

# **NATIONAL URBAN LEAGUE CONFERENCE 2026**

**PARTNERSHIP OPPORTUNITIES**

JULY 29 - AUGUST 1



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# Letter from Marc H. Morial

Dear Partner,

Thank you for partnering with the National Urban League for our upcoming 2026 National Conference, **July 29 – August 1**.

Civil rights and community activists from across the country, along with leaders in business, government, and media, will convene in the great American city of **Nashville**. This Conference will convene at the spectacular **Music City Center** and will be one of the most significant civil rights events of 2026.

Expect an extraordinary lineup of business innovators, policymakers, community leaders, and social justice advocates to connect, collaborate, and move the needle forward. In addition to an ambitious slate of in-person events and activities, we will once again offer an online virtual experience extending the conference's reach to participants nationwide.

**Nashville** provides a powerful backdrop for our purpose. Having earned its place as one of the great epicenters of culture, education, and entrepreneurship, Nashville is home to four historically Black colleges and universities—**Fisk University, Meharry Medical College, Tennessee State University, and American Baptist College**—and a thriving community of businesses, artists, and changemakers. Today's Nashville is more than "Music City," it's a cradle of innovation, advocacy, and economic success.

The National Urban League is proud to bring the Conference—and its economic impact—to Nashville. Together, we'll generate millions of dollars in local business revenue, elevate entrepreneurs, and celebrate a profound cultural legacy.

**Don't miss this opportunity.**

Enclosed, you'll find more information about the Conference and partnership opportunities. We look forward to collaborating with you to make this year's event unforgettable.

Warm regards,

Marc H. Morial  
President/CEO  
*Marc H. Morial*  
National Urban League

# 2025 Conference Recap

**11,024**

IN PERSON  
ATTENDEES

**7,000**

REGISTERED  
VIRTUAL  
ATTENDEES

**200**

SPEAKERS



# 2026 National Urban League Conference



The nation's largest civil rights and urban advocacy organization continues to mobilize to advance economic empowerment.

## Overview

Count on the National Urban League to deliver the largest and most impactful event of 2026. This National Conference brings together leaders in government, business, culture, media, and community advocacy to address today's most pressing challenges and create pathways for professional and economic advancement. From cutting-edge tech entrepreneurs to influential thought leaders and innovators, the 2026 National Conference is the premier gathering to network, exchange ideas, and drive meaningful progress.

## Our Partners

This Conference represents a spectacular consumer and influencer marketing opportunity for corporations, advocacy organizations, and individuals that share the National Urban League's commitment to equality. Engage virtually with Urban League Leadership, Young Professionals, and an expansive network of community leaders, elected officials, corporate executives, policy experts, and activists.

## Attendance

The anticipated 4,000 live + 10,000 virtual attendees, represent every region of the United States, including the host city and surrounding regions, and will include executives, entrepreneurs, thought leaders, urban professionals, and media.

# Our Goal

The National Urban League is determined to fulfill our mandate to advance employment opportunities, erase disparities in income and health. For over a century, the National Urban League has conducted its essential work in partnership with corporations, foundations, and individuals who share our commitment to equity and justice.

**The 2026 Conference sets the stage for a new era of collaboration and progress.**

***Among the critical issues on the table:***

- Tech literacy and skills building
- Improving access to quality education and affordable housing
- Generating opportunities for small business growth and job creation

## DEMOGRAPHICS

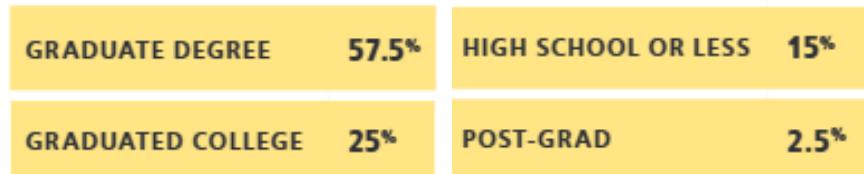
### GENDER

**82%** **18%**

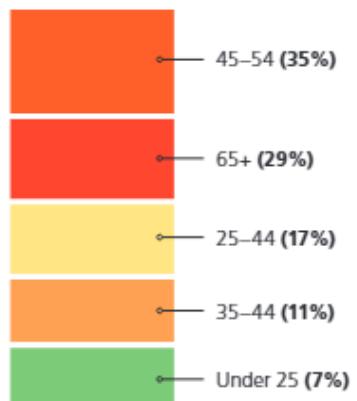
**FEMALE**

**MALE**

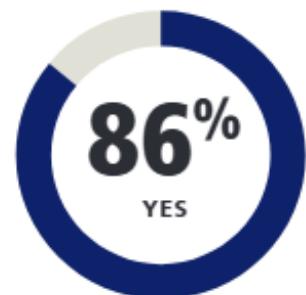
### EDUCATION



### AGE



### WILL ATTEND 2026 CONFERENCE



# Why Partner



1

## YOUR COMMITMENT

The Conference is the most respected platform to affirm your commitment to corporate social responsibility.

