



HOUSTON AREA
URBAN LEAGUE
YOUNG PROFESSIONALS

2023

NATIONAL URBAN LEAGUE CONFERENCE YOUNG PROFESSIONALS SPONSOR PROPOSAL



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Prepared for :

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PRESIDENT'S MESSAGE

Dear Partners,

On behalf of the Houston Area Urban League Young Professionals, Houston Area Urban League, and the National Urban League Young Professionals, I would like to thank you for your interest in supporting our chapter's endeavors during the 2023 National Urban League Conference in Houston, Texas!

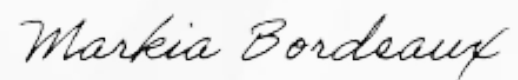
It was 24 years ago at the 1999 National Urban League Conference right here in Houston that the National Urban League Young Professionals was born, and since then we have been a part of the heartbeat of the Houston Area Urban League, founded in 1968, whose mission is to enable Black people and other marginalized communities to secure economic self-reliance, parity, power, and civil rights.

The mission of the Houston Area Urban League Young Professionals is to build a positive synergy that will advance activism in the community among young professionals under the age of 40 while also advancing the mission of our affiliate.

This year we are excited to be the host city of the National Urban League's Conference. The anticipated thousands of attendees and 1,000 young professionals representing every region of the U.S. will include executives, entrepreneurs, thought leaders, young professionals and media.

With your support we can further the Houston Area Urban League Young Professionals purpose and usher in a new generation of leaders dedicated to professional development, community outreach, advocacy and economic empowerment.

Yours in the Movement,



Markia Y. Bordeaux, Esq- President

ABOUT THE HOUSTON AREA URBAN LEAGUE YOUNG PROFESSIONALS



The Houston Area Urban League Young Professionals (HAULYP) is a nonpartisan auxiliary of the Houston Area Urban League, whose members range from 21-40 years old.

HAULYP is comprised of over 330 young professionals committed to serving the Houston Metropolitan area through community programs and partnerships that address the goals of the National Urban League.

We have 8 different committees that include: Civic Engagement, Community Outreach, Membership Engagement, Fund Development, Professional Development, Social & Cultural, Youth Empowerment and PR/Marketing.

We are proud to partner with the following corporations and community groups: Chase Bank, H-E-B, United Way, City of Houston, Women's March, Wheeler Avenue Baptist Church, Delta Sigma Theta Sorority, Inc., Emancipation Park, American Red Cross and Buffalo Soldier Museum to name a few...

01

330+ Active Members

02

8 Powerful Committees

03

**\$25,000 Affiliate Give
in 2022**

04

**10,155 Volunteer
Hours in 2022**

OUR TEAM



Markia Bordeaux
President



Precious Azuree
YP Conference Chair



Jasmine Jordan
Vice President



Aaron Brown
Chief of Staff



Alycea Hampton
Special Advisor



Shy Coleman
Secretary



Denise Johnson
Treasurer



Dominique King
Parliamentarian



Jocelynn Horton
Social Media Chair

OUR TEAM



Aarian Tipton & Erika Smiley
Civic Engagement Committee



Tiffany Winter & Tameka Bannarbie
Membership Engagement Committee



Raythieyon Robertson
Community Outreach
Committee



Shelton Dotson & Jeremy Sanford
Fund Development Committee



Jaelyn Lyles & Grace Chandler
PR/Marketing Committee



Jasmine Lowery
Social & Cultural
Committee



Eric Washington & Aaron Robinson
Youth Empowerment Committee



Xante Wallace & Kori Thomas
Professional Development
Committee

ABOUT THE 2022 NUL CONFERENCE

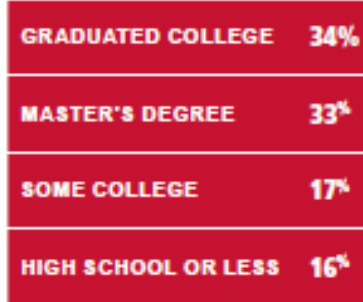


DEMOGRAPHICS

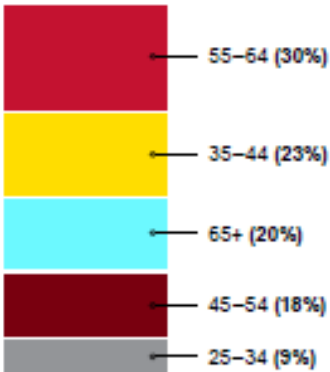
GENDER



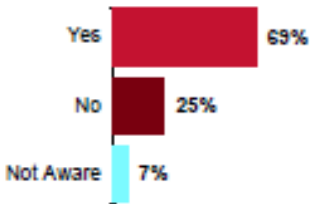
EDUCATION



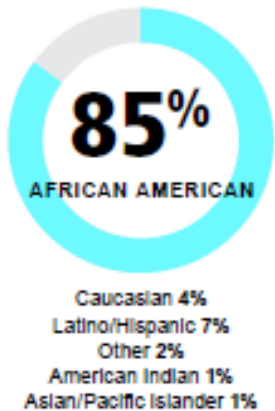
AGE



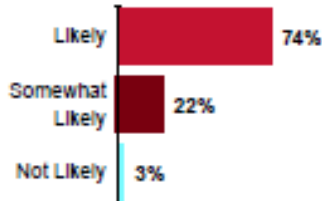
ATTENDED VIRTUAL EXPO 2021



RACE/ETHNICITY



LIKELY TO ATTEND VIRTUALLY IN 2023



Registered Attendees
16,000

Speakers
80





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**JULY
25**

**JULY
26**

**BLACK
EXCELLENCE
MIXER**

**ROOFTOP
NETWORKING
SOIREE**

Conference kickoff begins with dinner and complimentary cocktails at Rockhouse, with sounds by DJ Auditory for a seamless transition from dining to nightlife.

