

# SPONSORSHIP PACKET

2021

**NETWORKING  
WITH A  
CULTURAL  
TWIST**



THIS IS AN EARLY VERSION OF THIS SPONSORSHIP PACKET THAT IS SUBJECT TO CHANGE WITHOUT NOTICE

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## VISION:

As the premiere network of Igbo Americans, we are proud of our heritage. Our vision is to positively impact the diaspora, Nigeria, and the continent of Africa. We are cultivating the next generation of rising Igbo Americans, and building the necessary bridges and networks that will ensure the preservation of Igbo culture and the success of Igbo Americans for generations to come.



**02**

# MISSION



## CULTURAL PRESERVATION

First generation Igbos in the Diaspora hold the special privilege of having a direct connection with their heritage. We work to preserve this heritage and instill pride in it by developing a community that celebrates Igbo identity.



## CONNECTING THE DIASPORA

We attract leading professionals in every industry. Whether seeking mentorship, career transition, or promotion, our members are able to develop meaningful connections that will take their professional lives to the next level.



## ENTREPRENEURSHIP

We celebrate and encourage innovation and creativity and understand the power of ideas. Our desire is to see more Igbo entrepreneurs and thought leaders, especially those tackling our community's biggest problems in the Diaspora and Nigeria.

## CIVIC ENGAGEMENT

As one of the leading groups in black achievement, our community is rewriting the black narrative in the United States. We have an imperative to support and drive causes that affect positive change for our local communities and the greater black community.



WE CELEBRATE  
INDIVIDUALITY, EMBRACE  
DIFFERENCES AND ENABLE  
LEARNING OPPORTUNITIES  
BY CREATING SAFE  
HARBORS IN WHICH PEOPLE  
CAN COME TOGETHER AND  
FOR MUTAL  
UNDERSTANDING AND  
BENEFIT.

# PASSION.



# PURPOSE.



WE ARE A NETWORK OF  
IGBO AMERICANS. UIU  
IS INSPIRED BY THE  
POWER OF UNITY IN A  
FOREIGN LAND. UIU  
WAS BIRTHED WITH THE  
PURPOSE TO CREATE A  
NETWORK THAT  
CATERED TO THE  
CULTURAL,  
PROFESSIONAL AND  
SOCIAL NEEDS OF FIRST  
GENERATION IGBO  
AMERICANS AND  
GREATER DIASPORA.

# PLAN.

UMU IGBO UNITE  
(UIU) IS A CULTURAL  
PRESERVATION  
GROUP DEDICATED  
TO EXPORTING THE  
NORMS, VALUES,  
AND TRADITIONS OF  
IGBO PEOPLE.





# PROGRAMS

## UIU ANNUAL CONVENTION

FOUR DAY SUMMIT OF 1000+ MEMBERS AND NON-MEMBERS TO ENGAGE IN ALL THINGS IGBO THROUGH CULTURAL SEMINARS, PROFESSIONAL DEVELOPMENT AND SOCIAL ACTIVITIES.

## UIU TOURISM

AN ANNUAL 10 DAY GUIDED TOUR OF IGBOLAND TO EXPLORE AND EXPERIENCE THE HEART AND HISTORY OF IGBOLAND FIRSTHAND.

## UIU CONNECTS

A PLATFORM CREATED TO CONNECT IGBO PROFESSIONALS WITH DOMESTIC AND INTERNATIONAL OPPORTUNITIES.

## UIUCARES

ONE OF THE MISSIONS OF UIU IS TO INVEST IN SUSTAINABLE PROGRAMS THAT BRIDGE AND IMPROVE OPPORTUNITIES FOR IGBO COMMUNITIES BACK HOME AND IN THE DIASPORA.

## UIU IGBO 101

BRINGING IGBO LANGUAGE TO THE FOREFRONT THROUGH CURATED COURSES; PROVIDING CONCEPTUAL BUILDING BLOCKS NEEDED TOWARDS A PATH OF FLUENCY.





