

# 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:

It is with great pride that we announce that in January of 2008, **The Ohio State University** will serve as host for the inaugural meeting of the *Big Ten Conference on Black Student Leadership*. Our purpose in writing you is to formally request your department's support of this effort. This conference, which is to be held from January 25-28, 2008, 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) 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 university departments and organizations that appreciate the value of a diverse student body.

As your department prepares its budget for the upcoming fiscal year, we would ask that you give strong consideration to acting as a co-sponsor for this conference. It is our sincere belief that your support can contribute to the learning and growth of OSU student leaders as well as leaders at our peer institutions. 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 agreeing to act as a co-sponsor. 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](mailto: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
<b>Grand Total</b>	<b>\$97,456</b>

**Conference Income:**

Registration Fees (300 @ \$125)	\$36,000 (anticipated)
Exhibition Fees (10 @ \$250)	\$2,500 (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>
	<b>\$62,100</b>

**Sponsorship Goal** **\$35,356**



## 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: \_\_\_\_\_