

THE FIRST ANNUAL



BIG TEN CONFERENCE ON BLACK STUDENT LEADERSHIP

The Ohio State University
January 25-28, 2008

Sponsorship Proposal



April 2, 2007

To Whom It May Concern:

Our purpose in writing you is to formally request your organization's support of the Big Ten Conference on Black Student Leadership. This conference, which is to be held from January 25-28, 2008 at The Ohio State University will bring together over 300 students, faculty and administrators from the eleven institutions representing the Big Ten as well as other colleges and universities in the region. Modeled on a similar meeting for Big XII students, this conference, entitled, *"Bonded by Race, United by Vision, Striving toward F.R.E.E.D.O.M"*, (Financial, Reform, Education, Empowerment, Diversity, Opportunity, Mission) is its inaugural year and represents over two years of dedication and effort on behalf of the conference planning committee.

The conference will serve the purpose of building leadership and communication skills, promoting academic excellence and reinforcing educational and cultural development. While the focus of the conference is on the experience of African American students, the meeting is open to and welcoming of all students (as is illustrated by the composition of the planning committee). In order to ensure that we are able to provide the highest caliber experience for conference attendees, we are seeking the support of organizations that appreciate the value of an educated and diverse workforce.

Sponsorship opportunities can be in the form of monetary donations or in kind goods and services. Your organization may choose to underwrite a specific aspect of the conference (transportation, meal(s), a particular speaker or event) or provide general support for this endeavor. Major sponsors will have an opportunity to attend opening and closing sessions in order to be publicly recognized for their support, and display company/organization logo on publications (banner, conference booklet, publicity, etc.). Other sponsorship levels are articulated on page six of this packet. Enclosed you will find further information about the conference, including a schedule of events and an estimated conference budget. On the final page, we have included a conference agreement form for sponsors who have made a commitment of support.

Naturally, you may have questions or need clarification prior to making a financial commitment. We invite you to visit our website: <http://bigtencbsl.osu.edu> . You are also welcome to contact our advisor, Thyron Henderson by calling (614) 292-3930 or via e-mail at Henderson.260@osu.edu. We appreciate your time in reviewing the enclosed information and your consideration is greatly appreciated. We hope to hear from you soon about a possible partnership.

Tracey Jordan
Co-Chair
Finance/Sponsorship

Lindsay Western
Co-Chair
Finance/Sponsorship



Mission

The Big Ten Conference on Black Student Leadership will provide empowering opportunities for conference attendees through shared experiences. These intentional and enriching experiences will focus on the educational, cultural, spiritual and social needs of student leaders and their advisors, with the intended outcomes being positive growth and development at the personal, group, and campus community levels.

Conference Goals

The following are the goals of the Big Ten Conference on Black Student Leadership:

- To connect student leaders at Big Ten institutions who face similar situations and have similar concerns.
- To empower students to work together to make the necessary changes happen at their respective institutions.
- Provide opportunities for students to establish connections with faculty and staff who are members of their community.
- To solicit and provide speakers and programs that address the many issues Black Students face on their respective campuses, including, but not limited to: academic success, leadership development, current events, career exploration; retention; historical perspectives; relationships; health and wellness; financial management; Black Greek letter organizational issues; political issues and community service.
- To provide performances and events to celebrate African American history and culture.
- To assist advisors in formal and informal networking through specific educational sessions and roundtable discussions focused on their needs and the needs of their students.

Conference Description

The planning committee for the inaugural Big Ten Conference on Black Student Leadership was formed in January of 2005 out of a student effort to bring a together Black student leaders from the institutions in the Big Ten Conference. This student-initiated effort drew inspiration from the 30 year history of the Big XII Conference on Black Student Government. After attending the Big XII Conference for four consecutive years, Ohio State students, in consultation with their advisors from University Housing, created a proposal to submit to the Office of Student Affairs, who responded by providing \$10,000 as support for the conference.

The conference program is designed to provide training and development for leaders in Black Student Governments, as well as other leadership positions within the university setting. The program will focus on partnerships within higher education and preparing our students for the workforce. More specifically, the conference will provide students with leadership training that will help them to obtain the skills and confidence necessary to successfully matriculate through college and into the workforce. The success of the conference will be measured during the conference and well beyond.

The conference program will follow a three-day model, with the conference beginning on Friday and concluding on Sunday evening. The conference will feature major speakers, conference sessions, a gospel concert, social activities that include a step-show, and advisor workshops. Our goal for the Big Ten Conference on Black Student Leadership is that each year the conference will be hosted on a rotating basis at each of the Big Ten institutions.

Date & Location

The Big Ten Conference on Black Student Leadership will take place at The Ohio State University, from Friday, January 25, to Monday, January 28, 2008. Future conferences will occur annually during the month of February and will be hosted on the selected campus rotating between the Big Ten institutions.