2

## YOUR EMPLOYEE

An opportunity for your employees to give back and engage with the community they serve.

3

## YOUR CONSUMER

This is an extraordinary opportunity for relationship building with a highly educated and influential audience. Doing good is always good business.

## WHY Nashville?

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- It's the birthplace of cultural innovation, where the legacy of Fisk Jubilee Singers lives on through many of today's artists who continue to create and redefine the sound and soul of "Music City."
- Nashville's thriving community is a place where entrepreneurship, culture and leadership drive progress and redefine the path forward.
- As we approach the 2026 midterm elections, Nashville will be a critical stage for meaningful dialogue and decisive action.

# State of the Urban League Address

Presented by Marc H. Morial

Wednesday, July 29



This year, the National Urban League brings the State of the Urban League Address back to the local community. Be there when Marc H. Morial presents the State of the Urban League. This is a can't-miss keynote address which includes topics around social justice, health, education, finance, employment, economic empowerment and criminal justice.



Presenting Sponsor \$250,000

Co-Sponsor \$100,000

# Empowerment Day

## Thursday, July 30



Empowerment is the theme for Day 1 of the National Urban League Conference. The first day includes the Opening Plenary and State of Black America®. It sets the tone for the week as we prepare to unveil and explore the challenges confronting economic disadvantaged communities while creating opportunities for professional and economic advancement.



### CONCURRENT FORUMS

- Forum 1 - Social Justice
- Forum 2 - Health Equity
- Forum 3 - Financial Empowerment

**Lead Partner Plenary | Opening  
Forum Partner**

**\$330,000  
\$150,000**

# Career & Networking Fair



There is no better time than now to join us in helping entry-level and experienced professionals reach their full potential. Recruiters can connect and engage with various diverse candidates in-person or virtually to fill their open positions.

## The Career and Networking Fair will feature the following:

- LED Talks: Leadership, Empowerment & Development
- Career Coaching (Virtual)
- Resume Critiques (Virtual)
- LINKEDIN Profile Reviews
- Headshot Station



**Career &  
Networking Fair  
Lead Partner**  
**\$330,000**

**Career &  
Networking  
Co-Sponsorship  
2 Available**  
**\$100,000**

**Speed  
Networking  
Reception**  
**\$100,000**

**LED TALKS  
\$75,000**

**Career Coaching  
Resume Critique  
LINKEDIN Profile  
Reviews Headshot  
Station DCSS Live!  
\$75,000**

# Urban League Now! Experience & Lounge



Welcome to the ultimate destination at the National Urban League Conference—Urban League NOW: Experience & Lounge. More than a networking hub, it's where culture, conversation, and connection fuel momentum. Recharge over coffee, build connections in the coworking zone, or capture your best angle with complimentary headshots. Enjoy exclusive product drops, surprise celebrity appearances, engaging sessions, and interactive activations.

This year, Urban League Now: Experience & Expo is fully integrated. All features including Health & Wellness, HER Space, KINGS Corner, Creators Suite, Mom's Village, Community Marketplace, and AI Innovation Station—are available in the lounge, part of Community Day, and in the virtual environment, allowing attendees to join remotely and revisit content after the event concludes.



- Lead Partner \$330,000
- Supporting Partner \$100,000



# Small Business Matters Entrepreneurship Summit Saturday, August 1

There's nothing "small" about small business. As we continue to face an uncertain economy, the driving force to sustainability is small business and entrepreneurship. Small business ownership creates jobs, grows the economy, and provides economic stability to struggling communities – especially communities of color.

Small Business Matters unpacks the profound impact and still-untapped potential of small businesses. For veteran entrepreneurs and those looking to launch a second revenue stream, the day is packed with unlimited information to help them excel. They will learn where to access capital, which products and services are on the brink of a demand surge, and how to build a strategic plan that will open possibilities for new and growing ventures.

