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ABOUT THE POWER RISING SUMMIT

PURPOSE
The Power Rising Summit provides a space for Black women to turn power into action and create an actionable agenda to be implemented in their communities and nationally that leverages our social, political, professional, cultural and economic power and influence for the betterment of ourselves, our communities and our country.

The Summit is organized around five key pillars of activism and engagement: Business & Economic Empowerment, Culture, Community, and Society; Education, Technology, and Innovation; Health & Wellness; and Political Empowerment.

We gather for ourselves, for our families, for our communities, and for our future, and we commit, to once again, put in the work necessary to create change now and for generations to come.

MISSION
The Power Rising Summit provides a space for Black women, from coast to coast, to come together as one. We will leverage our collective wisdom in ways that allow us to strategically develop actionable avenues toward the maximization of our economic and political power—for the betterment of ourselves, our families, our communities, and our future.
The Summit unites Black women across ethnicity, religion, sexuality, age, political affiliation, socioeconomic status and gender experience. Never before had such a diverse group of Black women been assembled for the purpose of creating and advancing a comprehensive agenda for our lives and our families.

This unique gathering provides an opportunity for Black women who would not ordinarily have the chance to build together, share unique ideas, connect around critical issues and commit to future collective work. Over the course of three days, women participate in workshops, panel discussions and personal storytelling to support the Summit’s main purpose:

To leverage our collective wisdom in ways that allow us to strategically develop actionable avenues toward the maximization of our social, economic, and political power—for the betterment of ourselves, our families, our communities, and our nation.

The 2020 Summit’s programming priorities are organized around five pillars:
SOCIAL MEDIA FAST FACTS

TWITTER + FACEBOOK + INSTAGRAM

IMPRESSIONS:

>12,000,000

(SOCIAL MEDIA INSIGHTS GRAND TOTAL)

#POWERRISING1
trended nationally for four days at #1

#AMPWERRISING
trended nationally for three days, mainly at #1 the entire day and throughout the night between #2 and #3.

#TRUSTBLACKWOMEN
trended two days straight and garnered more than 2 Million impressions.

POWER RISING IN THE NEWS

Due to the conference’s success, multiple news articles were written about the Power Rising Summit. Below you will find our top news stories: (Click titles for more info.)

- CNN
  Black women gather for Power Rising Summit, CNN, Feb. 28, 2018
  READ ARTICLE

- NEWSONE
  Look At All This #BlackGirlMagic At The Power Rising Summit, NewsOne, NewsOne Staff, Feb. 24, 2018
  READ ARTICLE

- NBC
  Hundreds of black women gather at Power Rising Summit for activism and engagement
  NBC NEWS, DONNA OWENS, FEB. 24, 2018
  READ ARTICLE

- NPR
  Black Women Gather In Atlanta To Harness Economic And Political Power
  NPR, Michel Martin/Karen Finney/Nakisha Lewis/Bonnie Watson Coleman, Feb. 18, 2018
  READ ARTICLE

- EBONY
  #WhenBlackWomenLead: Invisible No More
  EBONY / MARCELA HOWELU, Feb. 19, 2018
  READ ARTICLE
WE ARE LOOKING FOR DYNAMIC PARTNERS

Looking ahead to 2020, there is a loud and clear call for Power Rising to continue our movement for Black women empowerment. The 2019 Summit maxed out at 1000 participants from 40 states and Caribbean countries, with hundreds remaining on the waiting list and thousands who tuned in via the livestream, which was broadcast simultaneously via the Power Rising Facebook page and via the BET Her Network.

In 2020, we hope to exceed the expectations of sisters around the country as they journey to Baltimore for this historic gathering.
At 24.3 million strong, Black women account for 14% of all U.S. women and 52% of all African-Americans.

As the fastest growing business sector in the U.S., Black women are the majority owners in more than 15 million businesses with more than $42 billion in sales. This makes them the ultimate decision-makers for purchases of supplies, equipment and raw materials, as well as employee benefit products.

