

NFBPA

National Forum for Black
Public Administrators



National Forum for Black
Public Administrators

emerge

Unwavering Strategic
Leadership

2025

SPONSORSHIP OPPORTUNITIES

October 9 - 12, 2025

Hosted by the NFBPA National Office and West Michigan Chapter

Grand Rapids African American Museum and Archives

41 Sheldon Ave. SE,
Grand Rapids, MI 49503

NFBPA
West Michigan

Dear Potential Sponsor

The National Forum for Black Public Administrators (NFBPA) is excited to bring **EMERGE** to Grand Rapids, Michigan on **Thursday, October 9, 2025**. On behalf of our National Office and the West Michigan Chapter, we invite you to partner with us as a valued Sponsor.

EMERGE is NFBPA's signature regional gathering — a one-day, in-person conference designed to inspire, inform, and connect leaders dedicated to public service. Professionals from government, academia, and the private sector come together for interactive workshops, thought-provoking keynote sessions, and exposure to the newest ideas shaping the public sector.

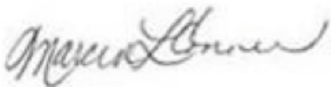
This conference will run in tandem with the NFBPA Committee Meetings on October 10 and the Board of Directors Meeting on October 11, creating an extended opportunity for networking and engagement with our dynamic Board. By supporting EMERGE, your organization gains a powerful platform to champion public service, expand your reach, and engage with decision-makers across the public sector. Sponsorship ensures high visibility for your brand and underscores your commitment to advancing leadership and driving innovation in the public sphere.

Since 1983, NFBPA has been dedicated to serving as a catalyst for public-private partnerships and building the capacity of public administrators to prepare the next generation for public sector leadership. Our network now includes over 2,500 members in 42 chapters nationwide, representing more than 350 jurisdictions, with a Board of Directors directing over \$112 billion in public resources.

We would be honored to have your partnership in making EMERGE 2025 a truly impactful experience. Enclosed, you will find details on available sponsorship opportunities.

For questions on sponsorships, please contact **Marcia L. Conner, Executive Director**, at mconner1@nfbpa.org and **919-949-0257**, or **Knicketa V. Bullock, Director of Strategic Partnerships and Membership** at kvbullock@nfbpa.org. To learn more about EMERGE Grand Rapids, please contact Jordoun Eatman, West Michigan Chapter President, at jeatman@experiencegr.com. We look forward to collaborating with you to make EMERGE Grand Rapids an inspiring success.

Sincerely,



Marcia L. Conner
Executive Director
NFBPA

Summary of Sponsorship Benefits - EMERGE

► Presenting Sponsor - \$20,000

- Designation as the Exclusive Presenting sponsor
- Acknowledgment on marketing materials and pre-event promotional activities
- Two Full-page color advertisements with premium placement in the 2025 EMERGE Program Book
- Company logo placement on the NFBPA West Michigan Chapter's webpage for one year
- Direct link from the NFBPA West Michigan Chapter's webpage to company's site for one year
- Direct link from the NFBPA National webpage to company's site for 6 months (timeframe)
- Premiere table location at professional seminar and panels with Special Guest
- Twenty (20) complimentary 2025 EMERGE registrations
- 1 – 2 minute Speaking opportunities or promo videos during Opening Session and Luncheon
- Opportunity to facilitate up to two (2) virtual professional development sessions for NFBPA West Michigan Chapter
- Commemorative recognition presented during conference
- Direct link from the NFBPA National webpage to the company's site for 6 months

► Platinum Sponsor - \$10,000

- Designation as a Conference sponsor
- Acknowledgment on marketing materials and pre-event promotional activities
- Two Full-page color advertisements with premium placement in the 2025 EMERGE Program Book
- Company logo placement on the NFBPA West Michigan Chapter's webpage for one year
- Premiere table location at professional seminar and panels with Special Guest
- Ten (10) complimentary 2025 EMERGE registrations
- 1 – 2 minute Speaking opportunities or promo videos during Opening Session or Luncheon
- Opportunity to facilitate one (1) virtual professional development session for NFBPA West Michigan Chapter