**UIU MEMBERSHIP**  
**5000+** MEMBERS  
**16 Chapters**  
**& INTERNATIONAL**

**LOCAL CHAPTERS:**

- ATLANTA
- AUSTIN
- BAY AREA
- BOSTON
- CHICAGO
- CINCINNATI
- DALLAS
- DETROIT
- DMV (DC, MD, VA)
- HOUSTON
- NASHVILLE
- LOS ANGELES
- MIAMI
- SEATTLE
- TRISTATE (NY, NJ, CT)
- TWIN CITIES

# PARTNERING WITH UIU

## DEAR PROSPECTIVE PARTNER,

On behalf of Umu Igbo Unite, I would like to thank you for taking the time and consideration to learn about who we are. We value your time and any contribution to our wonderful organization. Umu Igbo Unite is a non-profit **501 (c)(3)** Nigerian cultural preservation group dedicated to exporting the norms of the value and traditions of the Igbos. As cultural exchange advocates, we witness the power of diversity and unity of our organization. The motivation behind UIU's inception was to address the lack of a structured network that catered to the specific cultural, professional, and social needs of the first-generation Igbo Americans and the greater Diaspora.

This year Umu Igbo Unite's National Convention will be held in Arlington, Virginia on August 4th - 7th, 2022 to celebrate 18 years of Igbo excellence. Umu Igbo Unite's national convention is held annually and displays a rich aspect of the Igbo culture. We aim to present cultural awareness, promote professionalism, connect, and celebrate all elements of Umu Igbo Unite. However, the success of the organization is largely dependent upon the product and financial support that we receive from corporations and individual sponsors. Funds received from our sponsors will be utilized the National programs.

One of the missions of Umu Igbo Unite is to invest in sustainable programs that bridge and improve opportunities for the Igbo culture here in the United States and Nigeria. Every year Umu Igbo Unite seeks the opportunity to help individuals receive improved healthcare, supply permanent resources, and develop educational avenues for future generations. With your support, our dreams to preserve the Igbo culture will not only continue but will also galvanize young Igbo men and women around the world.

We appreciate your generosity to our organization. By supporting UIU, you become an important part of our community. We would love to build a relationship with our sponsors for years to come. We believe you and your organization share similar values and together, our mission will continue to preserve.

Enclosed is a sponsorship proposal for your review. Thank you for your consideration. We look forward to your favorable response and partnership.

**SINCERELY,**  
**GOLD OKAFOR, PRESIDENT**



# UIU AT A GLANCE

## PROFESSIONAL NETWORKING

WE ENDEAVOR TO CONTINUE TO INCREASE AWARENESS OF THE IGBO CULTURE BY ENGAGING AND POSITIVELY IMPACTING OUR LOCAL COMMUNITIES AND GIVING BACK TO OUR PEOPLE ABROAD.

## ANNUAL CONVENTION

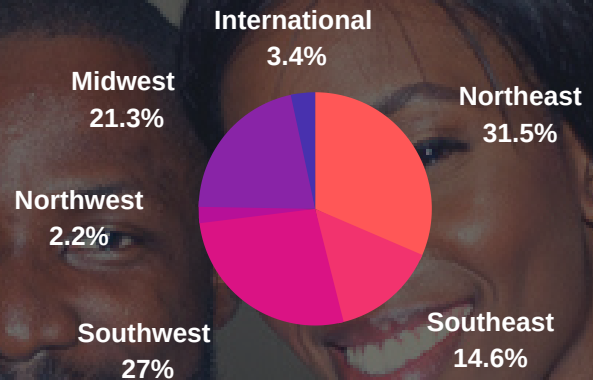
THE CONVENTION IS A FOUR DAY PREMIER EVENT FOR IGBO PROFESSIONALS AND AFFILIATES (AGES 21 - 45+) TO GATHER FOR INCREASING CULTURAL AWARENESS WHILE ENGAGING IN PROFESSIONAL AND LEADERSHIP DEVELOPMENT, EMPLOYMENT OPPORTUNITIES, COMMUNITY OUTREACH, AND PEER TO PEER NETWORKING.