## CONCURRENT WORKSHOPS

Workshop 1 - Marketing	Lead Partner	\$330,000
Workshop 2 - Management	Workshop Partner	\$150,000
Workshop 3 - Money		



# Community & Family Day

## Saturday, August 1



Each year, the National Urban League dedicates Community Day to giving back to our host city. In 2026, we focus on the youth of Nashville—celebrating their creativity, curiosity, and capacity to lead. Working alongside the city's schools, youth organizations, and family service partners, as well as our corporate allies, we will host a backpack giveaway.

Community Day will also feature interactive activities designed to uplift the next generation, including:

- Fun Workshops like candle making and make your own charm bracelet, offering creative outlets for self-expression.
- Fitness and Wellness Sessions to promote healthy minds and bodies.
- Women + Men's Grooming and Beauty Demos, providing tips and skills for self-care.

This day is all about providing resources, fostering talent, and investing in the bright future of Nashville!

**Presenting Sponsor**  
**Co-Sponsor**

**\$250,000**

**\$100,000**

# Signature Events & Luncheon



## AWARDS GALA

\$150,000 each  
5 available

## LUNCHEONS

\$150,000 each  
4 available



## Women of Power Awards Luncheon Thursday, July 30

Women of Power continue to shape and define policy, culture, and social advancement locally, nationally, and across the globe. The National Urban League honors trailblazing women of color who have excelled in government, corporate America, media, community leadership, and the arts. The Women of Power Awards Luncheon is a perennial draw for VIPs and influencers of every arena.

**Estimated attendance: 1,000 guests**

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## Whitney M. Young, Jr. Awards Gala Friday, July 31

Join more than 1,200 Urban Leaguers, corporate partners, culture influencers, community leaders, and special celebrity guests as the National Urban League honors the individuals who made the most significant impact over the past year. Prepare for a night of excitement and surprises as we celebrate the leaders and activists who set the bar for social equity, economic justice, and community service.

**Estimated attendance: 1,200 guests**

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## Legacy Leadership Luncheon Friday, July 31

Every year, the National Council of Urban League Guild hosts the Legacy Leadership Awards Luncheon to pay tribute to Guild members who are leading the charge and have dedicated their lives to advocating for those who need the most help. We proudly recognize a diverse ensemble of trailblazing individuals who inspire and motivate their communities to strive for greatness in every way.

**Estimated attendance: 900 guests**

# Entertainment Events & Reception

## Chairman's Leadership Reception Thursday, July 30

This VIP reception is an opportunity for sponsors to engage directly with National Urban League leaders. Sponsors will also network with high-end donors and supporters, elected officials, prominent figures in the civil rights movement, and the heads of national professional associations.



## Quarter Century Club's Mahlon T. Puryear Dinner Thursday, July 30

This annual event honors the stalwarts of the Movement – staff members and volunteers who have given a minimum of 25 years outstanding service to the League. We will also acknowledge new members with induction into the Quarter Century Club. Members past and present will be on hand to celebrate their peers.



## Family Session Saturday, August 1

The National Urban League invites our extended community of friends and partners to an inspirational, high-energy celebration of family – our Urban League family. Join us as we honor Urban League affiliates for their achievements and notable milestones, recognize retiring giants, and welcome new leaders. Spectacular gospel music and praise highlight the hour. Traditionally a popular event, we expect more than 500 to participate.



## Power Walk with Marc! Saturday, August 1

Can you keep pace with Marc H. Morial? Yes, accept the challenge! Join Marc for a brisk and energizing morning Power Walk! The exercise is a plus, but this is also an informal opportunity to network with an incredibly motivated community of attendees. Urban League members, partners, and special guests will be among the early risers. Marc will be there, setting the pace. More than 100 attendees will engage in this dynamic health and wellness session.



# Urban League Live!

## Thursday, July 30

Urban League Live! is the ultimate interactive music experience, hip hop and R&B dance party. Align your brand with a premier music event and connect with thousands of party-goers, including hundreds of corporate executives and entrepreneurs. Execute branded activations throughout the event, offering you the chance to captivate attendees through interactive games, prizes, digital photo booths, and data capturing entertainment experiences.

