Blast into the Future with Data Analytics!
February 21-22, 2020

Sponsorship Opportunity Guide
Dear Potential Corporate Participant:

The Morehouse Marketing Association and its members are excited to invite you to participate in the 12th Annual Morehouse Marketing Conclave. The event will be held the weekend of February 21-22, 2020 in the Walter E. Massey Leadership Center on the campus of Morehouse College in Atlanta, Georgia. The student-led Morehouse Marketing Conclave is an event that provides attendees with insight into a career in marketing, advertising, or sales. In the past 12 years, the event has grown to a national level that brings together students from colleges and universities across the Southeast. Our goal is to help our fellow students:

1) Learn more about special topics in marketing, advertising, and sales
2) Meet recruiters from top companies and network with other students
3) Learn how companies are implementing data analytics in their business plans

This year’s theme is “Blast into the Future with Data Analytics.” This year's conference aims to: expose students to the opportunities within the area of data analytics, introduce and define the necessary skills students need to be successful, and to make students aware that data analytics is at the core of countless new technology and business solutions. Students will also learn how data analytics helps in analyzing the value chain of a business. We hope to equip fellow students with the tools necessary to succeed in today’s highly competitive business environment. Over the course of two days, the Conclave will connect corporate participants and students through a career fair, a multitude of workshops, networking opportunities and competitive data analytics challenge.

Corporate participants have the opportunity to provide keynote speakers, host workshops, participate on a panel, have a booth at the career fair, and/or serve as a sponsor. The workshops are an excellent opportunity for firms and students to interact with each other. At this time, there are a limited number of workshops available for corporate participants to lead. Due to their popularity, workshop-hosting opportunities go quickly so do not hesitate to reach out if you are interested! Previous workshop sponsors and participants have included Google, Macy’s, American Express, Wieden + Kennedy, Turner Broadcasting, UPS, Kellogg’s and many more. All corporate participants in the workshops, panels, etc. are asked to gear their session toward the importance of data analytics in their advertising and marketing/sales strategies. Decide how your company would like to participate and contact us with your preference and availability.

The career fair will be held Friday, February 21, 2020 and provides recruiters with an excellent opportunity to meet the students on a one-on-one basis. At the end of the day on Friday, we also host a popular networking event for both students and the recruiters who attended the career fair. This event provides recruiters with an additional opportunity to talk further with students that they met earlier in the day in a more relaxed setting.

Listed in this packet are sponsorship and advertising opportunities along with the Conclave sponsorship form. Each sponsorship opportunity includes admittance to all Conclave events. To participate in the 2020 Morehouse Marketing Conclave, please send me an email, which includes your contact information and the opportunities you would like to pursue. If you have any further questions, please feel free to contact me directly at 240-604-7080 or preston.winkfield@morehouse.edu. I look forward to hearing from you and I am excited for you to participate in this year’s event!

Best Regards,

Preston Winkfield
Vice President, Morehouse Marketing Association & Co-Chair, 2020 Marketing Conclave
Sponsorship Opportunities

**Lunch and Learn Luncheon Sponsorship**

On Friday, lunch will be provided for 50 Lunch and Learn participants. The sponsor will provide food and beverage for this event. The sponsoring firm’s name and logo will be prominently displayed on a banner where lunch is served, in Conclave promotions, and in the Event Program.

Amount: $750

---

**Career Fair Luncheon Sponsorship**

On Friday, lunch will be provided for the Career Fair Corporate Participants and the Conclave Staff. The sponsor will provide food and beverage for this event. The sponsoring firm’s name and logo will be prominently displayed on a banner where lunch is served, in Conclave promotions, and in the Event Program.

Amount: $1200

---

**Career Fair Refreshment Sponsorship**

The sponsor will provide refreshments and snacks for all Career Fair Participants – students and recruiters – during the Career Fair on Friday. The sponsoring firm’s name and logo will be prominently displayed on a banner where the refreshments are served, in Conclave promotions, and in the Event Program.

Amount: $500

---

**Networking Event Sponsorship**

On Friday, there will be a reception for all Career Fair Participants – students, recruiters, and speakers. The sponsor will provide food and beverage for this event. The sponsoring firm’s name and logo will be prominently displayed on a banner where the reception will be held, in Conclave promotions, and in the Event Program.

Amount: $3500
Opening Breakfast Sponsorship

On Saturday, there will be a breakfast for all Conclave Participants – students, recruiters, and speakers. The sponsor will provide food and beverage for this event. The sponsoring firm’s name and logo will be prominently displayed on a banner where breakfast is served, in Conclave promotions, and in the Event Program.

Amount: $2000

Workshop Luncheon Sponsorship

On Saturday, there will be a luncheon for all Conclave participants - students, recruiters, and speakers. The sponsor will provide food and beverage for this event. The sponsoring firm’s name and logo will be prominently where lunch is served, in Conclave promotions, and in the Event Program.

