus cost of food and gifts (approx: $5,000)

PCI Breakfast  
Maximum Number Sponsors: Three (3)  
Item Description: This event is solely for Pre-College students to network with each other. This hour and half dinner will be attended by students & chaperones. Approximate attendance: 850  
Sponsorship Benefit: Access to pre-college students and signage.  
Sponsorship Cost: $2,500 plus cost of food and gifts (approx: $27,500)

PCI Luncheon  
Maximum Number Sponsors: Three (3)  
Item Description: This event is for Pre-College students to network with each other. This hour and half luncheon will be attended by students & chaperones. Approximate attendance: 1,100  
Sponsorship Benefit: Access to pre-college students and signage.  
Sponsorship Cost: $2,500 plus cost of food (approx: $33,000)

PCI Dinner  
Maximum Number Sponsors: Four (4)  
Item Description: This event is solely for Pre-College students to network with each other. This hour and half dinner will be attended by students & chaperones. Approximate attendance: 1,100  
Sponsorship Benefit: Access to pre-college students and signage.  
Sponsorship Cost: $2,500 plus cost of food and gifts (approx: $38,500)

PCI Design Challenge  
Maximum Number Sponsors: Three (3)  
Item Description: An event targeted solely at pre-college student convention participants. Participants will engage in various design projects and construction (hands-on) activities. Sponsor-led pre-college activities are welcomed. Previous projects have included Design Squad and Roller Coaster Thrill Rides Design.  
Sponsorship Benefit: Access to pre-college students, corporate branding on giveaways.  
Sponsorship Cost: $2,500 plus the cost of materials, supplies, and awards.
PCI Robotic Challenge
Maximum Number Sponsors: Two (2)
Item Description: An event targeted solely for NSBE Jr. Members. Participants will learn about the nature of design and construction through a hands-on robotics project.
Sponsorship Benefit: Access to pre-college students, corporate branding on giveaways.
Sponsorship Cost: $2,500 plus the cost of materials, supplies, and awards.

PCI Conference T-Shirts
Maximum Number Sponsors: Two (2)
Item Description: T-shirt displaying sponsor logo and PCI Conference logo design distributed to all PCI mini-conference attendees. NSBE’s name and logo must appear on the T-shirt.
Sponsorship Benefit: Company logo(s) on T-shirt, exposure to pre-college population
Sponsorship Cost: $10,000 (2,000 t-shirts)

PCI Collegiate Experience
Maximum Number Sponsors: Three (3)
Item Description: An event targeted solely at pre-college student convention participants. A local university will host an engineering day for the PCI students. Participants will engage in campus tours, hands-on activities, and interactions with collegiate students.
Sponsorship Benefit: Access to pre-college students and signage.
Sponsorship Cost: The cost of lunch and transportation

PCI Model Rocketry Competition
Maximum Number Sponsors: Two (2)
Item Description: An event targeted solely for NSBE Jr. Members. Over the course of three days, participants will design, construct and launch model rockets.
Sponsorship Benefit: Access to pre-college students, signage, and corporate branding on giveaways.
Sponsorship Cost: $2,500 plus the cost of lunch and transportation to the launch site.

PCI Technology Exposition
Maximum Number Sponsors: Three (3)
Item Description: An event targeted solely for NSBE Jr. Members. Local groups will present various technologies to the students. Students will be able to visit different booths for hands-on activities and demonstrations.
Sponsorship Benefit: Access to pre-college students, signage, and corporate branding on giveaways.
Sponsorship Cost: $2,500
PCI Town Hall
Maximum Number Sponsors: One (1)
Item Description: An event targeted solely for NSBE Jr. Members. A town hall formatted session will be provided to the students to discuss the major issues affecting today's youth. Students will have the opportunity to hear each other’s concerns and suggestions for improvement.
Sponsorship Benefit: Access to pre-college students, signage, and corporate branding on giveaways.
Sponsorship Cost: $2,500

Company Tour
Maximum Number Sponsors: Three (3)
Item Description: An event targeted solely at pre-college student convention participants. Participants will engage in an informative tour of the company site. This tour will allow students to observe the types of available jobs there are for engineers and related science fields.
Sponsorship Benefit: Access to pre-college students, signage, and corporate branding on giveaways.
Sponsorship Cost: The cost of lunch and transportation.
Technical Professional Conference (TPC)
(Target Audience: Technical Professionals/Degree Holding Attendees)

Technical Professional Conference (TPC) Executive Roundtables
Maximum Number of Sponsors: Varies

Item Description: This event will consist of several unique executive roundtables that are targeted for the graduate student and the technical professional. The goal of this event is to offer the membership an alternate to the traditional workshop setting in order to gain exposure or knowledge in an area that is relevant to the graduate student and alumni community. Topics include: Technical Leadership, Transitioning to Management, Lean Engineering, and Career Advancement.

Sponsorship Benefit: Speakers, signage and access to technical professionals.
Sponsorship Cost: $2,000 per panelist

Technical Certification/Training Courses - up to Six (6) classes planned
Maximum Number of Sponsors: Six (6) - one sponsor per technical training session

Item Description: The technical certification/training courses are a signature program for the NSBE AE membership which is traditionally used to provide continuing educational units (CEU) or professional development units (PDU) that can be counted towards the successful completion of a technical certification program. Courses that are being considered for the 2011 Technical Professional Conference include:

- Communication and Negotiation Skills
- Project Management Fundamentals
- Critical Thinking, Problem Solving, and Decision Making
- Management and Leadership Skills
- Successful Workplace Communication
- Schedule and Cost Control
- Requirements Validation and Testing
- Requirements Development, Documentation, and Management
- Writing Effective Requirements
- Earned Value Management
- Risk Management
- Oracle 10g Foundation: Relational Database Design
- Fundamentals of Visual Studio.NET
- Oracle 11g: Programming with SQL Intro
- Advanced .NET Programming
- LEED
- Business Analysis Essentials
- Business Process Analysis
- Six Sigma

Sponsorship Benefit: Signage, access to focused group of technical professionals to provide industry recognized training courses.
Sponsorship Cost: $2,000 plus cost associated with the training course (i.e. materials & instructor)
2011 Partnership Guide

Special Interest Groups (SIG) Showcase
**Maximum Number of Sponsors:** Unlimited

**Item Description:** Exhibit-based event that allows each of the NSBE AE Special Interest Groups to display current projects and activities for membership and public engagement. Sponsoring companies that are aligned with specific SIGs are encouraged to display current technologies or projects that align with the goals of the respective SIG.