## MEMBERSHIP BENEFITS

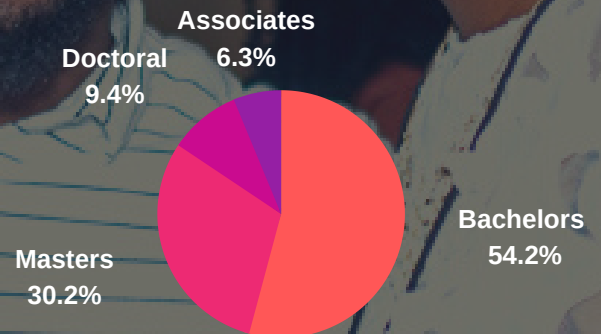
- PROFESSIONAL DEVELOPMENT OPPORTUNITIES
- BREAKOUT SESSIONS
- COMMUNITY OUTREACH PROGRAMS
- SCHOLARSHIPS
- LUNCHEONS
- HEALTH AND FITNESS
- PITCH COMPETITIONS
- SOCIAL ACTIVITIES
- AND MORE

# Convention Demographics

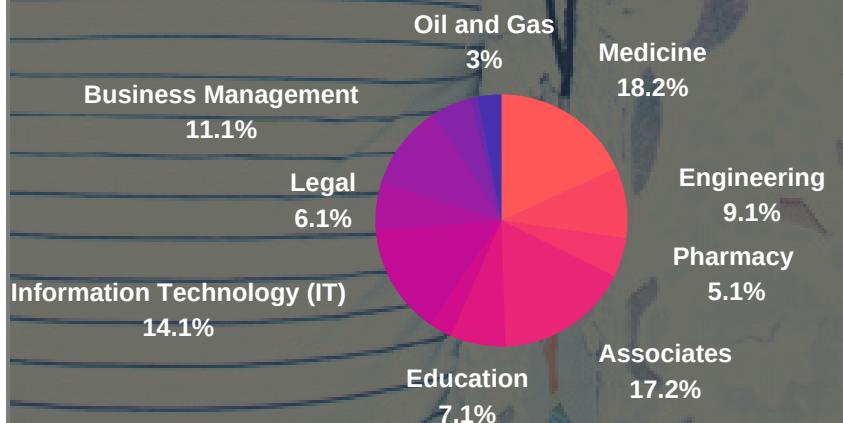
## Region:



## Education:



## Industry:



# CONVENTION VALUE

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VALUED PARTNERSHIPS THROUGH:

## COMMUNITY ENGAGEMENT

WE WORK WITH PARTNERS TO ENGAGE IN IMPACTFUL VOLUNTEER DRIVEN PROGRAMS AND ACTIVITIES SERVING THE LOCAL COMMUNITIES. WE ALSO SEEK OUT OPPORTUNITIES TO SUPPORT CORE UIUCARES PROGRAMS - EDUCATIONAL SCHOLARSHIPS TO DESERVING INDIVIDUALS WITH STRONG FINANCIAL NEEDS AND OUR ANNUAL NIGERIA MEDICAL MISSION AND ORPHANAGE SUPPORT.

## PROFESSIONAL TALENT POOL

THE CONVENTION HIGHLIGHTS SOME OF THE NATION'S TOP TALENT OF AFRICAN HERITAGE IN THE AREAS OF BUSINESS, SUOOKY CHAIN , MARKETING, ENGINEERING, TECHNOLOGY, HEALTH CARE

## TARGETED BRAND AWARENESS

PARTNERS HAVE ACCESS TO CONVENTION SCHOLARSHIPS, PROVIDING A PREMIERE EXPERIENCE WHERE BRAND INFLUENCE MEETS TARGETED DEMOGRAPHIC ENGAGEMENT. OPTIONS VARY FROM SESSION SCHOLARSHIPS, TO ACTIVATIONS ENSURING OUR PARTNERS NEEDS ARE NOT JUST SATISFIED, BUT EXCEEDED.



# RECRUIT TOP TALENT



Recruiting exceptional candidates is even more crucial in today's ever changing economy. Nigerian- Americans have more post graduate degrees than any other racial or ethnic groups. Albeit, they represent minutia portion of U.S. population, 54 percent of them hold bachelor's degrees and 30 percent a master's. 29 percent of Nigerian- Americans over the age of 25 hold a graduate degree, compared to 11% of

the overall U.S. population according to the Migrations Policy Institute. Nigerian-Americans create jobs, treat patients, teach students and contribute to local communities all while confidently emerging as one of the country's most successful immigrant communities; more likely to be counted in the higher income brackets at 35% of Nigerian- American households earn \$90,000 per year.

Nigerian accounts for less than 1 percent of the black population in the United States, yet, they make up nearly 25% of all Black students at Harvard Business School. Nigerian-Americans' achievements in the world of education top any other U.S. immigrant groups.

