VIRTUAL SPONSORSHIP OPPORTUNITIES
FEBRUARY 11-13, 2021

WHERE THE STEM COMMUNITY UNITES
We know that when you decide to attend a conference, you have many priorities and objectives that contribute to success. The BEYA STEM Global Competitiveness Conference offers several opportunities designed to help you meet those objectives. Whether you wish to reach the entire conference demographic, or just a segment, showcase your organizations, or enhance your recruitment efforts, we have something for you. If you don’t see something that fits your needs, ask us, we’ll work with you to make your experience fit your needs. Our sponsorship benefits range from promotion of your brand in our event marketing efforts, signage, event speakers, and literature distribution.
Networking with Conference Attendees:

What better way to meet your objectives than in a low-pressure, relaxed environment? Any one of these events give you access to the BEYA attendees. You can offer literature for download, engage attendees by video and text chat, or even give prizes and gifts. Define your needs and we work to deliver. Each networking sponsorship includes 10 Passes for the event.

**BEYA Alumni Welcome Reception - $20,500**

Join the BEYA Alumni committee in welcoming attendees to the conference. This kick-off event allows attendees to network and reconnect. Sponsors of this event can welcome the attendees and get their message to them through a brief presentation, distributing literature, or any other approved activity, and an event branding option valued at $1,500.

**BEYA Ceremony After Party - $15,000**

The After Party is a celebration that immediately follows the BEYA Ceremony. This event brings professionals and students together to celebrate and mingle with the honorees. Sponsors of this event can take advantage of this final opportunity to get their message to the BEYA attendees, with an event branding option valued at $3,500.

**BEYA Leading Voices - $10,000**

BEYA Leading Voices represents the circle of dynamic opinion and editorial commentators from the *US Black Engineer & Information Technology* magazine section live. Experts present thought-provoking, innovative concepts to mark the opening of the BEYA Hall of Innovation. Sponsors have first rights of refusal on presenting a tech talk as well as displaying materials in the Hall of Innovation, which remains in place throughout the three days of the conference for attendees to visit. Sponsors also receive an event branding option valued at $2,500.

**BEYA Seminar Track - $7,500**

The BEYA seminar series consists of several in-depth learning tracks. Sponsors can select the track that aligns with their priorities. As a sponsor, you receive recognition on the BEYA website, in the conference guide, and on seminar signage strategically placed throughout the conference. Tracks presented in this solution-packed series include: diversity and inclusion, leadership, management, work-life balance, and career and professional development. Sponsors also receive an event branding option valued at $1,000.

Connecting with the HBCU Engineering Deans:

The 15 men and women who serve as deans of the ABET accredited HBCU engineering schools are arguably the most important BEYA attendees. They graduate over 30 percent of the nation’s African-American engineers. Getting in front of this group is the gateway to ensuring that their programs are closely aligned with your needs. Each event includes 10 Passes to access the event.

**HBCU Engineering Deans’ Breakfast - $30,000**

The deans of the 15 ABET-accredited, historically Black college and university (HBCU) engineering programs host this signature Power Breakfast in honor of the special recognition, student, and education leadership award recipients. Sponsors of this event signal the immense value and the importance of the deans’ work. Your logo will appear in the conference guide, and an event branding option valued up to $3,500. You will also have the opportunity to present an award or give remarks at the event. The virtual event offers the additional opportunity to hear from the deans about their work in the “Get to Know Your University” breakout sessions which will follow the recognition program. Each dean will be partnered with one or two sponsors to host a discussion about their current research, research opportunities, and their student body.

**HBCU Engineering Deans’ Recognition Event Table Sponsor - $2,500**

When you sponsor a table, ten (10) persons from your organization will gain access to one of the hosted breakout sessions based on your interest.

**HBCU Engineering Deans’ Roundtable - $5,000**

This is a moderated panel discussion with HBCU engineering deans, whose schools produce 33 percent of the nation’s black engineers. This is an excellent opportunity to build on your recruiting relationships, learn about the progress of HBCU research programs and to find out what’s new on their campuses. Sponsors receive recognition during the event and in the conference guide as well as an event branding option valued up to $1,000.