African-American women’s consumer preferences and brand affinities are driving the total Black spending power toward a record $15 trillion by 2021.

Women are the country’s largest voting sector and Black women are the fastest-growing segment of this group. During the last two major elections, Black women registered and voted at the highest rate of any group of voters across race, gender, and ethnicity.

Black families depend on Black women’s earnings: Eight out of ten (80.6 percent) Black mothers are breadwinners, who are either the sole earner or earn at least 40 percent of household income.

The education levels and income of Black women have both increased over the past decade, with 23% of Black women over age 25 now having completed at least a bachelor’s degree, and 14% of Black women earning an annual income of $50,000 or higher.

Several recent studies have confirmed the economic and social media savviness of Black women. Sponsoring the Power Rising Summit will give you a direct audience with community, political, business, and household decision-makers across the country. Your commitment will demonstrate a true pledge to celebrate the historical shift of Black women empowerment.


OUR 2020 GOALS AND BEYOND

We have developed a clear call to action for Black women – complete with specific, actionable steps – designed to leverage, demonstrate, and build our social, economic, and political power. To accompany this agenda, we also created a commitment pledge to guide our national movement.
THE POWER RISING PLEDGE: “PUT 5 ON IT”

We can make a lasting impact on our nation, our communities, and our own lives by leveraging our cultural influence, economic power, and political strength in collective action primed for maximum and enduring effect.

01
REGISTER 5 BLACK WOMEN TO VOTE THIS YEAR
Black women are the largest, most consistent voting bloc in the nation. Yet, 24% of Black women are not registered to vote. Working together, we can change that!

Go to www.vote.org to get simple 1-2-3 instructions to register voters in any state.

02
SUPPORT 5 BLACK WOMEN CANDIDATES THIS CYCLE

03
SPEND MONEY IN 5 BLACK OWNED BUSINESSES
Black women own 1.5 million business in the U.S. and the Black community contributes $1.3 trillion to the American economy. Supporting Black owned businesses helps to build economic infrastructure in our own communities. Add five Black businesses to the list of businesses you regularly patronize.

Find some ideas at www.ShoppeBlack.com

04
GIVE 5 HOURS OF COMMUNITY SERVICE MONTHLY
From churches to schools to civic organizations, there are so many organizations in our communities doing great work. Find one that aligns with your interests and values and spend some time supporting their work and helping them grow. Or take an elder grocery shopping, help a youngster with homework, work in a community garden. The possibilities are endless!

05
INVEST 5 HOURS ON HEALTH & WELLNESS EACH WEEK
You can’t be a warrior if you’re not well. Make moves: Take a walk. Go to the gym.

Tend your soul: meditate, pray, get a massage. Get your checkup: don’t forget your pap and your mammogram. Think of this as “Me Time.”
# THE 2020 POWER RISING SPONSORSHIP LEVELS

## TITLE SPONSOR

**$250,000**

1 AVAILABLE

- Exclusive logo placement dual branded with the Power Rising Logo on the conference website homepage, along with a 60 second partnership ad
- Exclusive logo placement dual branded with the Power Rising Logo during plenary sessions
- Opportunity to make welcome remarks during Friday’s Opening Plenary Session
- Opportunity to introduce Plenary Keynote Speakers on Friday and Saturday
- Recognition as Title sponsor in all Summit materials to include:
  - Primary logo placement in Summit program book and on Summit signage
  - Primary logo placement (with link) on Summit website and banner ad on mobile app
- Prominent logo placement (with link) on summit website and Banner Ad on mobile app
- Opportunity to curate one summit workshop session
- 10 complimentary Summit registrations with reserved seating in Plenary Sessions
- 3 reserved tables to facilitate VIP networking with conference attendees at all meal functions
- Full color, full page ad in Summit program book
- 20 x 20 prominent exhibit space in Summit Market Place, includes 4 exhibitor credentials
- Branded promo item in Summit gift bag
- Access to Glam Room services for company representative before each Plenary session