**Urban League Live! will be the most anticipated Interactive Music Experience of the year.**

***The event will feature the following components:***

- 1,500 Estimated Attendance
- DJ Performance by a Celebrity DJ
- Social Media Contests + Coverage
- Digital Photo Booth Experience
- Branded Activations
- Custom Contest or Giveaway

### REACH

**Age:** 25-40

**Gender:** Female 60% Male 40%

**Markets:** Houston, Dallas, Austin, New York, Washington D.C., Los Angeles, Philadelphia, Atlanta, Chicago, Detroit

**\$200,000**

**Title Sponsorship**

**\$100,000**

**Co-Sponsorship**





## YOUNG PROFESSIONALS

**YP L.E.A.D. stands for Leadership, Entrepreneurship, Advocacy, and Professional Development.**

Young Professionals L.E.A.D. is the National Urban League's training ground for tomorrow's leaders. Through its vast affiliate network, L.E.A.D. grooms millennials and Gen Xers to take on future leadership roles as community advocates and affiliate volunteers. The program offers a myriad of opportunities for these emerging influencers to participate in professional development programs, philanthropy, and civic engagement.

Each year, YP L.E.A.D forums and plenaries serve as a training ground for emerging leaders, drawing Urban League Young Professionals, HBCU alumni, and members of Black fraternities, sororities, and professional associations nationwide. Beyond physical attendance, these events attract an additional 2 million+ young professionals through social media and e-mail. Event partnership provides quality opportunities for your company executives to network and engage with this important demographic.



## OPPORTUNITIES

YP L.E.A.D. - Forum 1 Social Justice / Social Impact

YP L.E.A.D. - Forum 2 Career

YP L.E.A.D. - Forum 3 Entrepreneurship

YP L.E.A.D. - Forum 4 Wealth, Technology, Fintech

- Young Professional's Summit Welcome Reception (Invitation Only)
- Young Professional's Plenary
- National Urban League Young Professional's YP Luncheon

<b>Lead Partner   Plenary</b>	<b>\$330,000</b>
<b>Forum Partner</b>	<b>\$150,000</b>
<b>Reception</b>	<b>\$150,000</b>
<b>Luncheon</b>	<b>\$200,000</b>

# Conference Essentials Opportunities

## **Backstage Pass \$100,000**

Backstage Pass is your access to exclusive behind-the-scenes interviews with conference speakers, celebrities, and principals. Backstage Pass also provides unique branding opportunities throughout the conference, including pre-roll commercials, partner messages, and special promotions.



## **Pocket Agenda \$75,000**

The 2026 pocket agenda is your reference for all conference events. Expect thousands of individual impressions with your sponsorship! Find your logo prominently displayed on the cover and inside pages of the guide, which attendees use daily and often to find and follow conference happenings.



## **Conference Shuttle \$50,000**

Buses will shuttle attendees between the hotels and the convention center, providing your company daily exposure to thousands of attendees. Increase visibility with a brand presence on shuttle buses or provide in-person greeters at the bus pick-up and drop-off locations. Employees can share rides with attendees, sport branded swag, and conduct contests and giveaways. Shuttle sponsorship also features social media and digital activations, and branded content displays on-board and at pick-up/drop-off locations.



2026 PARTNERSHIP BENEFITS	LEADER (\$330k+)	ADVOCATE (\$250k+)	CHAMPION (\$150k+)	PARTNER (\$75k+)
<b>REGISTRATION &amp; LIVE EVENT TICKETS</b>				
Full Conference Registrations	20	10	6	4
Whitney M. Young Jr. Awards Gala	20	10	6	4
Women of Power Awards Luncheon	20	10	6	4
Legacy Leadership Luncheon	20	10	6	4
Urban League Live	30	20	10	6
Chairman's Leadership Reception	10	6	4	2
Youth Summit Registrations	5			
Young Professionals Summit Welcome Reception	5			
Young Professionals Summit Honors Luncheon	5			
Speed Networking Reception	5			
<b>EXECUTIVE SPEAKING OPPORTUNITY   VIDEOS</b>				
Remarks at Sponsored Signature Event(s) (:60)	✓	✓	✓	
Video at Sponsored Signature Event(s) (:30)	✓	✓	✓	✓
Video Remarks in Virtual Environment (:60)	✓	✓		
Video Welcome Message on Conference Website (:30)	✓			
Executive Bio & Headshot on Conference Website & Virtual Environment	✓	✓	✓	✓
<b>PRESS   MEDIA</b>				
Quote Inside Press Release (60 words max)	✓			