**AMIE Board Meeting - $2,500**

Each year, BEYA hosts one of the board meetings for the the group Advancing Minorities’ Interest in Engineering (AMIE). AMIE members are an alliance of corporate, government, and academic leaders who gather to implement and support programs to attract, educate, and place students in STEM careers. Sponsors of this event showcase their organization as one that shares the mission and values of AMIE. Sponsors will receive recognition in the program and a logo link in the meeting space.
Connecting with the HBCU Engineering Deans (continued):

HBCU Engineering Deans Meeting - $1,500
The Council of the Engineering Deans’ of the Historically Black Colleges and Universities (HBCU) meet annually for breakfast at the BEYA STEM conference. Sponsors of their breakfast meeting receive recognition in the conference guide and a logo link in the meeting space.

Recruiting Enhancements:
Now that you’ve secured your booth space you, may think you’re good to go. Yes, and no. Many recruiters have begun actively and passively recruiting long before the career fair opens using one or more of these tools. The offerings include video face-to-face meetings, brand visibility, and direct access.

BEYA College Program - $50,000
Development Institute for Emerging Leaders, or DIEL as it is popularly known, is a leadership and professional development program designed to help college students succeed in commercial, government, institutional, and industrial marketplaces. DIEL’s mission is to provide students with the tools to enhance their prospects in the STEM industry.

The DIEL Program includes tailored seminars and workshops, the Welcome Lounge, Student Hospitality Lounge, Student Leadership Awards Dinner, and a dedicated all-day Resume Writing Room Workshop.

College Student Welcome Lounge - $15,000
Be among the FIRST to meet and greet future talent for your organization. The Welcome Lounge is where college students will be directed to find all the relevant material for the conference. Place your message in 60-second commercial and we’ll include it in our 10-minute video about how to get the most out of the BEYA STEM Conference that will loop during the time the Welcome Lounge is open. Add any event branding option valued up to $3,500 to make your presence known.

College Student Connect (Per 1000 students) - $12,500
There is no better way to get your organization’s name in front of potential hires than to attach your name to something that everyone wants... a free meal. Your sponsorship of a meal voucher gives you the opportunity to brand the meal delivery message and include a brief call to action like inviting the user to visit your booth, hospitality suite, or a portal to apply for jobs. You arrange and pay for the meals and we supply the list of students to your chosen vendor. Sponsorship includes recognition in the conference guide, and on the BEYA website.

BEYA Speed Networking Suites - $3,500
This themed conference social is designed to facilitate professional networking for new graduates as well as college students. Mid-career managers and executives, who participate in BEYA events annually, serve as invaluable resources for early career professionals and those seeking to advance up the ranks. Sponsors receive recognition in the conference guide, on the BEYA website and an event branding option valued up to $1,000.

Student Leadership Award Program - $10,000
This event launches the DIEL college student program for the conference weekend. Students are nominated by faculty members for their outstanding academic achievements in STEM. This event is the prime opportunity for organizations to meet and engage the most outstanding students in science, technology, engineering, and mathematics in a high-energy environment. Sponsors receive recognition in signage, the event program, conference guide, on the BEYA website and an event branding option valued up to $2,500.

Resume Writing Workshop - $10,000
This workshop is an interactive session designed to provide college students with vital resume-writing tips and advice from recruiters and hiring professionals. This workshop offers the opportunity to spend quality one-on-one time with the students, boosting your recruitment efforts by meeting students before they go to the career fair. Sponsors receive recognition in the conference guide, on the BEYA website, and an event branding option valued up to $2,500.

College Student Lunch and Learn - $7,500
Students all need to take a break during the conference. Sponsor this event and you can host a group of 100-150 students for lunch with your recruiters where they can share important information with students who are interested in working for your organization. You arrange and pay for the meals and we supply the list of students to your chosen vendor. Sponsorship includes recognition in the conference guide, on the BEYA website, and an event branding option valued up to $2,500.