**Sponsorship Benefit:** Logo branding on signage, access to focused group of technical professionals, company-provided technical display in SIG Showcase (up to 10% of floor space) as aligned with designated SIG group.

**Sponsorship Cost:** $1,000

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Special Interest Group (SIG) Panel Discussion  
(Participating Companies: Genentech)

**Maximum Number of Sponsors:** One (1) per SIG • Aerospace • Bioengineering • Environmental Engineering • Information Technology • Space • Women in Science and Engineering • Public Policy

**Item Description:** Industry roundtable related to technical activity of sponsored SIG's industry featuring single presenter or panel of up to five presenters.

**Sponsorship Benefit:** Signage, speaker(s), access to a focused group of technical professionals belonging to the sponsored SIG's industry, company display in roundtable room, and an opportunity to provide give-aways during the event.

**Sponsorship Cost:** $2,500

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Alumni Extension Kickoff Luncheon / AE Forum

**Maximum Number of Sponsors:** One (1)

**Item Description:** The Alumni Extension Lunch/ AE Forum is an event that gives the AE membership the platform to provide an update to the "AE State of the Union." In addition this event will feature a keynote speaker and guest speaker. Approximate attendance: 400

**Sponsorship Benefit:** Signage, control of program and access to chapter leaders.

**Sponsorship Cost:** $3,000 plus cost of food and beverage (approx: $12,000)

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Alumni Extension Joint Regional Meeting / Event

**Maximum Number of Sponsors:** One (1)

**Item Description:** The Alumni Extension Joint Regional Meeting is an event, which will give the AE membership the platform to acknowledge and recognize the all of the regional awards winners. The purpose is to promote the idea of one NSBE and allow for a forum to create a sense of unity among the membership. Approximate attendance: 300

**Sponsorship Benefit:** Signage, control of program and access to chapter leaders.

**Sponsorship Cost:** $2,500 plus cost of food and beverage (approx: $9,000)
Joint Alumni Extension Special Interest Group (SIG) Event
Maximum Number of Sponsors: Four (4)
Item Description: The Joint SIG Lunch provides our target audience the opportunity to gain additional knowledge on real world perspective tips and techniques that can help facilitate personal and professional growth in an informal environment. Approximate attendance: 250
Sponsorship Benefit: Signage, speaker(s), access to a focused group of technical professionals belonging to the sponsored SIG’s industry, company display in luncheon room, and an opportunity to provide give-aways during luncheon.
Sponsorship Cost: $5,000 plus cost of food and beverage (approx: $7,500)

“Power Kickoff” - TPC Social and Happy Hour
Maximum Number of Sponsors: Three (3)
Item Description: This Kick-off event will feature the industry leaders of the St. Louis community. This event will include socializing and evening full of live entertainment and exquisite food. A special portion of this evening will serve to honor the planners and donors who made the 2011 Technical Professional Conference possible. Event sponsor will serve as co-host of event with TPC Committee and members of the National Alumni leadership. Approximate attendance: 300
Sponsorship Benefit: Signage, speaker and access to technical professionals.
Sponsorship Cost: $5,000 plus cost of food and beverage. (approx: $9,000)

“Crescendo” - A taste of St. Louis Entertainment
Maximum number of Sponsors: Three (3)
Item Description: This will be an opportunity to explore the culture of St. Louis. The event will begin with a happy hour social at a downtown location; the evening will progress to different locations that showcase the unique “flavors” of St. Louis. Event will include live jazz bands and local DJs. Each location will feature a different medley of food and the event will conclude at a popular local venue. Sponsors will serve as co-host with the 2011 TPC Committee and members of the National Alumni Leadership.
Sponsorship Benefit: Access to technical professionals.
Sponsorship Cost: $6,000 plus the cost of food and beverage.

“Nirvana” – TPC Celebration
Maximum Number of Sponsors: Three (3)
Item Description: This event will take place at an upscale venue in downtown St. Louis. Event will be complete with a nationally recognized DJ and other nationally recognized artists. Event will include surprises and giveaways. Sponsors will serve as co-host with the 2011 TPC Committee and members of the National Alumni Leadership.
Sponsorship Benefit: Access to technical professionals.
Sponsorship Cost: $25,000 plus the cost of food and beverage.

“Vintage” - TPC Closing Event
Maximum Number of Sponsors: Three (3)
Item Description: The TPC Vintage Closing Party is the culmination of the 2011 TPC and National Convention for the alumni and technical professional membership. This event will include food (appetizers), beverage, DJ/live music, and recognition of all TPC stakeholders.
Sponsorship Benefit: Signage and access to technical professionals.
Sponsorship Cost: $5,000 – Silver; $7,500 – Gold; $10,000 – Platinum
NSBEpreneur™

NSBEpreneur is a program that is designed to increase the number of Black owned technical companies. The program consists of four core components.

**Training Institute**

Sponsorship Cost: $10,000

The Training Institute offers training for current and prospective business owners. The primary focus is on creating technical companies; however, the program is open and valuable for all. The training is offered via webinar, Regional and Annual Conferences and via local activities.

**Elevator Pitch and Business Plan Competitions**

Sponsorship Cost: $10,000

The elevator pitch and business plan competitions occur at NSBE Conferences. NSBE members have the opportunity to present to panels of experts who can offer feedback and guidance. Prizes are awarded to the winning presenter(s). There are practice sessions and training offered throughout the year in preparation for the final competitions.