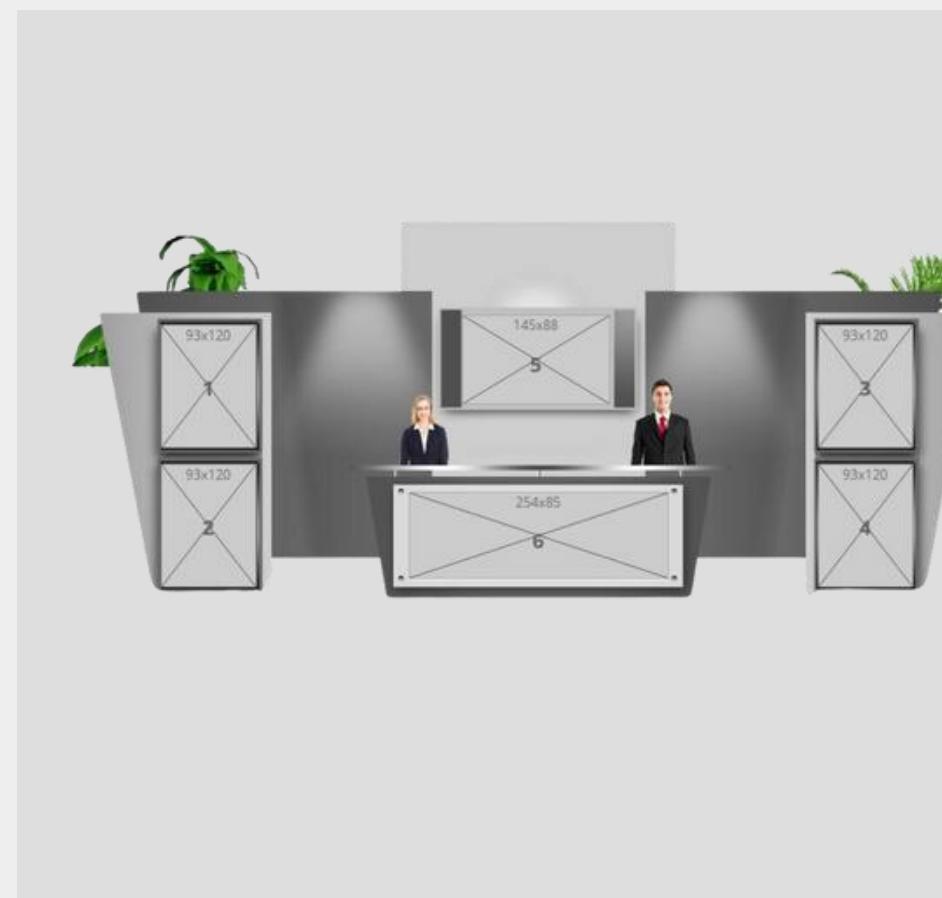
# 2026 Partnership Benefits Continued

PARTNERSHIP BENEFITS	LEADER (\$330k+)	ADVOCATE (\$250K+)	CHAMPION (\$150K+)	PARTNER (\$75K+)
<b>CONFERENCE WEBSITE BRANDING</b>				
Sponsor Welcome Page on Conference Website	✓			
Logo on Conference Website Homepage	✓	✓		
Sponsor Logo and Hyperlink Inclusion on Conference Sponsors' Recognition Page	✓	✓	✓	✓
<b>ADDITIONAL BENEFITS</b>				
Access to Green Room for Photo Ops (Pre-arranged)	✓			
Head Table Seating at Luncheon and Gala (1 representative per head table)	✓			
VIP Photo Op	✓			
On-site Office / Hospitality Room for Company Staff and Guests. (NUL provides standard tables and chairs. Company to provide special furniture, food, beverage, flowers and internet as preferred. (Fern will provide services)	✓			
<b>URBAN LEAGUE NOW: EXPERIENCE / EXPO / CAREER &amp; NETWORKING FAIR / COMMUNITY DAY</b>				
NUL Lounge & Experience Brand Activation (Thursday & Friday)	✓	✓		
Community Day Booth (Saturday)	✓	✓		
Virtual Conference & Career Fair Booth	✓	✓		