Digital “Room” Key - $10,000 per day
Reach the BEYA STEM virtual attendee using this simple game. A digital “room key” displaying your brand is placed throughout the conference platform. Every time an attendee clicks on the image, a message or a prize is revealed. Use this conference-wide gamification tool to further your recruitment or engagement goals. 10 prizes are included.
Business Development:
The value of your event sponsorship rests on the access to your desired audience. We’ve taken the challenges presented by the COVID-19 pandemic to deliver and exceed the value that you’ve come to expect. While the entire program goes virtual, we’ve added pre and post event breakout sessions hosted by military senior leadership, Stars and Stripes founders, and moderated by HBCU Engineering deans. Key influencers consisting of the event’s honorees, veterans, junior officers, and young people will be invited to attend and to join the conversation. Each event includes 10 Passes to access the event.

Stars & Stripes Event - $30,000
Top black Admirals, Generals and Senior Executive Service members are honored in front of an audience comprised of CEOs, elected officials, military flag officers, diversity executives from industry, government, and the military during this exclusive event. Sponsors receive their logo and welcome letter in the event program and recognition in the program guide in the form of a welcome letter as well as event branding valued up to $1500. Sponsors will also receive recognition in the conference or attendee guide. Event sponsors will gain access to all the hosted breakout sessions. Sponsorship includes one breakout session speaker or panelist and recognition at that breakout session as the sponsor.

Stars & Stripes Event Break Out Session - Exclusive Sponsor - $30,000
The sponsor of this one-hour breakout session before the main event will allow you to join the senior leader of the featured service for a Q&A session. The sponsor of this event will determine who will be invited. The sponsorship of this breakout session includes an executive-level speaking opportunity or a one-minute video, recognition as the breakout session sponsor, access to the attendee data for the session, and the opportunity to offer an attendee virtual swag coupon redeemable after attending the session.

Stars & Stripes Event Table Sponsor - $2,500
When you sponsor a table, two (2) persons from your organization gain access to one of the hosted breakout sessions of your choice.

STEM Pipeline Development:
Each year BEYA hosts nearly 2,000 middle and high school students to expose them to STEM careers. Over 70 percent of these students are interested in pursuing STEM majors. We offer pre-college students opportunities to explore career options and requirements. We also give them tools to successfully matriculate into a college-level STEM program. Putting your brand in front of this group is essential.

BEYA Pre-College Program - $20,000
A program designed to inspire next-generation scientists, technologists, and engineers by exposing them to real-life STEM professionals. Workshop activities focus on STEM fields. Each year, this innovative event attracts more and more students who travel from states as far away as Michigan and North Carolina. It’s never too early to engage your future workforce. Get your message in front of them now to encourage them to stay the course and endear them to your brand. You will receive recognition in the conference guide, on the BEYA website and on pre-college material distributed to students.

Stars & Stripes Mentoring Program - $20,000
Each year, over 400 students from DC and Virginia high schools are invited to take part in a four-hour mentoring program, which includes two hours of mentoring offered by over 200 flag officers from the military services. Students gain insight and advice on the path to STEM careers. Student mentoring event will take place virtually in Zoom classrooms. You will receive recognition in the conference guide and event program branding valued up to $2,500.

CCG Pre-College Program Resource Guide - $15,000
Bring your message to the pre-college students attending BEYA. The CCG Pre-College Program Resource Guide is used by students and parents to locate resources for transitioning from high school to college including information about colleges and scholarships. Customize your message by including elements like your logo, an advertisement, or information about your own pre-college efforts.

Pre-College Program Conference Bag - $10,000
Sponsor the conference bag for the students who participate in the pre-college program and get your brand in front of your future workforce. This group of BEYA attendees will take your message and brand into the community increasing your visibility and message reach.
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Conference Visibility:
Boost your presence at the conference with any of these options. Your message or brand can be seen throughout the conference and, in some cases, beyond the conference.