**Supplier Diversity Initiative**

Sponsorship Cost: $5,000

The supplier diversity initiative is designed to increase the number Black-owned businesses which are being awarded contracts. The goal of the initiative is to assist NSBE members getting their businesses certified as Minority Business Enterprises (MBEs) and subsequently accessing them to procurement opportunities with NSBE sponsors.
Graduate School Conference (GSC)
(Target Audience: Collegiate Juniors/Seniors & Graduate School Attendees MBA, M.S. PhD, etc)

Graduate School Conference Kickoff Breakfast
Maximum Number of Sponsors: Two (2)
Item Description: The GSC Kick-off Breakfast is the opening graduate student event for the Conference. The event includes a well-known motivational speaker and a formal welcome from a local graduate school faculty member. For graduate students, this kickoff session sets the tone for the entire Graduate School Conference, as it is their first opportunity to network with other students from across the globe, NSBE officers, session speakers and NSBE GSC planners. Approximate attendance: 150
Sponsorship Benefit: Signage, speaker, access to technical professionals, collegiate students, and local participants.
Sponsorship Cost: $2,500 plus the cost of food. (approx: $5,000)

Graduate School Conference Men’s Leadership Breakfast
Maximum Number of Sponsors: One (1)
Item Description: The GSC Men’s Leadership brunch is held on the second day of the conference and offers male participants a chance to network and build relationships. Attendees will be given a chance to reflect on the previous day’s events, as well as to announce their talks or posters presentations that day. The event agenda will include a short series of presenters, whom will speak on topics germane to (i) defining careers paths, (ii) rising to leadership and (iii) mentorship and community involvement. Speakers: keynote speaker (motivate the audience), corporate/educational sponsors, National Chair.
Sponsorship Benefit: Signage, speaker, access to technical professionals, collegiate students, and local participants.
Sponsorship Cost: $2,500 plus the cost of food.

Graduate School Conference Women’s Leadership Breakfast
Maximum Number of Sponsors: One (1)
Item Description: The GSC Women’s Leadership brunch is held on the second day of the conference and offers female participants a chance to network and build relationships. Attendees will be given a chance to reflect on the previous day’s events, as well as to announce their talks or posters presentations that day. The event agenda will include a short series of presenters, whom will speak on topics germane to (i) technical excellence, (ii) professional empowerment and (iii) work-life balance. Speakers: keynote speaker (motivate the audience), corporate/educational sponsors, National Chair.
Sponsorship Benefit: Signage, speaker, access to technical professionals, collegiate students, and local participants.
Sponsorship Cost: $2,500 plus the cost of food.
Graduate Scholars Reception
Maximum Number of Sponsors: Five (5)
Item Description: This event gives guest faculty members and corporate representatives the opportunity to mingle with NSBE graduate students whom have been chosen to present technical and/or research papers, posters and/or talks at the Conference. In addition, Convention Business Competition participants, NSBE scholarships recipients, GEM (National Consortium for Graduate Degrees for Minorities in Engineering and Science) scholarship recipients, NSBE Golden Torch Awardees (GTA) and students whom have reported GPAs higher than 3.2 will be invited to this event. This event will allow corporate representatives to build relationships with each other and the students. It will also help students to build connections with potential collaborators for research projects, as well as, potential employers for internships, co-ops or full time positions. This event will serve food. Approximate attendance: 150
Sponsorship Benefit: Signage, speaker, access to technical professionals, collegiate students, and local participants.
Sponsorship Cost: $4,200 plus the cost of food. (approx: $5,000)

Graduate School Conference Mastering the GRE, GMAT, MCAT, and LSAT ‘
Maximum Number of Sponsors: Two (2)
Item Description: An event targeted for all convention attendees who are interested in continuing their education through graduate work. Students will gain test-taking skills and learn strategies for strengthening their graduate school applications, thus increasing their opportunity to gain graduate school funding.
Sponsorship Benefit: Signage and access to collegiate students.
Sponsorship Cost: $2,500.

Graduate School Conference Technical Talks
Maximum Number of Sponsors: Six (6)
Item Description: A two-day event targeted for all convention attendees to engage with engineering. The event will host six technical/research talk sessions, each led by one (1) sponsoring company and three to four presenting NSBE members. The event will serve as a meeting of the minds, providing an opportunity for our corporate and academic partners to exchange knowledge.

Potential Themes include:
(i) The Science of Better Design, Production and Beyond,
(ii) Environmental Protection through Research,
(iii) From Nano to Macro: Across the Fields,
(iv) Theoretical Explorations...the Starting Point of All Great Findings,
(v) Engineers pledging the Hippocratic Oath, and
(vi) Engineering the Way We Perceive the World.
Sponsorship Benefit: Signage, speaker, access to technical professionals, collegiate students, and local participants.
Sponsorship Cost: $3,500 plus the cost of refreshments.
Graduate School Conference Technical Event Prizes/Giveaways

**Maximum Number of Sponsors:** Unlimited

**Item Description:** Prizes and/or giveaways to be distributed to graduate students and graduating collegiate seniors who participate in the GSC technical presentations and competitions.

**Sponsorship Benefit:** Access to graduate student participants at conference. Branding opportunity in print media and on potential giveaways.

**Sponsorship Cost:** $2,500 or In-Kind.

Graduate School Conference T-Shirt

**Maximum Number of Sponsors:** Ten (10)

**Item Description:** All GSC participants will receive NSBE GSC T-shirts at the start of the Convention program.

**Sponsorship Benefit:** Your company logo (in addition to the NSBE symbol) will be prominently displayed on the T-shirts, which attendees can wear at their various home institutions.

**Sponsorship Cost:** $3,500 or In-Kind.

Graduate School Conference Software Training Courses

**Maximum Number of Sponsors:** Six (6)

**Item Description:** Three software training courses will be offered to graduate students to promote technical excellence and continued learning, and to broaden the scope of knowledge of NSBE attendees. The skills garnered in these trainings will teach participants how to solve engineering problems using computational tools that are required across technical professions.

**Potential courses:**
- (i) a statistical package (Introduction to SPSS),
- (ii) a numerical computing environment (Introduction to MatLab, Intermediate MatLab),
- (iii) a scientific writing word processor (Microsoft Word).

**Sponsorship Benefit:** Signage and access to technical professionals, collegiate students, and local participants.

**Sponsorship Cost:** $2,500 plus cost of instructor and refreshments.

Computer Technology

**Maximum Number of Sponsors:** One (1)

**Item Description:** Three software training courses will be offered to graduate students. Each session will accommodate 30 students/professionals.