**Professional  
networking with a  
cultural twist.**

# Activation Package

## Diamond \$20,000

- Listing on national signage and media during calendar year
- Linked logo on front page of national website
- Logo on convention step and repeat
- Full page ad space in convention magazine
- Access to UIU email list and post convention demographics package
- 10 passes for full access to UIU convention
- 10 VIP seats at the gala night
- Linked logo on front page of the convention website
- Name included in convention magazine
- Social media recognition
- Gift bag opportunity

## Platinum \$10,000

- Logo on convention step & repeat
- Full page ad space in convention magazine
- Access to UIU email list and post convention demographics package
- 6 passes for full access to UIU convention
- 6 VIP seats at gala night
- Linked logo on front page of convention website
- Name included in convention magazine
- Social media recognition
- Gift bag opportunity

## Gold \$5,000

- Logo on convention step and repeat
- Full page ad in convention magazine
- 4 passes for full access to UIU convention
- 4 VIP seats at gala night
- Linked logo on front page of convention website
- Name included in convention magazine
- Social media recognition
- Gift bag opportunity

## Silver \$2,500

- 2 passes for full access to UIU convention
- 2 VIP seats at gala night
- Full page ad space in convention magazine
- Name included in convention magazine
- Social media recognition
- Gift bag opportunity

**\*CUSTOMIZED SPONSORSHIP OPPORTUNITIES ARE ALSO AVAILABLE**



# CAREER FAIR AND HOSPITALITY SUITE



Partner as part of a group of companies at the Career Fair or independently host an exclusive (invite-only) Hospitality Suite, to get access to top-tier young professionals who are at the early – mid career stages from various academic backgrounds. The Career Fair or Hospitality Suite are perfect ways to give a sneak peek into your organization's culture and provide insight on projects and available positions for hire. This networking opportunity will give your company representatives the chance to meet several prospective candidates in an informal setting.

## CAREER FAIR INFO AND BENEFITS

- \$1000 / company (4 reps, additional rep +\$150)
- \$250 Interview room (Saturday only, 10am - 5pm)
- Format is standing room with high tables
- Light refreshments will be served
- Opportunity to provide marketing materials and giveaways at the event
- Opportunity to have banner signage, customized branding and décor in the event space
- Opportunity to perform on-site interviews
- Promotion and recognition on the convention website and mobile app
- Acknowledgment in the convention issue of the UIU Magazine

## HOSPITALITY SUITE INFO AND BENEFITS

- Hospitality suite is limited to one (1) sponsor and invite-only to pre-registered audience
- \$500 (5 reps, additional rep +\$150)
- \$250 Interview room (Saturday only, 10am - 5pm)
- Exclusive branding ("Company X's Hospitality Suite")
- Exclusive access to the UIU Connects resume bank
- Opportunity to provide marketing materials and giveaways at the event
- Opportunity to have banner signage, customized branding and décor in the event space
- Opportunity to perform on-site interviews
- Promotion and recognition on the convention website and mobile app
- Acknowledgment in the convention issue of the UIU Magazine
- F&B and A/V costs carry an additional charge from the hotel and are the responsibility of the sponsor





## PITCH COMPETITION

Host, judge and/or invest in a selected group of startups as they make presentations to an audience of attendees and other judges.

- Program Impact: 300+ per session
- Sponsorship Investment: \$2000 per session



## SEMINARS & WORKSHOPS

Sessions are aimed at increasing cultural awareness or building professional capabilities through exposure to top industry experts and thought leaders and influencers.

- Program Impact: 300+ attendees per session
- Sponsorship Investment: \$2000 per session

# SPONSORSHIP OPPORTUNITIES

## CONVENTION BANQUET/GALA

Formal event fundraiser that recognizes corporate sponsors, speakers and outstanding members & chapters. The event also provides a taste of culture experience through dance, performances, food and concert.

- Program Impact: 1000 attendees
- Sponsorship Investment: \$5,000 - 20,000





# 2022 VENDOR MARKETPLACE

## Standard

Vendor at the 2022  
UIU Annual National Convention

\$250 for One Day  
\$400 for Two Days

- One Vendor Marketplace pass\*\*
- Traditional 3' x 6' clothed table, two (2) chairs, vendor identification (must bring additional signage).
- Opportunity to include materials for attendees' gift bag.