## PREMIER SPONSOR

**$200,000**

1 AVAILABLE

- Exclusive logo placement dual branded with the Power Rising Logo during Sunday Gospel Brunch with an award-winning entertainer
- Opportunity for a 60 second promotional ad along with welcome remarks and introduction of entertainment during the brunch
- Recognition as Premier sponsor in all Summit materials to include:
  - Prime logo placement in Summit program book, and on Summit signage
  - Prime logo placement (with link) on Summit website and banner ad on mobile app
- Opportunity to curate one Summit workshop session
- 5 complimentary Summit registrations with reserved seating in Plenary Sessions
- 2 reserved tables during brunch and 1 reserved table at all other meal functions to facilitate VIP networking with conference attendees
- Full color, full page ad in Summit program book
- 10 x 10 prominent exhibit space in Summit Market Place, includes 4 exhibitor credentials
- Branded promo item in Summit gift bag
- Access to Glam Room services for company representative on Sunday morning before the brunch
# The 2020 Power Rising Sponsorship Levels

<table>
<thead>
<tr>
<th>Luncheon Sponsor</th>
<th>Power Partner</th>
<th>Friends</th>
</tr>
</thead>
<tbody>
<tr>
<td>$125,000</td>
<td>$75,000</td>
<td>$25,000</td>
</tr>
</tbody>
</table>

### Luncheon Sponsor
- **Cost**: $125,000
- **2 Available**
- **Exclusive logo placement dual branded with the Power Rising Logo during luncheon on Friday or Saturday**
- Opportunity for a 60 second promotional ad and recognition as exclusive sponsor during luncheon
- Recognition as Luncheon sponsor in all Summit materials to include:
  - Primary logo placement in Summit program book and on Summit signage
  - Primary logo placement (with link) on Summit website and mobile app
- Opportunity to curate one summit workshop session
- 5 complimentary Summit registrations with reserved seating in plenary sessions
- 2 reserved tables at sponsored luncheon on Friday or Saturday to facilitate VIP networking with conference attendees at the luncheon
- Full color, full page ad in Summit program book
- 10 x 10 prime exhibit space in Summit Market Place, includes 4 exhibitor credentials
- Branded promo item in Summit gift bag

### Power Partner
- **Cost**: $75,000
- **10 Available**
- Key logo placement in Summit program book, and on Summit signage
- Key Logo placement (with link) on Summit website and mobile app
- Opportunity to moderate one workshop session
- Full color, full page ad in Summit program book
- 3 complimentary summit registrations
- 8 x 10 prime exhibit space in Summit Market Place, includes 4 exhibitor credentials
- Branded promo item in Summit gift bag

### Friends
- **Cost**: $25,000
- **10 Available**
- Logo placement on all Summit printed and electronic materials (program book, signage, website, and mobile app)
- Full color, quarter page ad in Summit program book
- 1 complimentary summit registrations
- 8 x 10 exhibit space in Summit Market Place, includes 2 exhibitor credentials
- Branded promo item in Summit gift bag
### Girls Track Sponsor

- **$60,000**
- **1 Available**
- Exclusive logo placement dual branded with the Power Rising Logo on signage for Girls Track workshop sessions
- Logo placement in Summit program book and on Summit signage
- Logo placement (with link) on Summit website and mobile app
- Opportunity to serve as a panelist on one Summit workshop session
- Full color, half page ad in Summit program book
- 3 complimentary Summit registrations
- 8 x 10 exhibit space in Summit Market Place, includes 2 exhibitor credentials
- Branded promo item in Summit gift bag

### Welcome Reception Sponsor

- **$60,000**
- **1 Available**
- Logo recognition on signage and prominent placement during Welcome Reception
- Logo placement in Summit program book and on Summit signage
- Logo placement (with link) on Summit website and mobile app
- Opportunity to serve as a panelist on one Summit workshop session
- Full color, half page ad in Summit program book
- 3 complimentary Summit registrations
- 8 x 10 exhibit space in Summit Market Place, includes 2 exhibitor credentials
- Branded promo item in Summit gift bag