First Annual Big Ten Conference on Black Student Leadership
Estimated Budget (300 participants)

Conference Expenses:

Marketing	\$2,896
Conference Programs	\$2,571
Publicity & Related Material	\$2,800
Banners & Signage	\$1,000
Facilities	\$9,000
Food and Beverage	\$25,000
Transportation	\$5,912
Registration	\$500
Speakers	\$20,000 (estimated)
Conference Events	\$17,408
Administration (Awards, Volunteers)	\$4,194
Incidental Expenses	\$1,175
Seed Grant for Proceeding Host Institution	\$5,000
Grand Total	\$97,456

Conference Income:

Registration Fees (300 @ \$125)	\$36,000 (anticipated)
Exhibition Fees (10 @ \$200)	\$2,000 (anticipated)
OSU Student Affairs	\$10,000 (received)
USG	\$500
Events Revenue	\$7,100 (estimated)
<u>OSU Student Organization Contributions</u>	<u>\$6,000 (anticipated)</u>
	\$61,600

Sponsorship Goal **\$35,856**



Conference Schedule

Friday, January 25, 2008

5:00 - 10:00	Registration
7:00 - 8:00	Opening Session (w/Speaker)
9:00 - 11:00	Comedy Show

Saturday, January 26, 2008

7:00 - 9:00am	Registration Continues
8:00am – 9:00pm	Information Desk
8:00 - 9:30	Breakfast & Entertainment (Hip Hop Theme)
9:45 - 10:35am	Workshop 1 (8 sessions)
10:45 - 11:35	Workshop 2 (8 sessions)
11:45am - 1:15	Conference Luncheon & Speaker (Icebreaker meal)
1:25 - 2:15	Workshop 3 (8)
2:25 - 3:15	Workshop 4 (8)
2:00 – 5:00	Graduate School and Vendor Fairs
3:30 - 5:30	Free Time
6:00 - 8:00	Dinner & Speaker
9:15 – 11:45	Step Show
11:30 – 2:00am	Conference Social Event

Sunday, January 27, 2008

7:00am – 6:00pm	Information Desk
9:00 – 10:30	Breakfast & Entertainment (African Theme)
10:45 - 11:35	Workshop 5 (8)
11:45 - 12:35	Workshop 6 (8)
12:45 – 2:15	Lunch & Speaker
2:00 – 5:00pm	Graduate School and Vendor Fairs
2:25 - 3:15	Workshop 7 (8)
3:25 - 4:15	Workshop 8 (8)
6:00 - 8:30	Conference Banquet & Speaker
9:45 - 12:15	Gospel Fest
12:00 – 3:00am	Late Night Event at the RPAC or ARC

Monday, January 28, 2008

Students return to home institutions.



Big Ten Conference on
Black Student Leadership

Big Ten Conference on Black Student Leadership Sponsorship Levels and Benefits

Gold Sponsorship

\$10,000 or more

Full-page ad in Conference booklet
Promotional materials distributed with Conference materials
Complimentary vendor fee at Vendor Fair (for participating vendors)
Attendance for two representatives for entire Conference (including meals)
Banner displayed throughout Conference sites
Logo display on Conference T-Shirt
Listing in the Conference booklet
Photo opportunities with invited Speakers

Silver Sponsorship

\$5,000 to \$9,999

1/2 page ad in Conference booklet
1/2 off vendor fee at Vendor (for participating vendors)
Attendance for one representative for entire Conference (including meals)
Banner displayed throughout Conference sites
Logo display on Conference T-Shirt
Listing in Conference booklet
Opportunity to introduce invited Speakers

Bronze Sponsorship

\$1,000 to \$4,999

1/4 page ad in Conference booklet
Logo display on Conference T-Shirt
Listing in Conference booklet

Scarlet and Gray Sponsorship

\$100 to \$999

Business card ad in Conference booklet
Listing in Conference booklet

Event Sponsorship

Amount Varies

Opening Ceremony Speaker
Saturday Lunch Speaker
Saturday Dinner Speaker
Sunday Lunch Speaker
Sunday Dinner Speaker
Breakfast Entertainment Acts

Gospel Fest
Awards and Closing Ceremony
Stepshow
Graduate School Fair
Vendor Fair



Big Ten Conference Agreement Sheet

Organization Name: _____

Contact Person: _____ Title: _____

Address: _____

Phone: _____ Fax: _____

Please indicate with an **X**, one or more of the following:

___ We would like to become a supporter of the Big Ten Conference with the following donation:

(Please indicate the exact amount of the donation.)

Gold	(\$10,000 or more)	\$ _____
Silver	(\$5,000 to \$9,999)	\$ _____
Bronze	(\$1,000 to \$4,999)	\$ _____
Scarlet & Gray	(\$100 to \$999)	\$ _____
Events	(See Below)	\$ _____

___ We would like to support the following event(s) or programs(s):

___ Opening Speaker	___ Gospel Fest
___ Saturday Lunch Speaker	___ Awards and Closing Ceremony
___ Saturday Dinner Speaker	___ Step Show
___ Sunday Lunch Speaker	___ Graduate School Fair
___ Sunday Dinner Speaker	___ Vendor Fair

___ We would like to donate products/supplies or services:

Please specify: _____

Note: A response is appreciated by November 1, 2007 in order to receive proper recognition on conference publications and t-shirts.

Signature: _____ Date: _____

Please return all forms to:

Big Ten CBSL
University Housing
190 W Woodruff Ave.
Columbus, OH 43210

Office: 614.292.3930
Fax: 614.292.6428

Conference Committee Use Only

Date Received: _____ Amount Received: _____

Check or PO Number: _____ Committee Member Initials: _____