**Sponsorship Benefit:** Signage and access to technical professionals, collegiate students, and local participants.

**Sponsorship Cost:** In-kind donations – 60 computers, 50 mice and shipping.
Leadership Development Hospitality Suite  
**Maximum Number of Suites:** Based on space availability  
**Item Description:** Networking event to recruit collegiate (particularly MS, PhD and MBA students) members for Engineering Leadership Development Programs and career opportunities. Sponsors will introduce their programs to attendees.  
**Sponsorship Benefit:** Signage and access to collegiate students.  
**Sponsorship Cost:** $2,500/suite plus cost of food and beverage (no alcohol can be served).

Emerging Consultants Hospitality Suite  
**Maximum Number of Suites:** Based on space availability  
**Item Description:** Networking event to recruit collegiate (particularly MS, PhD and MBA students) members for consulting career opportunities. Sponsors will introduce their opportunities to attendees.  
**Sponsorship Benefit:** Signage, speaker and access to collegiate students.  
**Sponsorship Cost:** $2,500/suite plus cost of food and beverage (no alcohol can be served).

Federal Employment Suite  
**Maximum Number of Suites:** Based on space availability  
**Item Description:** Networking event to recruit collegiate (particularly MS, PhD and MBA students) students for career and graduate opportunities at national laboratories, research centers and other federal agencies. Sponsors will introduce their opportunities to attendees.  
**Sponsorship Benefit:** Signage, speaker and access to collegiate students.  
**Sponsorship Cost:** $2,500/suite plus cost of food and beverage (no alcohol can be served).

Graduate School Conference Convention Booklet  
**Maximum Number of Sponsors:** Six (6)  
**Item Description:** Highlights convention events and agenda, lists all graduate students registrants with bios and contact information, includes abstracts to all collegiate technical talks, papers and posters, and highlights scholarship, fellowship and industry/research post-doctoral opportunities.  
**Sponsorship Benefit:** Half-page ad placement in booklet; distribution to collegiate attendees.  
**Sponsorship Cost:** $2,500

Graduate School Conference Technical Certification Course Waiver  
**Maximum Number of Sponsors:** One (1)  
**Item Description:** Technical certification courses are primarily offered to technical professionals. Selected graduate student candidates who would best benefit from these courses will be granted a fee waiver to participate alongside technical professionals. Courses which have been previously are: Project Management, Cisco CCNA/CCDA, Six Sigma and FE/PE certification training to name a few.  
**Sponsorship Benefit:** Access to graduate student participants at conference.  
**Sponsorship Cost:** $1,000
Graduate School Conference Mock Faculty Position Interviews  
Maximum Number of Sponsors: Two (2)  
**Item Description:** This event gives guest faculty members the opportunity to guide prospective faculty candidates through the interview process. The potential candidates (technical professionals, collegiate students) will be prepared for part-time, full-time, and/or online teaching roles at research and/or teaching universities. Corporate representatives have the opportunity to build relationships with faculty and student for potential collaborations on future projects.  
**Sponsorship Benefit:** Signage, access to faculty, technical professionals, collegiate students, and local participants.  
**Sponsorship Cost:** $2,500 and refreshments

Faculty-Student Networking Reception  
Maximum Number of Sponsors: Four (4)  
**Item Description:** This event allows guest faculty members to mingle with NSBE graduate/professional students. This event will allow faculty to build relationships with each other and the students. It will also help students to build connections with potential collaborators for research projects, as well as, give them an opportunity to gain advice for graduate school and perspective into professorship and industry research. This event will serve food. Approximate attendance: 150  
**Sponsorship Benefit:** Signage, speaker, access to technical professionals, collegiate students, and local participants.  
**Sponsorship Cost:** $3,500 plus the cost of food (approx: $5,000)

Graduate School Conference Prospective Graduate Student Consultations  
Maximum Number of Sponsors: Two (2)  
**Item Description:** Interested technical professionals and collegiate members engage in one-on-one consultations with current graduate students, to gain insight on how to excel through the process, maximize the graduate experience, and also to dispel myths and address concerns about full-time and/or part-time graduate enrollment.  
**Sponsorship Benefit:** Signage, access to faculty, technical professionals, collegiate students, and local participants.  
**Sponsorship Cost:** $1,500
Research Presentations & Competitions

**Achievers Plus Program**
Item Description: The Achiever's Plus Program, our premier academic excellence program, provides our membership with the tools and resources necessary to improve their overall academic performance and enhance their academic experience from the freshmen year through graduate study. Sponsorship support ensures the implementation of promotional marketing materials focused on the philosophy, motivational incentives (time management planners, study events, etc.) and evaluation consultation associated with Achievers Plus. NSBE expects the sponsor to be a "partner" in the development of the program, providing advisory expertise and support to the program.

**Sponsorship Benefit:**
- Academic Excellence Day Planners. Corporate name and logo on all promotional materials (print and web).
- Acknowledgement during awards ceremony.
- Opportunity to provide tutors/mentors to program.
- Opportunity to provide academic development training resources.
- Access to participants in the program.

**Sponsorship Cost:** $50,000

**Academic Technical Bowl**
Item Description: The Academic Technical Bowl encourages healthy undergraduate competition in a "Jeopardy!" style game show format, with questions covering a wide variety of engineering and science subjects based on those required for the Fundamentals of Engineering (FE/EIT) Exam as well as references to NSBE and Black Inventors. Regional competitions are held at the Fall Regional Conferences, with regional winners competing for the national title at the NSBE National Convention.

**Sponsorship Benefit:**
- Corporate name and logo on convention program documentation and signage.
- Premier corporate exposure of event and public support of academic excellence programs.
- Opportunity to provide an executive (or other) speaker at program event.
- Acknowledgement in NSBE publications.

**Sponsorship Cost:** $15,000

**Technical Paper Competition and Poster Session**
Item Description: The Technical Paper Competition and the former Graduate Student Poster Session have been combined to form the enhanced Technical Paper Competition and Poster Session. The purpose of the merged program is to enhance graduate students and technical professional members' technical writing and research skills while providing a technical "showcase" setting for students, faculty, and technical professionals to have informative discussions on new and exciting technical research. Graduate students and technical professional members research manuscripts are reviewed by a panel of qualified academician, and six national finalists are chosen to present their research to the review panel during a national convention general session.

