

2021 | ORGANIZATION OF BLACK AEROSPACE PROFESSIONALS

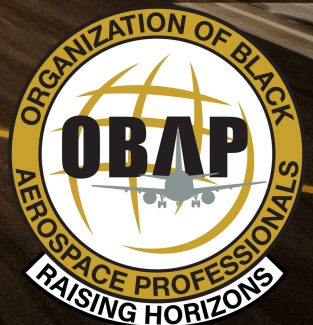
Annual Conference Sponsor & Exhibitor Guide

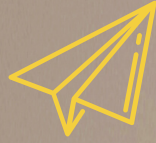
RAISING HORIZONS TOGETHER

www.obap.org



@OBAPExcellence





PARTNER WITH OBAP



OUR MISSION

OBAP is a world-leading organization that changes lives by creating a pathway to success through educating youth, communities, and professionals—shaping an aerospace industry as diverse as the people we serve.

A MESSAGE FROM OBAP

Thank You



Greetings from OBAP,

On behalf of the Organization of Black Aerospace Professionals, I would like to thank you for your previous support of the organization. We hope that you will consider supporting the 2021 OBAP Annual Conference, August 11-13. Every dollar of your contribution is deeply appreciated and will contribute to making this year's event an outstanding digital experience.

As you know, the aerospace industry has been through much change over the last year. It is critical for our members to have the opportunity to discuss the state of the industry, make connections and prepare for the future.

OBAP inspires excellence and provides opportunities in aerospace by supporting, transforming, educating, and mentoring our members and communities. Today, our work continues as we provide programming to support youth and early-career professionals for successful careers in aerospace. We expect over 2000 attendees from across the aviation and aerospace industry this year on the heels of considerable membership growth.

Your sponsorship will help us execute an exceptional virtual conference with over 40 guest speakers, two inspiring keynote speakers, 3 interactive social events, and countless networking opportunities. It's your generosity and belief in our mission that enables us to continue this important work, and we would be deeply grateful for your partnership.

Thank you in advance for investing the time and resources to help support our members and provide a cutting-edge experience. We hope that we can count on your sponsorship now and in the future. If there is any way we can increase the value for you for your sponsorship dollar, please let us know.

With sincere gratitude,

Joel Webley
Chair, OBAP Board of Directors

PARTNERSHIP BENEFITS

2021 Virtual Conference

OBAP's 2021 Conference is a two-day virtual aerospace conference designed to unify, engage and empower aerospace professionals from diverse backgrounds. The 45th Conference will introduce another opportunity to honor and support our founders, Hall of Fame members, and Veterans. Our members and students will have opportunities for professional development, mentoring, and STEM activities in a new, virtual setting. Your sponsorship of this event also supports OBAP's programs year-round.

	CHAMPION \$50,000	LEGACY \$25,000	SUSTAINER \$15,000	DEVELOPER \$5,000	BOOSTER** \$2,500	CONNECTOR* \$700
PREMIER SPONSOR LOGO RECOGNITION	YES					
SPONSOR LOGO RECOGNITION		YES	YES			
TEXT SPONSOR RECOGNITION				YES	YES	YES
SPONSOR ITEMS INCLUDED IN EVENT KIT	YES	YES	YES	YES	YES	YES
LOGO AND/OR NAME ACKNOWLEDGEMENT IN BREAK VIDEO	YES	YES	YES	YES	YES	YES
FEATURED SOCIAL MEDIA POST	YES	YES	YES			
SOCIAL MEDIA MENTION				YES	YES	YES
FULL PAGE ANNUAL REPORT ACKNOWLEDGEMENT	YES					
HALF PAGE ANNUAL REPORT ACKNOWLEDGEMENT		YES	YES			
ANNUAL REPORT SPONSOR LISTING				YES	YES	YES
NEWSLETTER ACKNOWLEDGEMENT	YES	YES	YES	YES	YES	
DISCOUNTED JOB POSTINGS ON OBAP.ORG	75% OFF	75% OFF	50% OFF	25% OFF		

PARTNERSHIP BENEFITS

2021 Virtual Conference

	CHAMPION \$50,000	LEGACY \$25,000	SUSTAINER \$15,000	DEVELOPER \$5,000	BOOSTER** \$2,500	CONNECTOR* \$700
CORPORATE MEMBERSHIPS	YES	YES	YES	YES		
RECOGNITION ON OBAP CONFERENCE HOME PAGE	YES	YES	YES	YES		
LOGO FEATURED ON SPONSOR PAGE	YES	YES	YES	YES	YES	
NAME FEATURED ON SPONSOR PAGE						YES
SPONSOR DESCRIPTION FEATURED ON SPONSOR PAGE	YES	YES	YES	YES	YES	YES
NUMBER OF SPONSOR MICROSITE REPRESENTATIVES	10	10	5	5	3	2
MICROSITE ROUNDTABLE MEETINGS	YES	YES	YES			
SCHEDULED ROUNDTABLE MEETINGS	YES	YES				
NUMBER OF AVAILABLE PLAYLIST MEDIA ITEMS	UNLIMITED	UP TO 10	UP TO 10	UP TO 5	UP TO 3	UP TO 3
SESSION SPONSOR BANNER	YES	YES	YES			
ROUNDTABLE SPONSOR	YES	YES	YES			
SPONSOR WORKSHOPS/ ACTIVATIONS	2	1	1			
ACCESS TO ANALYTICS FOR LEAD TRACKING	YES	YES	YES	YES	YES	
ONE-TIME EMAIL OF OPT-IN PARTICIPANTS	YES	YES	YES			