# Virtual Conference Booth Example

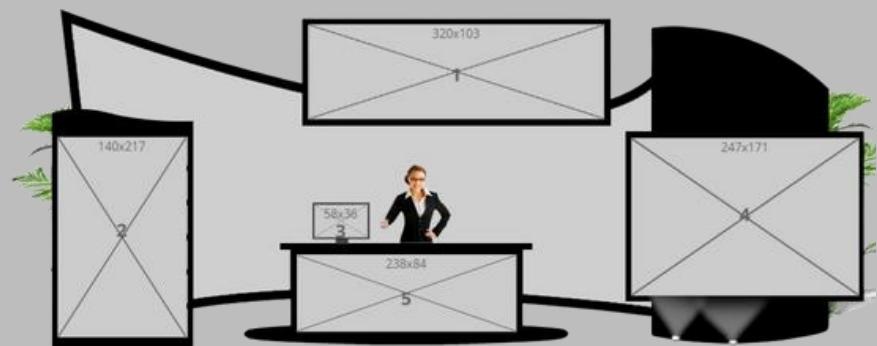


TEMPLATE 1

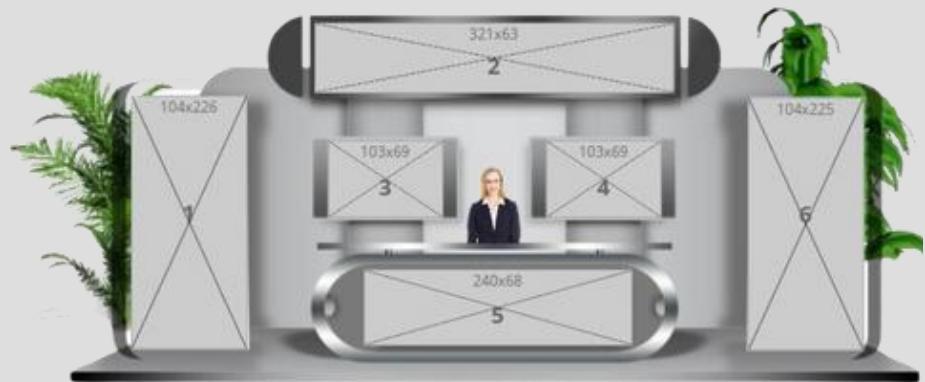


TEMPLATE 2

# Virtual Conference Booth Example



TEMPLATE 3

