# CBE’s Virtual Sponsorship Package

COALITION OF
BLACK EXCELLENCE

# CBE is a Volunteer Run 501(c)3 Nonprofit

**Our Mission**
To unify and elevate the Black community

**Our Vision**
A thriving Black Community

***BUILD. PROMOTE. INSPIRE.***

# Our Approach

Our collaborative approach to **racial equity and justice** focuses on the well-being and prosperity of:

1. nonprofits dedicated to the Black community,
2. Black businesses, and
3. Black professionals

# Our Goals

| | BUILD | PROMOTE | INSPIRE |
|---|---|---|---|
| Nonprofits Dedicated to the Black Community | To **build coalitions** that leverage assets effectively and efficiently to achieve collective impact across the Black community. | To **promote and celebrate nonprofits** for the purpose of attracting human and financial capital and amplifying their impact. | To inspire Black professionals to **give their time, talent and treasure** to deserving nonprofits. |
| Black Businesses | To **build an ecosystem that supports Black owned businesses** by providing access to human and financial capital. | To **promote and celebrate Black businesses**, founders and entrepreneurs for the purpose of increasing access to capital and customer base. | To inspire the **circulation of Black dollars into Black businesses.** |
| Black Professionals | To build networks that provide opportunities for **career mobility** and help establish diverse talent pipelines across industries. | To **promote and celebrate Black professionals** across sectors by supporting their career growth, personal brand, and networking opportunities. | To inspire **professional and personal growth,** and to highlight Black professional excellence in the community at large. |

# CBE 2020 Programs

Our programming will provide access to dynamic thought leaders, resources for the community, and opportunities for impactful engagement across three topic areas:

1. **Resiliency Through COVID**
2. **Sustaining and Growing Black Businesses and Nonprofits**
3. **Keeping the Momentum: Building a Racially Just Society**

# CBE 2020 Programs

| Program | Resiliency Through COVID-19 |
|---|---|
| **Frequency** | Monthly |
| **Purpose** | Provide members of the Black community access to dynamic thought leaders and resources across topic areas related to the impact of COVID on the community |
| **Program Features** | • Virtual Panel discussion<br>• Newsletter, Social , and Video - Resource Distribution<br>• Call to Action (*e.g.* mentors & recruiters for virtual career chats, volunteer to support one of our Impact Nonprofits) |
| **Topic Schedule** | May (Health & Wellness), June (Finance & Housing), July (Social Impact), August (Education & Bridging the Digital Divide), September (Employment), October (Policies & Voting), November (Legal), December (The Path Ahead -2021) |
| **Target Audience** | Black Professionals : Entry (3-5 year experience), Mid (5 -10 years ), Seasoned (10+ ) |
| **Accessibility** | Free programming to attendees |

# CBE 2020 Programs

| Program | Sustaining and Growing Black Businesses and Nonprofits |
|---|---|
| **Frequency** | Quarterly |
| **Purpose** | Provide Black business and nonprofits access to leading professionals and resources for the purpose of increasing their access to capital and customer base. |
| **Program Features** | • Access to dynamic thought leaders across topic areas<br>• Zoom matching session with volunteers to provide 1:1 advice (legal, finance, HR, and Accounting)<br>• Business spotlight - video & social to help with customer acquisition<br>• Supplier diversity corporate matching |
| **Topic Schedule** | Q2 (Leadership & Operations), Q3 (Finance & Marketing), Q4 (Legal & HR), Q121 (Customer Acquisition) |
| **Target Audience** | Leaders of Black owned business and nonprofits dedicated to issues impacting the Black community |
| **Accessibility** | Free programming to attendees |