Amount: $3500

Bag Sponsorship

Commemorative bags will be distributed to all Conclave participants – students, recruiters, and speakers. Each bag will have the sponsor’s logo and the Conclave logo prominently featured.

Amount: $4500/In-Kind

Portfolio Sponsorship

Commemorative portfolios will be distributed to all Conclave participants – students, recruiters, and speakers. Each portfolio will have the sponsor’s logo and the Conclave logo prominently featured.

Amount: $4500/In-Kind
Data Analytics Challenge Sponsorship

Host competition where students compete in a data analytics case study based on your company. Prizes are awarded to top 3 participants/groups. Contact the Conclave chair, Preston Winkfield, for more specifics.

Amount: $3500

Final Raffle Sponsorship

At the closing ceremony for the Conclave a raffle will be held for all Conclave participants – students, recruiters, and speakers. The sponsoring firm(s) will provide raffle prize(s). Sponsoring firm’s name and logo will be displayed as the raffle occurs, and in the Event Program.

Amount: $500/In-Kind

E-Newsletter Sponsorship

A website will be developed to communicate information online about the Conclave. E-Newsletters will be developed to communicate information about the Conclave via email. The sponsoring firm’s name and logo will be prominently displayed in Conclave promotions, on each e-newsletter, and in the Event program.

Amount: $1000

Printing Sponsorship

The sponsorship covers the cost of printing the Event Program. The sponsoring firm’s name and logo will be prominently displayed on the front page on the Conclave website, on each e-newsletter, and on the back on the Event Program.

Amount: $4000/In-Kind
Friends of the Morehouse Marketing Conclave

This sponsorship is for individuals, alumni, and firms who would like to donate to the Conclave. Each person or firm’s name will be listed in Conclave promotions and in the Event Program.

Amounts:

Diamond $1500
Platinum $1000
Titanium $750
  Gold $500
  Silver $250
Bronze $100

Bag Stuffers

Even if you cannot attend, get your message in the bag. This sponsorship is for those who can and cannot attend the Conclave. One promotional item per sponsor will be included in each conference bag given to participants. A commemorative bag will be given to each Conclave participant. Please provide 300 promotional items.

Amount: $500/In-Kind
Conference Program Advertisements

An Event program will be given to all conclave participants. Firms will have opportunity to advertise in program.

**Ad Rates:**

- Full Page: $500
- Half page: $250

**Mechanical Specifications**

- Trim Size: 8 ½” x 11”

<table>
<thead>
<tr>
<th>Height</th>
<th>Ad Size</th>
<th>Width</th>
</tr>
</thead>
<tbody>
<tr>
<td>Full Page</td>
<td>7 ½”</td>
<td>10”</td>
</tr>
<tr>
<td>½ Page Horizontal</td>
<td>7 ½”</td>
<td>5”</td>
</tr>
<tr>
<td>½ Page Vertical</td>
<td>3 ¾”</td>
<td>10”</td>
</tr>
</tbody>
</table>

All Ads should be submitted in high-resolution (3000dpi) Adobe PDF format.

All Sponsor logos should be submitted in Illustrator.eps vector format.

All ads are due no later than Friday, February 7th, 2020.
Sponsorship Form

Conclave Sponsorship Form

Company:  __________________________________________________

Mailing Address:  ______________________________________________

City, State, and Zip:  ____________________________________________

Contact Person:  ________________________________________________

Title:  _________________________________________________________

E-mail Address:  ________________________________________________

Telephone:  ____________________________________________________

Fax Number:  __________________________________________________

Sponsorship Opportunity Requesting:  ______________________________

Amount Enclosed:  ______________________________________________

Please make checks payable to:

Morehouse Marketing Conclave

Mailing Address:

Dr. Cassandra Wells
Morehouse College
830 Westview Drive, S.W. Atlanta, GA
30314-3773

Or contact us for how to give online.

Sponsorship Sign-Up Deadline: Tuesday, February 7, 2020

For more information on the 2020 Morehouse Marketing Conclave, please email

preston.winkfield@morehouse.edu
Contact Information

Preston Winkfield
Vice President, Morehouse Marketing Association
Co-Chair, 2020 Morehouse Marketing Conclave
Preston.Winkfield@morehouse.edu

Vernard Littles
Co-Chair, 2020 Morehouse Marketing Conclave
Vernard.Littles@morehouse.edu

Cassandra D. Wells, Ph.D.
Academic Program Director,
Morehouse Management, Marketing and Sales Programs
Cassandra.Wells@morehouse.edu

Glynnis Johnson, Ph.D.
Advisor, Morehouse Marketing Association
Glynnis.Johnson@morehouse.edu

Rubina Malik
Advisor, 2020 Morehouse Marketing Conclave
Rubina.Malik@morehouse.edu