All participants are eligible to present their research via poster-board presentations during the National Graduate School Conference at the Annual National Convention, where they are allowed the opportunity to test their oral and written communications skills under pressure.

**Sponsorship Benefit:**
- Corporate name and logo on all promotional materials (print and Web)
- Corporate exposure and public support of technical excellence programs
- Acknowledgement in NSBE publications
- Priority access to participants in technical excellence programs

**Sponsorship Cost:** $15,000
**Undergraduate Students in Technical Research (USTR)**

**Item Description:** The objective of the Undergraduate Students in Technical Research (USTR) program is to encourage Black and other underrepresented students to participate in various technical research projects, leading to the pursuit of graduate and doctoral degrees in technical fields. The USTR competition allows students to gain experience in technical writing and presentations, as well as fundamental research methodologies. Participants display their research via a poster presentation, utilizing a variety of graphic displays and working models and/or material samples. Research will be judged on the content of displays, technical knowledge of research project, as well as a 10-minute question and answer session.

**Sponsorship Benefit:** Corporate name and logo on all promotional materials (printed and web), corporate exposure, and public support of technical excellence programs. Acknowledgement in NSBE publications. Priority access to participants in technical excellence programs.

**Sponsorship Cost:** $20,000

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**NSBE Technical Research Proceedings**

**Max Number of Sponsors:** Two (2)

**Item Description:** As a result of the variety of competitions and sessions focused on technical excellence throughout the year, NSBE publishes a technical proceedings manual, which showcases the research efforts of our vast membership. These activities include the Technical Research Symposium Competitions, as well as the Graduate Student Research Poster Session.

**Sponsorship Benefit:** Corporate name and logo in printed proceedings, corporate exposure and public support of technical excellence programs. Acknowledgement in NSBE publications. Priority access to participants in technical excellence programs.

**Sponsorship Cost:** $5,000

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**Consulting Design Olympiad**

**Maximum Number of Sponsors:** Three (3)

**Item Description:** The Consulting Design Olympiad is a design project that challenges NSBE member teams to be global engineering consultants, enabling them to take action around issues that affect various regions of the world, and in particular the developing world including infrastructure development, poverty alleviation and economic growth. Cash prizes are awarded to winning teams.

**Sponsor Benefits:** Access to domestic and international NSBE member participants, ability to provide judge(s) to the competition, sponsorship recognition in promotional media (print and web media), Logo branding on signage.

**Sponsorship Costs:** $12,000

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**Collegiate Design Competitions**

**Maximum Number of Sponsors:** Four (4)

**Item Description:** Technical or scientific projects focused design and implementation of engineering principle in a given STEM field. The competition is targeted at collegiate NSBE members.

**Sponsorship Benefit:** Logo branding on signage, Opportunity to provide recommended project and judges.

**Sponsorship Cost:** $2,500 plus the cost of food, awards and event expenses.
NSBE International Sponsorship Opportunities

Consulting Design Olympiad (CDO)

Maximum Number of Sponsors: Four (4)

Item Description: The Consulting Design Olympiad (CDO) is a design project that challenges NSBE members to be global engineering consultants, enabling them to take action around issues that affect various regions of the world, and in particular the developing world. In the 21st century the engineering field will increasingly demand cross-cultural skills and experience in international business environments and technical collaboration. The Consulting Design Olympiad was launched as an answer to the importance of technological expertise and collaboration on the competitiveness of nations, people, and companies. Through this innovative and unique global program that combines technology, business, and the NSBE network, the CDO provides our students the opportunity to develop strategies and innovative approaches to solving critical engineering problems on a global platform.

Sponsorship Benefit:
- Access to NSBE Membership on a GLOBAL level
- Program branding and signage
- Representation as judges for final competitions
- Mentorship Opportunity
- Copy of final program Assessment & Evaluation, and participants’ presentations
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, and relevant promotional sessions.

Sponsorship Cost: $7,500 (or $1,875 per sponsor)

In-kind gift opportunities
Donation of Teleconferencing/Web meeting tools – (WebEx/Sametime/etc)
Program Supplies – Up to $3000 in value
Communication/advertising – Up to $1000 in value
Use of Global facilities and resources
International Leadership Summit (ILS)

Item Description: The NSBE International Committee annually visits a key area of international expansion in February of every year. Topics range from building chapter relationships to conference planning, among many others. Events are free and provide participants with the tools to take NSBE to the next level. Sponsoring ILS is a unique opportunity to present your company in front of NSBE’s Global Leadership. View the ILS 2009 live blog at http://ils2009.blogspot.com/

Sponsorship Levels and Benefits:
Premiere Sponsor: $6,000
- Direct, on-site access to a targeted NSBE International Membership demographic
- Program branding and signage
- ILS site location preference
- Three (3) Workshop presentations
- Keynote speaker at the banquet
- Company name and logo on all promotional materials, including T-shirt, web and program agenda
- Individual chapter mentorship Opportunity
- Opportunity for global onsite recruiting
- Unlimited access to NSBE Collegiate Leaders and program participants
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, and relevant promotional sessions.

Workshop Sponsor: $2,000
Workshop sponsor will conduct one workshop. Company's name and logo will appear on all promotional materials, including-shirt, and Web and program agenda.

ILS Supporter: $1,000
ILS supporter's company name and logo will appear on the Web and listed in the program agenda.

In-kind gift opportunities
Use of Teleconferencing/Web meeting tools – (WebEx/Sametime/etc)
Program Supplies – Up to $800 in value
Onsite moderators
Use of Global facilities
Fall International Conference (FIC)

**Maximum Number of Sponsors:** Unlimited

The Fall International Conference (FIC) is a pilot program mirroring the traditional Fall Regional Conference but delivered in a satellite platform. It is set to attract between 200 and 500 collegiate and technical professional members across the six (6) regions. The conference includes a technology showcase; general conference with workshops; general sessions and networking events; competitions and community service components.