Conference Swag (1000) - $60,000
OR Conference Swag (300) - $20,000
Sponsor the conference swag for conference goers and get your brand in their hands. The conference swag goes to attendees committed to participate for the full conference. It is a branded snack box filled with their selections and your swag sent directly to their home or offices. Your brand will be visible for the three days of the conference because it includes branded recognition placed in every attendee profile. Your organization logo will also appear on the conference website.

Conference Mobile App Promo-Page - $5,000
OR Mobile App Top-Banner Ad - $2,500
The BEYA mobile app was launched at BEYA 2017. In 2018, the number of users more than doubled reflecting a 25 percent usage rate. This exponential growth is expected to continue as we move toward increased reliance on digital alternatives to printed material. The mobile app remains live until the next conference, so your ad banner remains active for a full year. Your sponsorship includes 2 push notifications with the Promo-page and 1 push notification with the Top-Banner Ad. While the the promo-page does not include a link to your website, you may combine it with the Top-Banner Ad, which includes a logo link to maximize your visibility.

Conference Visibility in the Virtual Platform:
The BEYA STEM Conference virtual platform extends branding options to boost your visibility in the spaces that attendee visit most. On arrival, attendees are presented with a fully branded venue exterior. Your branding or even product placement is ideal here. The lobby is the home base for accessing event spaces and is frequented by attendees. You can further extend your brand reach by aligning with an event or activity. Each event includes 10 Passes to access the event.

Venue Branding - Flag Banners - $500
Venue Branding - Entrance Way Signage (per side) - $500
Venue Branding - Billboard Graphic or Video - $2,500
Venue Branding - Product Placement - $3,500
Lobby Branding - Graphic or Video - $3,500
Lobby Branding - Structural Wrap - $3,500
Lobby Branding - Banner - $2,000
Lobby Branding - Logo on Wall - $1,500
Lobby Branding - Hanging Pole Banner - $500
Event Program Branding - Product Placement - $5,000
Event Program Branding - Program Sponsorship and Video - $5,000
Event Program Branding - Large Banners - $2,500
Event Program Branding - Small - $1,500
Event Program Branding - Logo on Wall - $1,000
Information Desk Branding - Large Banner - $2,500
Employer of Choice Visibility:
The BEYA recognition events embody the achievement of excellence by highly driven employees who thrive in nurturing environments. Sponsors of recognition events align themselves with the values that create successful employees. Each event includes 10 Passes to access the event.

Technology Recognition Event featuring Modern-Day Technology Leaders & Science Spectrum Trailblazers - $25,000
The Technology Recognition Event recognizes the significant achievements of leaders in technology. Organizations recommend these individuals to receive this honor because of their proven accomplishments. This event includes speaking opportunities for event partners. Sponsors receive ten (10) event passes in addition to the standard marketing and promotions that puts your brand in front of the event attendees. This includes an event branding option valued up to $3,500.

BEYA Awards Ceremony - $50,000
Dubbed the “Oscars of the STEM Industry,” the BEYA Ceremony delivers citations of remarkable achievements, inspirational stories of triumph over adversities, music, visual enhancements, and unforgettable red-carpet moments. Sponsors of this event receive recognition viewed by an audience of industry leaders, college students, diversity executives from industry, government, and the military. Sponsors receive recognition in the conference guide, on signage in the event auditorium, 10 event tickets, the option for an executive to present an award, and a three-minute speaking opportunity.

Award Event Time Slot (Table) Sponsor - $2,500
Event time slot sponsorship is the digital twin to the table sponsorship. We employ data tags to connect your group to programming relevant to your organization. This means that your team can tune in to any recognition program at the right moment to view their colleagues when they are live on stage. We will tag your time slot to coincide with social media posts congratulating your award recipient; to deliver in platform recognition as the segment sponsor; and, with the advanced notice we will provide, you can build your own group activity around the right moments. Each event block gives you 10 access passes to the event.