### Registration & Badge Sponsor

- **$60,000**
- **1 Available**
- Exclusive logo placement dual branded with the Power Rising Logo on badge holder or lanyard
- Logo prominently displayed in online registration process
- Logo prominently displayed at on-site registration
- Logo placement in Summit program book, signage, website, and mobile app
- Full color, quarter page ad in Summit program book
- 3 complimentary Summit registrations
- 8 x 10 exhibit space in Summit Market Place, includes 2 exhibitor credentials
- Branded promo item in Summit gift bag
## The 2020 Power Rising Sponsorship Levels

### Additional Power Rising Sponsorship Levels

<table>
<thead>
<tr>
<th>Sponsorship Level</th>
<th>Description</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Attendee Conference Bag Sponsor</strong></td>
<td>Exclusive logo placement dual branded with the Power Rising Logo on Summit bag&lt;br&gt;Company recognized in Summit program book as Bag Sponsor&lt;br&gt;Logo placement in Summit program book, and on Summit signage&lt;br&gt;Logo placement (with link) on Summit website and mobile app&lt;br&gt;Full color, quarter page ad in Summit program book&lt;br&gt;1 complimentary Summit registration&lt;br&gt;Branded promo item in Summit gift bag</td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>Hotel Key Card Sponsor</strong></td>
<td>Be the brand every attendee sees first thing in the morning, last thing at night and every other time they enter their hotel room. As the exclusive sponsor of the hotel key card you have the opportunity to get your name in front of event attendees by having your logo on one of the most important items they will carry with them for the duration of the event. The hotel keycard will be available at the host hotel where more than 1000 individuals will be staying. Also includes 1 complimentary Summit registration.</td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>Wellness Room Sponsor</strong></td>
<td>As the exclusive sponsor of the wellness room, your company’s logo and signage will be displayed outside of the room and included in the program book. The wellness room is dedicated to giving Summit participants a place to recuperate from the demands of the conference and will have comfortable seating for rest and relaxation as well as special health amenities. Also includes 1 complimentary Summit registration.</td>
<td>$35,000</td>
</tr>
<tr>
<td><strong>Mobile App Sponsor</strong></td>
<td>The Power Rising Mobile App has become a must-use resource at Power Rising events. Get in front of 1500+ attendees by being the Mobile App sponsor. As the exclusive sponsor of the Summit mobile app you will be able to increase your company’s brand exposure to the entire Power Rising audience. Also includes 1 complimentary Summit registration.</td>
<td>$35,000</td>
</tr>
</tbody>
</table>
### Charging Station Sponsor
- **Price:** $25,000
- **Availability:** 2
- **Description:** Exclusive presentation of corporate logo on four (4) or more charging stations
- **Recognition:** Company recognized in Summit materials as Charging Station Sponsor

### Glam Room Sponsor
- **Price:** $25,000
- **Availability:** 1
- **Description:** Exclusive logo placement and signage throughout glam room
- **Recognition:** Company recognized in Summit materials as Glam Room Sponsor

### Photo Booth Sponsor
- **Price:** $25,000
- **Availability:** 2
- **Description:** Company recognized in Summit materials as Power Rising Photo Booth Sponsor
- **Additional:** Company logo featured on the photo frame or photo delivery item and included in electronic files

### Reception Sponsor
- **Price:** $15,000
- **Availability:** 4
- **Description:** There will be receptions during the Summit, providing the opportunity for participants to connect, build, and network with each other in a spirited and lively environment. As a sponsor of one of our unique receptions, your company will receive name and logo placement on all print and electronic materials promoting the receptions and will be prominently displayed during reception activities. Includes 4 VIP seats at the event.

### Nighttime Entertainment Sponsor
- **Price:** $10,000
- **Availability:** 2
- **Description:** Company logo featured on signage on or near stage; Entertainment brought to you by...
- **Recognition:** Company recognized in Summit materials as Entertainment Sponsor

### Break Station Room Sponsor
- **Price:** $10,000
- **Availability:** 4
- **Description:** As a break station sponsor, your company’s sign will be displayed at the break area. Summit breaks are designed to allow for opportunities to network for an extended time period.