**Tentative Dates and Workshop Tracks**

**October 25, 2010 – October 29, 2010**

Day 1 NSBE Leadership Institute
Day 2 Membership
Day 3 Positively Impacting the Community
Day 4 Academic Excellence
Day 5 Succeed Professionally

**Sponsorship Benefit:**

- Access to NSBE Membership on a GLOBAL level
- Company name on and URL on conference materials
- Speaker
- Copy of final program Assessment & Evaluation, and participants’ presentations
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, and relevant promotional sessions.

**Sponsorship Cost: $5,000 (or fraction thereof)**

**In-kind gift opportunities**

Use of Teleconferencing/Web meeting tools – (WebEx/Sametime/etc)
Program Supplies – Up to $3000 in value
Communication/advertising – Up to $3000 in value
Onsite moderators
Use of Global facilities
14th Annual Golden Torch Awards (GTA)

The Golden Torch Awards is the closing extravaganza of the national convention. The Golden Torch Awards (GTA) is the culminating awards ceremony of the society. Each year, this celebrity hosted event honors the highest academic achievers and celebrates industry leaders in technology. Formerly a private ticketed event, in recent years the GTA has been made open to all conference participants and is the highest attended event of the week.

Sponsorship Benefit: Keynote address; vignette not to exceed 3 minutes provided by company; 20 additional convention registrants; two-page spread in GTA program book; Diamond Sponsor recognition in all conference materials; VIP seating at event; premier sponsor signage at GTA red carpet, and ceremony DVD of program; sole distributor of advertising material at the event; presentation of Diamond Sponsorship award to keynote speaker.

Level: Diamond (Fully Sponsored by US Navy)
Sponsorship Cost: $100,000
Number of Sponsors: One (1)

Sponsorship Benefit: Ten additional convention registrations; full-page ad in GTA Program Book; Gold Sponsor recognition in all conference materials; vignette not to exceed 2 minutes provided by company VIP seating at awards show; sponsor level signage at the GTA ceremony; DVD of program, and award presenter.

Level: Gold
Sponsorship Cost: $75,000
Number of Sponsors: Two (2)

Sponsorship Benefit: Sponsor for the GTA Red Carpet; five additional convention registrations; vignette not to exceed 1 minute provided by company; full-page ad in Program Book; Silver Sponsor recognition in all conference materials; VIP seating at event; sponsor level signage at GTA, red carpet, and ceremony; DVD of program.

Level: Silver
Sponsorship Cost: $50,000
Number of Sponsors: Two (2)

Sponsorship Benefit: Two additional convention registrations; listing as Bronze sponsor of Golden Torch Awards in all conference materials; VIP seating at awards show; sponsor level signage at all GTA events; DVD of program, and award presenter.
Level: Bronze
Sponsorship Cost: $25,000
Number of Sponsors: One (1)

Regional Sponsorship Opportunities

Fall Regional Conferences
Fall Regional Conferences (FRC) attract between 800 and 1,000 pre-college, collegiate and technical professional members within each of the six (6) regions. Conferences include a career fair (average of 30 companies); General Conference with workshops; general sessions and entertainment; a Pre-College Initiative Conference, (for high school and middle school students), featuring a science fair, competitions, group projects, and workshops; and a Professional Development Conference, (for technical professionals), featuring networking sessions, career fair, professional development workshops, and entertainment.

<table>
<thead>
<tr>
<th>Region</th>
<th>Conference Location</th>
<th>Dates</th>
</tr>
</thead>
<tbody>
<tr>
<td>Region 1</td>
<td>Hyatt Regency Rochester - Rochester, NY</td>
<td>11/11 – 11/14</td>
</tr>
<tr>
<td>Region 2</td>
<td>Radisson Green Tree - Pittsburgh, PA</td>
<td>11/5 – 11/7</td>
</tr>
<tr>
<td>Region 3</td>
<td>Sheraton Birmingham - Birmingham, AL</td>
<td>11/12 – 11/14</td>
</tr>
<tr>
<td>Region 4</td>
<td>Indianapolis Marriott East - Indianapolis, IN</td>
<td>11/19 – 11/21</td>
</tr>
<tr>
<td>Region 5</td>
<td>New Orleans Marriott &amp; Convention Center - New Orleans, LA</td>
<td>11/19 – 11/21</td>
</tr>
<tr>
<td>Region 6</td>
<td>Marriott San Mateo - San Mateo, CA</td>
<td>11/12 – 11/14</td>
</tr>
</tbody>
</table>

Sponsorship Benefit:
- Varies according to sponsorship level
- BCA Level receive access to all 6 regions (at Career Fair Supporter level)
- Access to membership on a regional level

Sponsorship Cost: See Regional Solicitation packages under the Regional Sponsorship section at www.nsbe.org

National Leadership Conference (NLC) 2011
Item Description: The National Leadership Conference is an intensive "boot-camp" style training program to teach incoming national and regional board members how to manage an $8 million dollar organization. Subjects include budget management, presentation skills, team-building, conflict resolution, software training, etc. Sponsoring NLC is a unique opportunity to present your company in front of the leadership of NSBE.

Sponsorship Levels and Benefits:
Premiere Sponsor: $50,000
NLC will be held at the premier sponsor's facility. Benefits include: Three (3) workshop presentations, keynote speaker at the banquet, and company name and logo on all promotional materials, including T-shirt, Web, and program agenda.

Workshop Sponsor: $20,000
Workshop sponsor will conduct one workshop. Company's name and logo will appear on all promotional materials, including shirt, Web and program agenda.

NLC Supporter: $10,000
NLC supporter’s company name and logo will appear on the Web and listed in the program agenda.

**Summer Engineering Experience for Kids (SEEK) 2011**

**Maximum Number of Sponsors:** Unlimited

**Item Description:** The Summer Engineering Experience for Kids (SEEK) is the National Society of Black Engineers (NSBE) free three week summer camp that provides interactive engineering activities for more than 300 students per camp in third through fifth grades or sixth through eighth grades. The program is designed to spark an interest in engineering that many participants had not previously considered. SEEK has garnered nationally recognition by being highlighted on “**Good Morning America**” and other news mediums throughout the country.