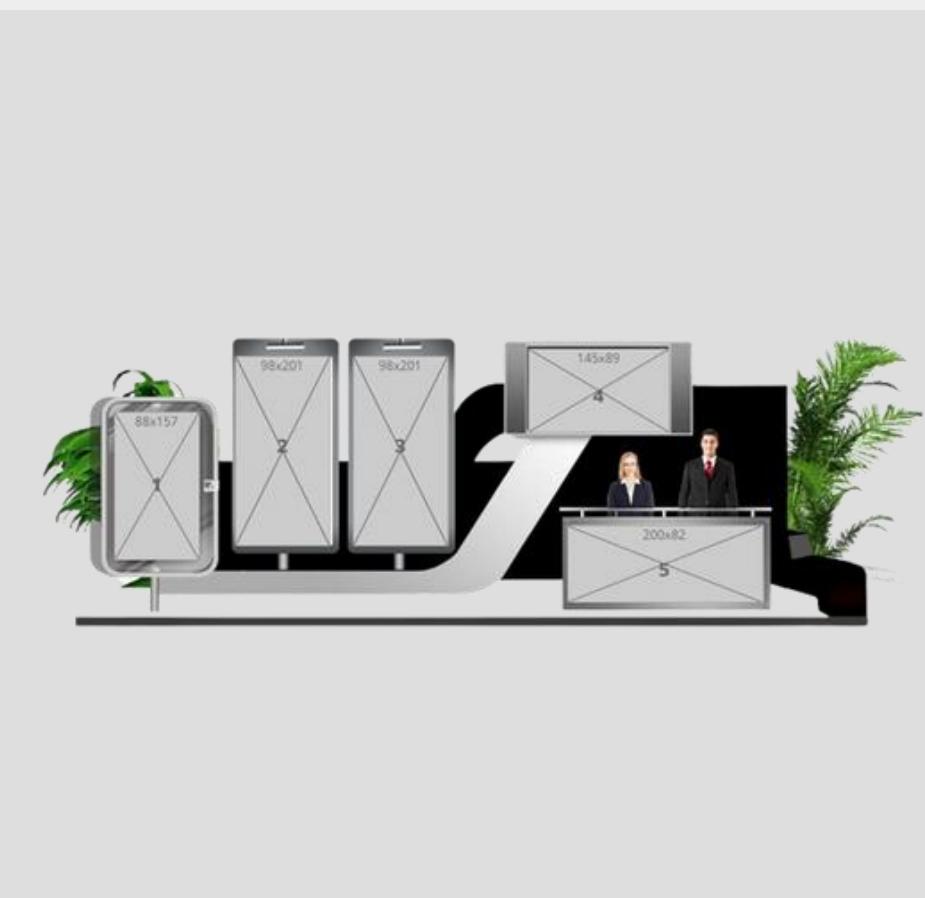


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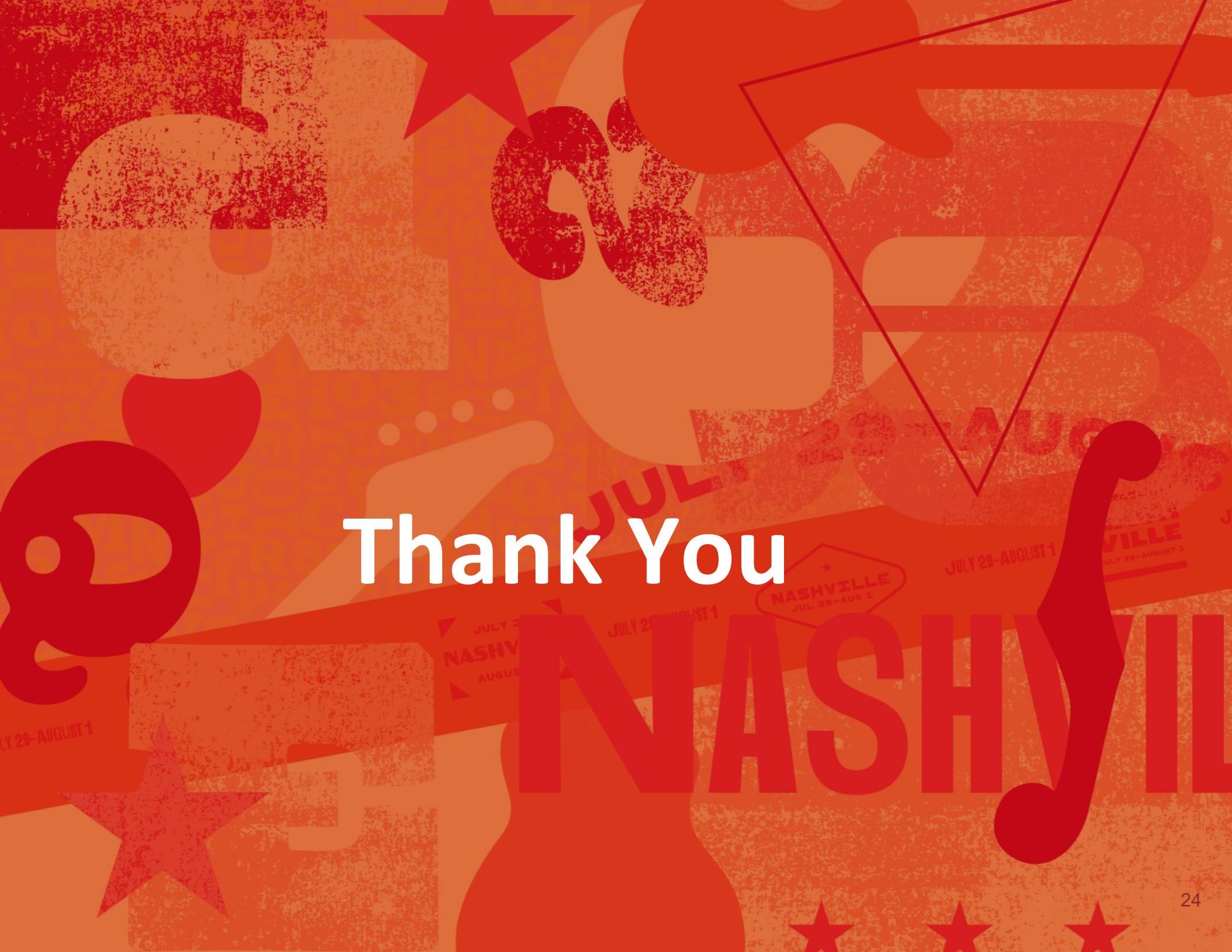
# Virtual Conference Booth Example



TEMPLATE 5



TEMPLATE 6



# Thank You

# NASHVILLE