### Parenting Room Sponsor
- **Price:** $5,000
- **Availability:** 1
- **Description:** As the exclusive sponsor of the wellness room, your company’s logo and signage will be displayed outside of the room and included in the program book. The wellness room is dedicated to giving Summit participants a place to recuperate from the demands of the conference and will have comfortable seating for rest and relaxation as well as special health amenities.

### Exhibitor
- **Price:** $2,500
- **Description:** (1) 6ft table with 2 chairs, includes 2 exhibitor credentials
- **Recognition:** Signage with logo

### Scholarships
- **Price:** OPEN
- **Availability:** UNLIMITED
- **Description:** We will offer full and partial scholarships to cover the cost of registration for delegates who request support. Your sponsorship will allow access to the Summit for Black women and girls for whom the registration fee may be a barrier to attending.
A COLLABORATIVE APPROACH:
THE POWER RISING ORGANIZING COMMITTEE

The year 2016 found 94% of Black women voters exercising their franchise. At a time when the safety, health, and economic security of Black women, girls, and femmes continues to be under attack - many of us were left wondering, what we could do to reclaim our power and our voices. As a result, Black women leaders, educators, clergy, activists, and politicians came together to discuss how to create the national gathering that we all need.

BELOW IS A LISTING OF THE 2020 PLANNING COMMITTEE:

Amaya Smith          Leah D. Daughtry
A’shanti Gholar       Lisa Hargrove
Carla Gaskins-Nathan  Melanie Campbell
Daniella Gibbs Leger  Minyon Moore
Dawnique Daughtry    Nakisha Lewis
Demetria Gallagher    Sharon Daughtry
Emma Christian       Shavon Arline Bradley
Jamie Richards        Star Jones
Janice L. Mathis     Tina Edwards Akintayo
Karen Finney         Traci Blackmon
Kimberly Selden       Yolanda Caraway
LaToia Jones          Zakiya Johnson Lord

For more information regarding sponsorship opportunities, please contact:

Sponsorship@PowerRising.org
Minyon Moore: (202) 253-9178
A’shanti Gholar: (202) 670-1366
Nakisha Lewis: (914) 719-6307
Thank you for your interest in becoming a sponsor of the 2020 Power Rising Summit that will take place in April, 2020. Be sure to review the details of your chosen sponsorship and the associated benefits package carefully. As your contribution may be tax deductible, please consult your tax advisor.

Please complete and return this form via email to Sponsorship@PowerRising.org. Once the form has been sent, please provide a high resolution, vector version (.ai or .eps, 300 dpi or greater) of the company logo via email to the address listed above.

SPECIAL NOTE: ALL SUBMITTED PLEDGES ARE CONSIDERED NON-REFUNDABLE COMMITMENTS AT THE LEVEL OF PAYMENT INDICATED ON THE FORM. BENEFITS BEGIN TO ACCRUE IMMEDIATELY UPON RECEIPT BY POWER RISING.

On behalf of my company, please accept our pledge for the following event sponsorship package:

$ _____________________________________________________________________________

Please add on the following to our package (i.e. ad upgrade, additional branding opportunity):

$ _____________________________________________________________________________

Total pledge amount: $_______________________

Name:________________________________________________________________________

Title:__________________________________________________________________________

Company (as it should appear in print):

_______________________________________________________________________________

Address:  ____________________________________________________________

City/State/Zip:  ____________________________________________________________

Conference Contact: _______________________________________________________

Phone: _______________________ Email: _________________________________________

Company Website: _________________________________________________________

Company Twitter Handle: @_______________________________

PAYMENT INFORMATION:

All payment must be completed by March 1. Failure to complete payment may result in loss of benefits.

QUESTIONS? PLEASE CONTACT:

Minyon Moore: (202) 253-9178
A’shanti Gholar: (202) 670-1366
Nakisha Lewis: (914) 719-6307
WE LOOK FORWARD TO SEEING YOU IN BALTIMORE.