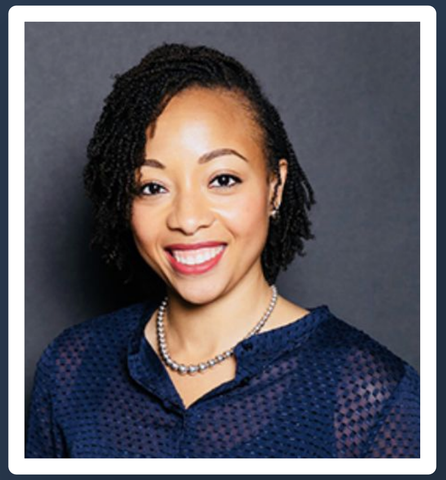
# CBE 2020 Programs

| | |
|---|---|
| **Program** | **Keeping the Momentum: Building a Racially Just Society** |
| **Frequency** | Quarterly |
| **Purpose** | Keeping the focus on unearthing root causes of systemic and institutional racism and providing advice on actionable conduct |
| **Program Features** | • video and/or podcast series<br>• Advocacy information distribution<br>• Newsletter, Social , and Video<br>• Call to Action *(e.g.* “this is what you can do”) |
| **Topic Schedule** | Expert tracking and reporting of leading cases dealing with police brutality and criminal justice reform |
| **Target Audience** | Black Professionals & Allies |
| **Accessibility** | Free |

# CBE’s Sponsorship Packages

| Level | Benefits |
|---|---|
| **Diamond**<br>**$25K** | • Exclusive sponsorship of one entire program series<br>• Co-curation and speaking opportunities for each virtual session<br>• Distribution and promotion of relevant corporate resources to community<br>• Sponsor ad section in CBE Newsletter<br>• Branding across programming, social, and website for selected program series |
| **Gold**<br>**$10K** | • Co-sponsorship of one entire program series<br>• Co-curation and speaking opportunities for each virtual session<br>• Distribution and promotion of relevant corporate resources to community<br>• Sponsor ad section in CBE Newsletter<br>• Branding across programming, social, and website for selected program series |
| **Silver**<br>**$5K** | • Exclusive sponsorship of virtual panel discussion<br>• Co -curation and speaking opportunities<br>• Branding across programming, social, and website for selected program series |
| **Bronze**<br>**$2.5K** | • Co-sponsor of virtual panel discussion<br>• Co-curation and speaking opportunities<br>• Branding across programming, social, and website for selected program series |

# CBE EXECUTIVE LEADERSHIP TEAM

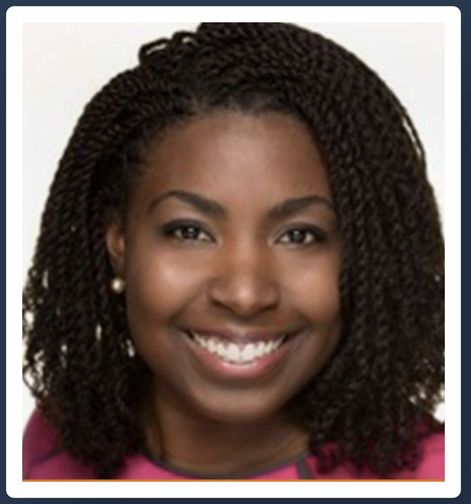


**Angela Johnson**
**Founder &**
**Co-CEO**

**(Senior Litigation Counsel, Uber)**

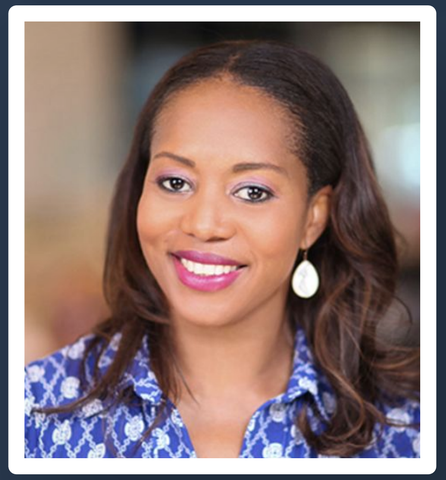
**Marc Spencer**
**Co-CEO**

**(CEO, Summer Search)**



**Nakeena Taylor**
**COO**

**(Counsel, Chan Zuckerberg Initiative)**



**Shannon Nash**
**CFO**

**(CFO)**

**Julian Ross**
**CTO**

**(Product Manager, Apple)**

**Michele Ross**
**CMO**

**Product Marketing Manager Lead, Partners Education, Google)**