**Sponsorship Benefits Tier 1:**
- Full sponsorship of 1 camp
- SEEK site location preference
- Program branding (four color logo placement on printed SEEK materials)
- Representation as judges for weekly competitions
- Recognition as a sponsor at the Annual Convention, NSBE Publications, SEEK Opening and Closing Sessions, and the SEEK Reception for all present and past collegiate mentors.
- VIP Seating and award presentation at Golden Torch Awards
- Unlimited access to NSBE Collegiate Mentors and SEEK Program participants
- Copy of final program Assessment & Evaluation, and SEEK DVD

**Sponsorship Cost:** $200,000

**Sponsorship Benefits Tier 2:**
- Access to NSBE Collegiate Mentors and SEEK program participants
- Four color logo placement on printed SEEK materials.
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, SEEK Opening and Closing Sessions, and the SEEK Reception for all present and past collegiate mentors.
- VIP Seating and award presentation at Golden Torch Awards
- Representation as judges for weekly competitions
- Copy of final program Assessment & Evaluation, and SEEK DVD

**Sponsorship Cost:** $100,000

**Sponsorship Benefits Tier 3:**
- Representation as judges for weekly competitions
- Four color logo placement on printed SEEK materials.
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, SEEK Opening and Closing Sessions, and the SEEK Reception for all present and past collegiate mentors.
- Award presentation at Golden Torch Awards
- Copy of final program Assessment & Evaluation, and SEEK DVD

**Sponsorship Cost:** $75,000

**Sponsorship Benefits Tier 4:**
- Logo placements on printed SEEK materials.
- Recognition as a sponsor at the Annual National Convention, NSBE Publications, and SEEK Opening and Closing Sessions
- Award presentation at Golden Torch Awards
• Representation as judges for weekly competitions
• Copy of final program Assessment & Evaluation, and SEEK DVD

Sponsorship Cost: $50,000

SEEK In-kind gift opportunities

<table>
<thead>
<tr>
<th>Category</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Meals</td>
<td>300 per day x 15 camp days</td>
</tr>
<tr>
<td>Mentor transportation/travel</td>
<td>Up to $20,000 in value</td>
</tr>
<tr>
<td>Camper activities/field trips</td>
<td>Up to $30,000 in value</td>
</tr>
<tr>
<td>Communication/advertising</td>
<td>Up to $10,000 in value</td>
</tr>
<tr>
<td>Program Supplies</td>
<td>Up to $5,000 in value</td>
</tr>
</tbody>
</table>
Corporate Scholarships

Greetings!

The National Society of Black Engineers would like to thank you in advance for your interest in our Corporate Scholarship Program. Through the program, corporations are able to make a lasting impact on the collegiate student membership of NSBE while promoting the importance of diversity in the workplace and academic excellence on the university campus and beyond.

The attached documentation provides a detailed description of the Corporate Scholarship Program and a sample scholarship application for your review. Please note there is a required sponsorship value range for non-Board of Corporate Affiliate sponsors of $3,300 minimum value to $22,000 maximum value, inclusive of 10% administrative fee. An exception on the maximum value is provided for foundation based grants for scholarship support.

While the NSBE Corporate Scholarship Program is an “academic excellence” focused program, it also provides many incentives to your corporation, including:

- Personalized scholarship criteria to meet your corporate recruitment needs,
- Scholarships awarded in the quantity and dollar value(s) that you choose*,
- Access to NSBE’s best and brightest collegiate student members, and
- Marketing and promotion of your support of NSBE’s Academic Excellence efforts.

* Board of Corporate Affiliate companies are NOT charged the 10% administrative fee.
* Board of Corporate Affiliate members do NOT have a sponsorship value cap.

Our Headquarters Programs Team will work with you to further personalize your corporate scholarship package to meet your needs. We look forward to the potential collaboration and support of the NSBE Mission that your participation brings. If you are interested in corporate scholarship sponsorship, please complete, sign and fax a financial commitment form detailing your sponsorship to your Corporate Service Representative or to my attention. Scholarships are not made available to our membership until we have received a signed commitment form. We encourage you to contact our Director of Programs for more details on the program at:

NSBE Corporate Scholarship Program
205 Daingerfield Road
Alexandria, VA 22314
703.549.2207 x305
msmith@nsbe.org

Best Regards,

Michael D. Smith, D.Eng.
Dr. Michael D. Smith
National Society of Black Engineers
Programs Team
### Scholarship Program Timeline

<table>
<thead>
<tr>
<th>Date</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 1, 2010</td>
<td>Promotion of Scholarship to Membership begins</td>
</tr>
<tr>
<td>September 15</td>
<td>Deadline for Members to begin online application process</td>
</tr>
<tr>
<td>November 1</td>
<td>Deadline for Corporate Scholarship Programs acceptance Cycle #1</td>
</tr>
<tr>
<td>January 21, 2011</td>
<td>Deadline for receipt of online scholarship applications – Cycle #1</td>
</tr>
<tr>
<td>February 5</td>
<td>Company notifies NSBE Programs of scholar selections</td>
</tr>
<tr>
<td>February 12</td>
<td>Notification letter to scholars from company and NSBE</td>
</tr>
<tr>
<td>March 26</td>
<td>Annual Awards Recognition Event – St. Louis, MO (tentative date)</td>
</tr>
<tr>
<td>April 1</td>
<td>Deadline for Corporate Scholarship Programs acceptance Cycle #2</td>
</tr>
<tr>
<td>April/May</td>
<td>Winners listed on Programs Web and in post-convention publication</td>
</tr>
<tr>
<td>June 30</td>
<td>Deadline for receipt of online scholarship applications – Cycle #2</td>
</tr>
<tr>
<td>July 15</td>
<td>Company notifies NSBE Programs of scholar selections</td>
</tr>
<tr>
<td>July 25</td>
<td>Notification letter to scholars from company and NSBE</td>
</tr>
<tr>
<td>July 25</td>
<td>Notification to non-winners from NSBE</td>
</tr>
</tbody>
</table>
NSBE Media

Recruiting is a year-round job, and whether you want to fill a junior or senior level position, NSBE magazine’s exclusive reach among Black engineers can help. The National Society of Black Engineers is the most powerful resource available for reaching pre-college, college and professionals in the African American technical community. NSBE membership has grown to more than 33,000, with 400 student and professional chapters across the globe. No other technical diversity publication rivals the targeted reach of NSBE magazine to students and technical professionals.