** MICRO-SITE ONLY PACKAGE – BEST FOR EXHIBIT-ONLY SPONSOR (INCLUDES ON-DEMAND)

* MICRO-SITE ONLY PACKAGE – BEST FOR EXHIBIT-ONLY SPONSOR (MEETING ONLY)

BENEFIT ADD-ONS

Keynote Sponsor* **\$30,000 / \$10,000**

Grab the attention of all attendees by sponsoring a dynamic keynote speaker!

Live Session Sponsor **\$5,000**

Your brand receives maximum exposure during every session.

Sponsored Breaks* **\$2,500**

Promote your company's brand to virtual attendees during breaks throughout the Annual Conference.

Lounge Host* **\$2,500**

Great exposure in the only spot for attendees to move beyond the content and create important connections.

Pre-Session Commercial **\$2,000**

Share your story! Create a 45-second commercial to run daily during the event.

Welcome Orientation Sponsor* **\$1,500**

Help OBAP kick-off the Annual Conference by sponsoring the opening video.

Agenda Customization* **\$1,000**

Add your company information to the meeting agenda where attendees will go to check out the daily schedules.

Directional Signage * **\$1,000**

Help lead the way through the virtual event with digital alerts to attendees.

Informational Kiosks * **\$1,000**

Attendees will access kiosks for schedule questions, conference updates, and more.

Gift Card Promotion **\$500**

Send your own personalized gift card to a list of Annual Conference attendees before or after the event. (sponsor responsible for funding the gift card)

OBAP Awards Ceremony **\$250**

Promote to a high-level audience of professionals and honor the industry and professionals alike.

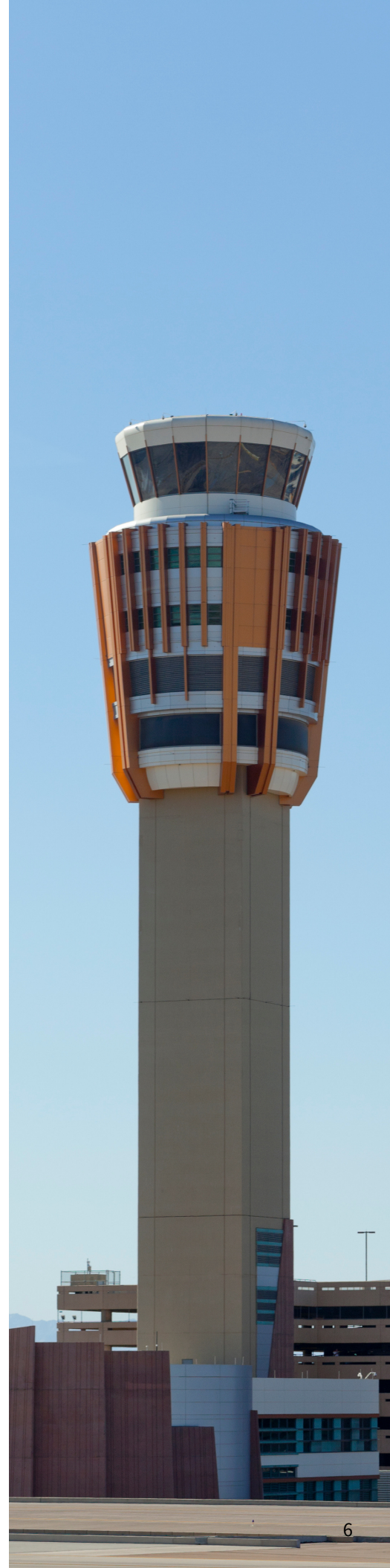
Member Meeting **\$250**

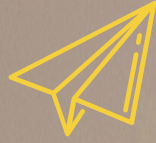
Add your logo to the only meeting that invites all members attending the Annual Meeting to learn about the status of OBAP.

Pop-Up Prizes **\$250**

Surprise attendees with a custom giveaway! Your company will host a creative surprise giveaway such as an opportunity to win prizes throughout the event (e.g., Fitbit, wireless earbuds, gift cards, and more)!

*** ADD-ON IS LIMITED AND WILL BE FIRST COME FIRST SERVED**





**THANK YOU
FOR YOUR CONSIDERATION**

A large, dark-colored aircraft wing and landing gear are shown in profile, extending from the left side of the frame towards the right. The wing is positioned above the landing gear. The background is a warm, orange-hued sky with a soft gradient, suggesting a sunset or sunrise. The overall image has a professional and serene feel.

FOR MORE INFORMATION
CONTACT

Tomica Adams

Director of Relationship Development

Email: tadams@obap.org