## Premium

Vendor at the 2022  
UIU Annual National Convention

\$1,000

- One full registration pass and two (2) Vendor Marketplace passes for assistants.
- Traditional 3' x 6' clothed table, two (2) chairs, vendor identification (must bring additional signage).
- Opportunity to include materials for attendees' gift bag.
- Access to email attendees.

## Featured VENDOR

\$2,000

- Two (2) full registration passes and two (2) Vendor Marketplace passes for assistants.
- Traditional 3' x 6' clothed table, two (2) chairs, vendor identification (must bring additional signage).
- Opportunity to include materials for attendees' gift bag.
- Access to email attendees.
- Half page ad in UIU Magazine.
- Friday Block Party booth.

## Friday BLOCK PARTY

\$50 with Package; \$100  
without Package

- Traditional 3' x 6' clothed table and two (2) chairs.

\*\*Additional Vendor Marketplace passes are available for \$50/ person\*\*

Contact [vendors@umuigbounite.com](mailto:vendors@umuigbounite.com) for any questions

[WWW.UMUIGBOUNITE.COM](http://WWW.UMUIGBOUNITE.COM) | [@UMUIGBOUNITE](https://twitter.com/UMUIGBOUNITE) | [SPONSORS@UMUIGBOUNITE.COM](mailto:SPONSORS@UMUIGBOUNITE.COM)





# UMU GBO UNITE CARES







# Focus Areas



## WEALTH CREATION

We understand that at the core of the financial emancipation of our communities, lies the distribution of opportunities. At UIUCares we leverage our networks and skill sets to create platforms that harness our collective strength as entrepreneurs at heart. A forum where people can support themselves through enterprise and collaboration. This, in turn, allows them to achieve financial independence, bringing them closer to their dreams and become a meaningful contributor to family and society.



## ACCESSIBILITY

The health of our communities is the live wire of our wealth and posterity. UIU initiates and participates in outreach programs that improve access to health care and necessary knowledge to enable people to make more health-conscious decisions to living life. Through medical missions, we break down barriers that hinder approachability. While creating infrastructures provided for by the Government or providing last mile execution intelligence, we have proven results that outreach goes a long way to change the lives of medically underserved regions in Igboland. There is still more we can do.



## RELIEF

We partner with orphanages in Igboland, to provide food, clothing, healthcare, education, and vocational preparation for the most underprivileged children. Together we are a voice of hope to vulnerable children, and through our act of love, we are providing a better tomorrow, one child at a time. We believe that fostering genuine community leads to greater impact and a lasting difference. Leveraging the collective strength of our networks, building strong relationships and partnerships, not only with orphanages but also with businesses, other nonprofits, churches, and individuals. Together we can make a difference.