A night of high energy at the Bungalow, featuring light bites, open bar, sounds by 93.7 The Beats' DJ Mr. Rogers and a rooftop breathtaking view of the Houston skyline.



**JULY
29**

**JULY
30**

ABOUT LAST NIGHT PARTY

SUNDAY FUNDAY BRUNCH

An epic experience for Conference attendees at Grooves that highlights why Houston Nightlife is top tier. Designated VIP sections, champagne and complimentary shuttle bus to ensure a seamless and safe night.

Closing out the week of Black Excellence at Houston's Top Sunday Funday spots: Chapman & Kirby. Brunch, Music and GOOD Vibes only to leave a lasting impression on the Urban League Young Professionals



BENEFITS FOR SPONSORS



The National Urban League Conference is the most respected platform to affirm your commitment to diversity, equity and inclusion. It is an excellent opportunity to engage in community and build relationships with thousands of professionals from all across the United States.

The Impact: We are the largest National Urban League Young Professionals chapter situated in the fourth-largest city in the United States.

The Access: Our Conference Partners will have the ability to engage with our 330+ members, plus hundreds of young professionals from across the U.S., which includes leadership from each chapter.

The Reach: In addition to access, partner logos will be featured on marketing material, social media content which may include cross promotion with the National Urban League Young Professionals. All eyes will be on Houston!

SPONSORSHIP PACKAGE

*Packages can be tailored to meet sponsor needs



Presenting Sponsor

\$20,000-\$35,000

Benefits:

- Prominent sponsor recognition and company link on the conference webpage of the HAULYP website.
- Prominent sponsor recognition on all event-related marketing & promotion material: save the dates, signage, invitations, flyers, emails, and posters.
- 5 complimentary all access passes to HAULYP Conference host events.
- Sponsor table setup for material and recruiting at designated host event.
- Opportunity to speak to host event attendees.
- Formal recognition at annual Houston Area Urban League YP Gala in October 2023.
- 2 complimentary HAULYP 1- year memberships (for qualified individual).

Founder's Circle Sponsor

\$10,000-\$15,000

Benefits:

- Sponsor recognition and company link on the conference webpage of the HAULYP website.
- Sponsor recognition on all event-related marketing & promotion material: save the dates, signage, invitations, flyers, emails, and posters.
- 3 complimentary all access passes to HAULYP Conference host events.
- Formal recognition at annual Houston Area Urban League YP Gala in October 2023.
- 1 complimentary HAULYP 1- year membership (for qualified individual).

Specific Event Title Sponsor

\$5,000-\$7,500

Benefits:

- Sponsor recognition and company link on the conference webpage of the HAULYP website.
- Sponsor recognition on event-specific marketing & promotion material: invitations, flyers, and emails
- 2 complimentary all access passes to HAULYP Conference specific sponsored event
- Sponsor table setup for material and recruiting at designated host event.

Individual or Specific Event Liquor Sponsor

\$500-\$2,000

Benefits:

- Sponsor recognition on event-specific marketing & promotion material: invitations, flyers, and emails.
- 1 complimentary all access passes to HAULYP Conference specific sponsored event.
- *Liquor Sponsor:* Liquor tasting table/set-up at specific sponsored event for a limited time.



SPONSORSHIP PACKAGE

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*Packages can be tailored to meet sponsor needs

	Presenting Sponsor	Founders Circle	Event Title Sponsor	Liquor Sponsor
Prominent Sponsor Recognition on HAULYP website	✓			
Sponsor Recognition on HAULYP website		✓	✓	
Company link on HAULYP Website	✓	✓		
10x10 booth space at NUL Conference Community Day Expo*	✓			
Prominent Sponsor Recognition on all host chapter marketing material	✓			
Sponsor Recognition on all host chapter marketing material		✓	✓	✓
Sponsor Recognition on host chapter local business and resource guide	✓	✓		
Complimentary All Access Passes for all HAULYP Host events*	✓	✓	✓	✓
Sponsor table at designated HAULYP Host event*	✓		✓	
Speaking opportunity at designated HAULYP Host event	✓	✓		
Formal and Sponsor Recognition at HAULYP Annual Gala (October 2023)	✓			
VIP Tickets at HAULYP Annual Gala (October 2023)*	✓	✓		
Complimentary 1-year HAULYP Membership*	✓	✓		
Liquor tasting table/set up at HAULYP Host event*				✓



THANK YOU!

WE LOOK FORWARD TO WORKING WITH YOU



MARKIA BORDEAUX PRESIDENT



281-753-4892



www.haulyp.org



president@haulyp.org



1301 Texas Street, Houston, TX 77002