► Gold Sponsor - \$7,500

- Designation as a Gold sponsor
- Acknowledgment on marketing materials and pre-event promotional activities
- One Full page color advertisement with premium placement in the 2025 EMERGE Program Book
- Company logo placement on the NFBPA West Michigan Chapter's webpage for one year
- Premiere table location at professional seminar and panels with Special Guest
- Eight (8) complimentary 2025 EMERGE registrations
- Speaking opportunity at a professional seminar

► Silver Sponsor - \$5,000

- Designation as a Silver sponsor
- Acknowledgment on marketing materials and pre-event promotional activities
- One Half-page color advertisement with premium placement in the 2025 EMERGE Program Book
- Company logo placement on the NFBPA West Michigan Chapter's webpage for one year
- Premiere table location at professional seminar and panels with Special Guest
- Six (6) complimentary 2025 EMERGE registrations
- Speaking opportunity at a professional seminar

Specialty Underwriting

► Thursday, October 9, 2025

- ☐ EMERGE Luncheon.....\$12,000
- ☐ EMERGE Reception\$10,000
- ☐ Plenary (City/County Manager/
Mayor's Panel).....\$7,500
- ☐ Local Vendor Marketplace (2).....\$5,000
- ☐ Executive Roundtable.....\$5,000
- ☐ Continental Breakfast.....\$2,500
- ☐ Roundtable Speakers\$2,500
- ☐ Public Policy Refreshments\$1,500
- ☐ Snack Breaks (2)(each) \$1,500
- ☐ Student Scholarship Sponsor (20 students) \$1,000

► Other Underwriting Opportunities

- ☐ Conference Bags\$5,000
- ☐ Networking/Hospitality Events (2).....(each) \$2,500
- ☐ Beverage Sponsor (2).....(each) \$1,000

Registration Form for Sponsors

**person's title is required for sponsorship*

Company/Org. Name: _____		
Contact Name: _____		
Title: <i>(required)</i> _____		
Address: _____		
City: _____	State: _____	Zip: _____
Telephone: _____		
Email: _____		
Contact: _____		
Referral Entity: ☐ NFBPA Local Chapter ☐ NFBPA Corporate Council Member ☐ Other: _____		

CHECK ONE (1) OPTION:

- | | | |
|--|---|--|
| ☐ \$20,000 - PRESENTING | ☐ \$7,500 - GOLD | ☐ \$ _____ (amount) |
| ☐ \$10,000 - PLATINUM | ☐ \$5,000 - SILVER | Sponsorship or underwriting Title |

TOTAL PAYMENT AMOUNT:					
☐ Check	☐ Purchase Order	☐ American Express	☐ MasterCard	☐ Visa	☐ Discover
If paying by credit card:					
Name on Card (please print):					
Authorized Signature:					
Expiration Date:					
Authorization Code (3 digit code on back of care or 4 digit if AmEx:)					

Make your check payable to NFBPA and mail it to:

National Forum for Black Public Administrators

Attn: 2025 Emerge: Grand Rapids

200 Massachusetts Ave NW, Suite 700, Washington, DC 20001

Fax: 844.236.6154 | For Questions Contact Marcia L. Conner at 919.949.0257 | Email: adminservices@nfbpa.org

Signature _____ Date _____

Cancellation and Refund Policy: NFBPA membership dues are non-refundable.

Registration cancellations received before *Thursday, September 25, 2025* are refundable, minus a \$25 processing fee.

No refunds will be issued on or after September 25.

Registrations will not be processed without payment information or an official purchase order.



NFBPA Professional Development Conference Program Ad Sizes and Specs

**Full Page
7" W x 10"H**

Please keep important design elements at least 1/4" from the edge of you full page ad to prevent them from being cut off.

Half Page
6.5" W x 4.75"H

Quarter Page
3.25" W x 4.75"H

Ad Specifications

Full Page:7"W x 10"H

Half Page:.....6.5"W x 4.75"H

Qtr Page:3.25"W x 4.75"H

File types accepted include PDF or JPEG (300 dpi or higher). Files can be color or black and white, and should be high resolution.

Word, Powerpoint, and Publisher files are NOT acceptable file types.

Ads can be placed in our Emerge sponsor dropbox folder linked below

bit.ly/47rJVfK

All ads must be submitted by Thursday, September 25, 2025, at 11:59 PM EST to be included in the official program.