Published three times a year, NSBE Magazine, along with its insert title, Career Engineer, insure that more than 60,000 readers are up-to-date on the latest trends and advances in the sciences, engineering and technical industries; jobs and higher education opportunities; and news on national and regional chapter events. Members use the magazine as a prime resource for association news, Black achievement and recruitment. No other minority recruitment publication reaches as many Black Engineers as NSBE Magazine/Career Engineer, making it the ideal location for recruitment ads.

NSBE Magazine Advertising Packages: *BCA Companies are entitled to a 15% discount. All rates are gross. Orders will be billed at time of reservation and are non-cancellable. Contact your NSBE sales representative.

<table>
<thead>
<tr>
<th>Chairman’s Club - $28,000:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Full-page, 4-Color ads in each issue of NSBE and Bridge Magazines. (Total of 6 ads)</td>
</tr>
<tr>
<td>• Rich media in 3 digital issues of NSBE Magazine</td>
</tr>
<tr>
<td>• Editorial Profiles in (a) NSBE Magazine and (b) NSBE Bridge Magazine</td>
</tr>
<tr>
<td>• Job posting (6 months complementary)</td>
</tr>
<tr>
<td>• Page 1 recognition in each NSBE Magazine</td>
</tr>
<tr>
<td>• Active link on <a href="http://www.nsbe.org">www.nsbe.org</a></td>
</tr>
<tr>
<td>• Premier Partner award</td>
</tr>
<tr>
<td>• Complimentary team photo at Annual National Convention.</td>
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</table>

<table>
<thead>
<tr>
<th>Multi-Media Partner - $20,000:*</th>
</tr>
</thead>
<tbody>
<tr>
<td>• 3 full-page, 4-color ads in each issue of NSBE Magazine</td>
</tr>
<tr>
<td>• Rich media in 1 digital issue of NSBE Magazine</td>
</tr>
<tr>
<td>• Editorial Profiles in (a) NSBE Magazine</td>
</tr>
<tr>
<td>• Job posting (3 months complementary)</td>
</tr>
<tr>
<td>• Page 1 recognition in each NSBE Magazine</td>
</tr>
<tr>
<td>• Active link on <a href="http://www.nsbe.org">www.nsbe.org</a></td>
</tr>
<tr>
<td>• Premier Partner award</td>
</tr>
<tr>
<td>• Complimentary team photo at Annual National Convention.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Multi-Media Partner - $15,000:*</th>
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</thead>
<tbody>
<tr>
<td>• Full-page, 4-Color ad in each of two selected issues of NSBE Magazine. (Total of 2 ads)</td>
</tr>
<tr>
<td>• Animation of ad in 1 digital issue of NSBE Magazine</td>
</tr>
<tr>
<td>• Employer profile in one issue</td>
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</table>

<table>
<thead>
<tr>
<th>Board of Corporate Affiliate (BCA) Members Ad Rate</th>
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<tbody>
<tr>
<td>$7,125 – Full- 4-Color Ad</td>
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</tbody>
</table>
THE BRIDGE EDITORIAL FOCUS and RATES
The Bridge magazine, with total readership of more than 60,000, presents math, science and engineering topics in a lively, engaging editorial style written for today’s active teenager. It is colorful, hip and on-point in its subject matter for pre-teens and teens. This magazine is the official publication of the NSBE Pre-College Initiative program and a major component of the Summer Engineering Experience for Kids (SEEK) camps.

NSBE’s website – www.pci.nsbe.org – includes a number of online services as well as preparation tips for the Scholastic Aptitude Test, the American College Test and college admission. Sponsorship and banner ad opportunities are available. Talk to your sales representative about NSBE’s affordable combo packages that enable you to reach this demographic through both print and the web.

<table>
<thead>
<tr>
<th>The BRIDGE RATES</th>
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</thead>
<tbody>
<tr>
<td>Size</td>
</tr>
<tr>
<td>Page 4C</td>
</tr>
<tr>
<td>Page B/W</td>
</tr>
</tbody>
</table>

(All rates are gross) Discounted rated available for colleges and universities. Visit www.nsbe.org for additional information.

*Bonus distribution at Fall Regional Conferences.
**Bonus distribution at Annual National Convention.
***Bonus distribution at Summer Camping Conferences and Summer Engineering Experience for Kids (SEEK).

*BCA Companies are entitles to a 15% discount
All rates are gross. Orders will be billed at time of reservation and are non-cancellable.

The NSBE Web site- www.nsbe.org - Banner Ads
The NSBE Web site is the main information center for NSBE’s members. It is the place where all members must go for membership applications, conference registration, and updated information critical to their NSBE experience.

Benefits: Rotational Web banners are a low-cost solution to brand your company among the NSBE membership
NSBE RATES 2010-11
For more information contact an advertising sales representative at 703-549-2207

<table>
<thead>
<tr>
<th>Banner Ads</th>
<th>3 months</th>
<th>6 months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre/post convention season (April 1- Nov. 1)</td>
<td>$3,000</td>
<td>$5,500</td>
</tr>
<tr>
<td>Convention season (Nov. 1 – April 1)</td>
<td>$3,500</td>
<td>$6,000</td>
</tr>
</tbody>
</table>

Materials specifications
Placement on the NSBE website is currently available with one banner size:
60k maximum file size
Dimensions, 468x60 pixels, (256 colors)
Resolution for graphics must be 72 dpi
GIF is preferred
Animations are acceptable under 60k
E-mail attachment or CD

DIGITAL EDITION – An Added Bonus
NSBE Magazine is now available digitally to all members. Members receive an email with a link to the digital issue where through their browsers they have access to a complete, digitally-enhanced issue. Advertisers have the benefit of having their logos connect to a link on their websites. Also, any URL that appears in the creative can be live so members are just a click away from job opportunities. Other interactive features are available for advertisers. Contact your sales representative to learn more about digital sponsorship and advertising opportunities.

Animation: $895
Sole Sponsorship of Digital Issue: $3,500