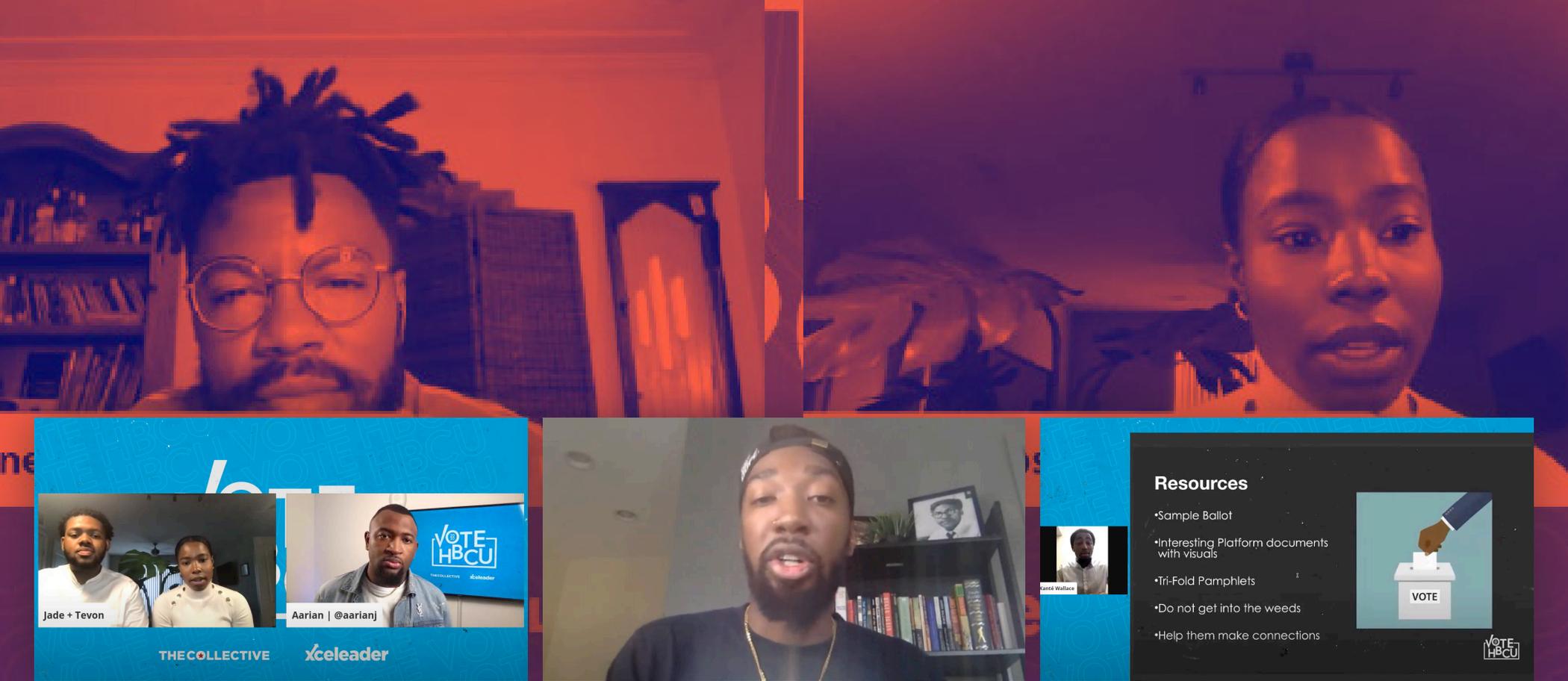




VIRTUAL LEADERSHIP SUMMIT

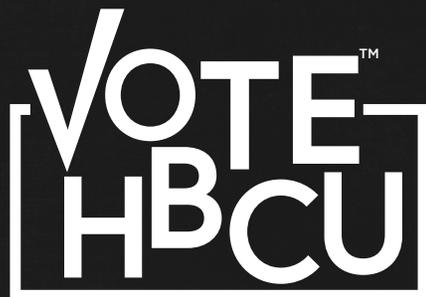
**MARKETING/SPONSORSHIP
2021 OVERVIEW**



WHAT IS VOTE HBCU?

Vote HBCU is a **national civic engagement program** with a mission to educate, mobilize and activate students at **Historically Black Colleges and Universities (HBCU)** to ignite social change on campus and in their communities.

The program is powered by [Xceleader](#) and [The Collective Education Fund](#).



HBCU

SAY IT LOUDER!

HBCUs play a pivotal role in igniting social change through advocacy and organizing. The Vote HBCU Virtual Leadership Summit brings together **HBCU voices from across the country** to strategize and mobilize campus and community civic engagement efforts.

This year's summit theme, "HBCU, Say It Louder," focuses on amplifying the collective power of HBCU organizing and will feature activists, political strategists, HBCU students, and alumni who use their voices to advocate for change.