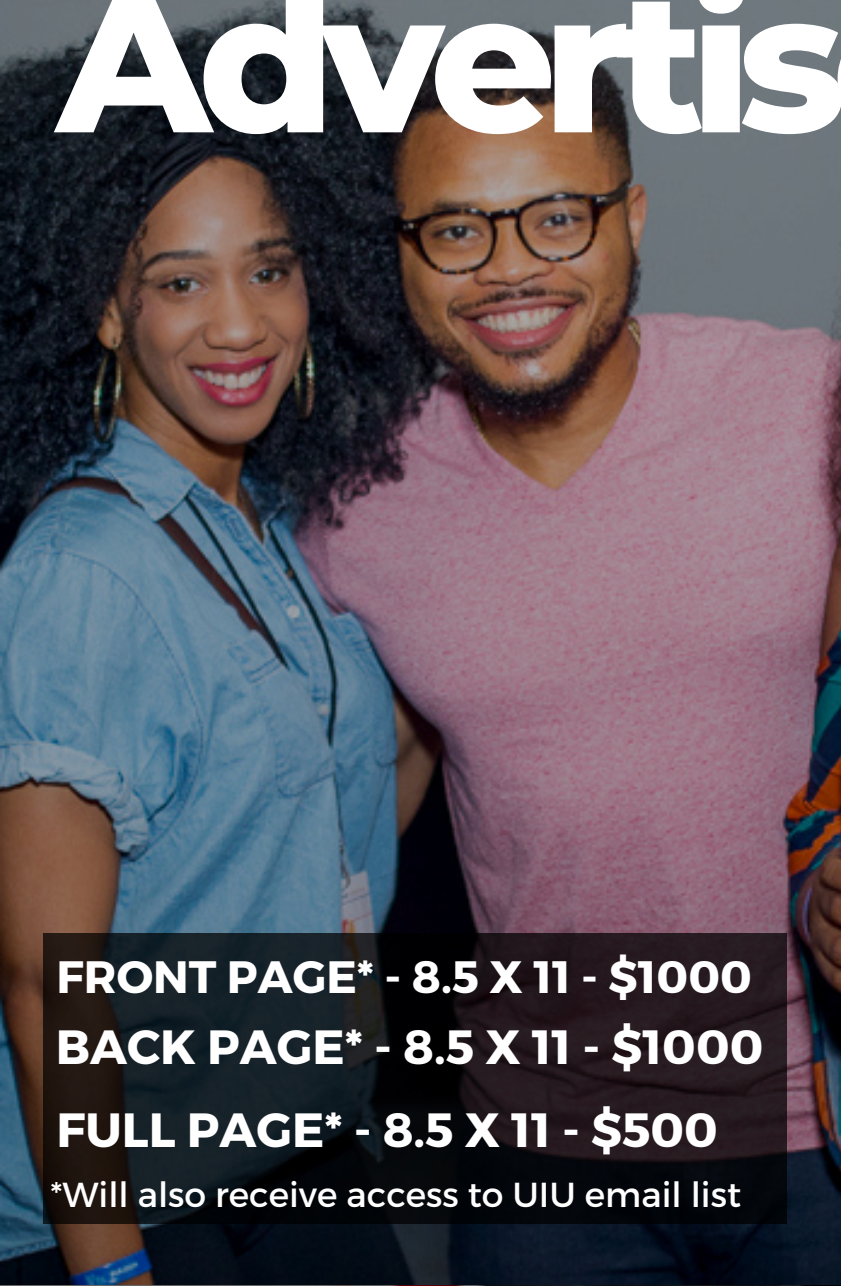


## EDUCATION

Access to basic education lies at the heart of development. Lack of educational resources, and securely acquired knowledge and skill, play major roles in the rise of poverty within the Igbo community. Sustained access to meaningful learning is critical to long-term improvements in productivity, the reduction of intergenerational cycles of poverty, preventive health care, the empowerment of women, and reductions in inequality. UIU encourages members to participate in programs that bring educational accessibility closer to communities that lack these basic amenities.



# Magazine Advertisement



**FRONT PAGE\* - 8.5 X 11 - \$1000**

**BACK PAGE\* - 8.5 X 11 - \$1000**

**FULL PAGE\* - 8.5 X 11 - \$500**

\*Will also receive access to UIU email list



**HALF PAGE - 8.5 X 5.5 - \$350**

**HALF PAGE - 4.25 X 11 - \$350**

**QUARTER PAGE - 4.25 X 5.5 - \$200**



**BUSINESS CARD - 2.21 X 2.75 - \$150**

**16**

# Social Media

**FACEBOOK & IG POST  
(PINNED 1 DAY) - \$200**

**FACEBOOK & IG POST  
(PINNED 3 DAYS) - \$250**

**FACEBOOK & IG POST  
(PINNED 5 DAYS) - \$450**

**FACEBOOK POST  
(PINNED 3 DAYS) - \$250**

**FACEBOOK POST  
(PINNED 5 DAYS) - \$450**







## 2022 NATIONAL CONVENTION

Arlington, VA  
August 4th - 7th, 2022



## INTERACT WITH UIU

[www.UmulgboUnite.com](http://www.UmulgboUnite.com)

@UmulgboUnite



## FOR SPONSORSHIP

Please contact:  
[Sponsors@UmulgboUnite.com](mailto:Sponsors@UmulgboUnite.com)



## FOR ALL OTHER INQUIRIES

4062 Peachtree Rd NE, Ste A-317  
Atlanta, GA, 30319  
[Contact@UmulgboUnite.com](mailto:Contact@UmulgboUnite.com)

Umu Igbo Unite is a non-profit **501 c(3)** US based organization that consists of a wide range of professionals and college students (21- 45 years old) of Igbo heritage residing in the US. Our membership targets people from all parts of the South-Eastern Igbo speaking states of Nigeria including: Abia, Anambra, Delta, Ebonyi, Enugu, Imo, Bayelsa, Akwa-Ibom, Cross-River and Rivers states.

# *Daalu!* Thank you!

## Previous Sponsors of Umu Igbo Unite

# IROKCTV