OUR IMPACT LAST YEAR

35

Vote HBCU
partner schools

Instructed

200

campus leaders at
the 2020 HBCU
Virtual Leadership
Summit

Connected with over

800+

HBCU student &
alumni during the
2020 election cycle

Registered

350

new voters

2021 IN NUMBERS

HERE'S WHAT WE EXPECT THIS YEAR

400+
registrants

5
impactful sessions

15+
speakers

55
HBCUs represented

500+
new registered voters

100K+
digital impressions

JACKSON
FREE PRESS

WHERE WE'VE BEEN
MENTIONED

THE WASHINGTON
Informen

BET★

Forbes

19
WLTx

VOTE HBCU IS EXPANDING

In 2020, Vote HBCU was **awarded \$200,000 by the Lumina Foundation** as part of its \$15 million Racial Justice and Equity Fund. This grant has made it possible for Vote HBCU to build the necessary infrastructure continue the work of **spurring civic engagement and education on HBCU campuses** and in predominantly **black communities**.

This year, the Vote HBCU team is seeking to **expand our work and build the infrastructure necessary to bolster our annual leadership summit** and build a year-round program dedicated to civic engagement on HBCU campuses.

NEWS

Lumina Foundation announces first grants from \$15M Racial Justice and Equity Fund

Holly V. Hays Indianapolis Star

- **Vote HBCU Initiative**, a collaboration of The Collective Education Fund and Xceleader (\$200,000), to organize a voter registration and engagement project at Historically Black Colleges and Universities.

PARTNERSHIP OPPORTUNITIES

SUPER SPONSOR

(\$25,000)

There's only one spot at the top, and it should be yours. Our title sponsor is an exclusive opportunity for premium brand placement and a partnership role in shaping our event. Your brand will be prominently displayed in association with all visual and digital collateral associated with the Vote HBCU Virtual Leadership Summit.

You'll have access to all of the sessions, the networking mixer, and all other events hosted prior to and post-event.

AT-HOME ACTIVATION SPONSOR

(\$15,000)

This virtual summit gives you a unique opportunity to get the exclusive spot on our at-home activation kits that will be sent to summit speakers. They will receive a standing banner and other items to be strategically placed behind them while they are speaking during their session.

WHO'S ON BOARD SO FAR?



HUMAN
RIGHTS
CAMPAIGN
FOUNDATION



PARTNERSHIP OPPORTUNITIES, CONTINUED

SESSION SPONSOR

(\$10,000 ea.) (4 Total)

Similar to in-person festival stage sponsorship, our session sponsors will present each of the impactful educational sessions between the main stage sessions. Our virtual summit is designed with a timeframe and content that will yield the highest impact on our audience with consideration of your brand's share of voice.

TOUR TEE SPONSOR

(\$5,000) (10 Total)

We're at home but we will be on screens around the country. As a part of our virtual summit, we will be sending our speakers, donors, partners, and the first 50 summit registrants a Vote HBCU Virtual Leadership Summit Tour Tee among other merchandise items. Put your company front and center on the back of this exclusive piece of merchandise.

 We are always open to other kinds of support to help advance the education and engagement of HBCU students, alumni, and affiliates. If you'd like to talk about **in-kind sponsorships, media partnerships, influencer opportunities, or other methods of support**, please contact Aarian Forman at aarian@xceleader.com.

OTHER WAYS TO PARTNER

REFERRALS + CONTACTS

Maybe you can't help at the moment, but you know someone who can. We'd love for you to connect us to organizations who align with our values and the work we're doing.

INFLUENCER/CELEBRITY ENDORSEMENTS

If you or your organization is connected to influencers and stars who connect with civic engagement causes and could lend their voice and stamp of approval to our event—we count that as a partner.

MEDIA PARTNERSHIP

In the age of social media being our 24-hour news cycle we could use some extra help getting the word out. Join our network of media partners!

VOTE HBCU MEDIA PARTNERS



PRODUCT/IN-KIND DONATIONS

We are looking for merch to add to our 'Yard Pack,' the official Vote HBCU Virtual Leadership Summit, influencer kit. If you have a product or piece of merch you'd like to add, let us know!

WHY SHOULD YOUR ORGANIZATION PARTNER?



We are searching for partnerships where there is mutual alignment with our core values and a commitment to building and supporting communities of color across the country. Here are a couple ways your sponsorship could impact your business/customer:



Positive Change in the Black Community

This is an opportunity to make sustainable impact, especially in the Black community, by encouraging civic participation and education.



Investing in Inclusion

Supporting the Vote HBCU Leadership Summit is an investment in making sure everyone's voice is heard through voting and amplifying the impact voting has on marginalized communities of color.



Equipping Our Future Leaders

HBCU students between the ages of 18-23 are the primary target of this event. This meaningful partnership is an opportunity to emphatically reinforce your organization's commitment to social justice and equity

READY? LET'S CONNECT!

If you'd like more information or have any questions, please contact us. We'd love to connect!

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wevotehbcu.com



Vote HBCU is a program powered by Xceleader and The Collective Education Fund, both are non-partisan, 501(c)(3) non-profit organizations.