



17TH ANNUAL FUNDRAISER

Madam C.J. Walker

BUSINESS AND COMMUNITY RECOGNITION AWARDS LUNCHEON

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Dear Sponsor:

On behalf of the National Coalition of 100 Black Women Inc., Oakland Bay Area Chapter, we are pleased to invite you to be a part of our 17th Annual Fundraiser, **Madam C.J. Walker Business and Community Recognition Awards Luncheon**. This year's Fundraiser will be held on **Friday, April 10, 2015** at the San Francisco Marriott Marquis Hotel, in San Francisco, California.

The mission of the Oakland-Bay Area Chapter is to provide programs that increase the participation of African-American women in economic, civic, entrepreneurial and human service areas of their respective communities through education, scholarship and collaboration.

Our Annual Awards luncheon, which honors the first African American female self-made millionaire and business leader, Madam C.J. Walker, is designed to celebrate the rich tradition of hard work and entrepreneurial spirit that is deeply rooted in the African-American culture. In the tradition of Madam C.J. Walker, we will honor four outstanding women from our community and the 2015 Positive steps Winner of the Madam C.J. Walker Essay contest.

We are a non-profit organization offering a variety of programs for young girls and families. Our signature program, "Positive Steps", provides young women ages 12-17 the opportunity to recognize their full potential through educational, developmental, and cultural programs focusing in the areas of health and wellness, careers, leadership and personal development.

The Oakland Bay Chapter of NCBW launched our "Sistahs Getting Real About HIV/AIDS" program in 2003 by sponsoring 15 billboards throughout the Bay Area and an HIV/AIDS Symposium in an effort to educate women in our community. This program has expanded each year and recently became a model for our national organization.

In addition to scholarships for high school graduates, and continuing college students, we also award "Working Women" scholarships to low-to -moderate income women who are returning to college to complete their education.

The Madam C.J. Walker Luncheon, our key fundraising event, has grown to over 1200 guests from corporate, civic, and private sectors. By sponsoring this event, the community will know of your company's commitment to building stronger and healthier communities. The support of organizations like yours has afforded us the opportunity to award over \$360,000 in individual scholarships while mentoring over 300 girls.

Your benefits for the level you select as a sponsor and additional information about our organization are outlined in the enclosed attachment. Please indicate your support by returning the enclosed sponsorship form to NCBW, P.O. Box 24231, Oakland, CA 94623-1231 by **December 1, 2014**.

For more information please contact CDA Consulting Group at (510) 653-4085 or by email at cdaconsultinggroup@gmail.com. We look forward to sharing this very special program with you and the opportunity to show how your sponsorship serves to improve our common communities.

Sincerely,

Shari Wooldridge
MCJW Luncheon Chair

Cheryl Perry League
President



THE NATIONAL COALITION OF
100 BLACK WOMEN, INC.,
OAKLAND/BAY AREA CHAPTER

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Madam C.J. Walker

BUSINESS AND COMMUNITY RECOGNITION AWARDS LUNCHEON
FRIDAY, APRIL 10, 2015

PINNACLE SPONSOR \$50,000

- Two tables of ten (20)
- Preferred VIP seating
- Acknowledgement during the luncheon program
- Company banner displayed at the MCJW Luncheon
- Recognition as a Pinnacle Sponsor in program
- One (1) MCJW Corporate Recognition Award for your company's outstanding Africa American female contributor (sponsor selected award) to be presented at the luncheon
- Opportunity to address NCBW membership at a monthly meeting
- Logo on ad copy for MCJW Luncheon ads in local publications
- One prominent full-page advertisement in the luncheon program book
- Company produced 60-second spot to run Day of the Event at Marriott Hotel in strategic locations
- Pinnacle Sponsor Acknowledgement and recognition during NCBW-sponsored programs and events throughout the year

STRATEGIC PARTNER SPONSOR \$25,000

- One table of ten (10)
- Preferred VIP seating
- Acknowledgement during the luncheon program
- Company banner displayed at the MCJW Luncheon
- Recognition as a Strategic Partner in program
- One (1) MCJW Corporate Recognition Award for your company's outstanding African American female contributor (sponsor selected award) to be presented at the luncheon
- Opportunity to address NCBW at a monthly meeting
- Company logo on ad copy for MCJW Luncheon ads in local publications
- One full-page advertisement in the luncheon program book

PLATINUM CIRCLE SPONSOR \$15,000

- One table of ten (10)
- Preferred VIP seating
- Company logo on ad copy for MCJW Luncheon ads in local publications
- Opportunity to address NCBW membership at a monthly meeting
- One half-page advertisement in the luncheon program book

GOLD CIRCLE SPONSOR \$7,500

- One table of ten (10)
- Preferred VIP seating
- Acknowledgement during the luncheon program
- Company logo in program booklet
- One quarter page ad

SILVER CIRCLE SPONSOR \$5,000

- One table of ten (10)
- VIP seating
- Acknowledgement during the luncheon program
- Company logo in program booklet

BRONZE CIRCLE SPONSOR \$3,000

- One table of ten (10)
- Acknowledgement during the luncheon program
- Listing in luncheon program book

COPPER CIRCLE SPONSOR \$1,500

- Five (5) tickets to luncheon
- Listing in luncheon program book





THE NATIONAL COALITION OF
100 BLACK WOMEN, INC.,
OAKLAND/BAY AREA CHAPTER

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BUSINESS AND COMMUNITY RECOGNITION AWARDS LUNCHEON
FRIDAY, APRIL 10, 2015

SPONSORSHIP INVOICE

- | | |
|--|--|
| <input type="checkbox"/> PINNACLE SPONSOR \$50,000 | <input type="checkbox"/> SILVER CIRCLE SPONSOR \$5,000 |
| <input type="checkbox"/> STRATEGIC PARTNER SPONSOR \$25,000 | <input type="checkbox"/> BRONZE CIRCLE SPONSOR \$3,000 |
| <input type="checkbox"/> PLATINUM CIRCLE SPONSOR \$15,000 | <input type="checkbox"/> COPPER CIRCLE SPONSOR \$1,500 |
| <input type="checkbox"/> GOLD CIRCLE SPONSOR \$7,500 | |
| <input type="checkbox"/> I am unable to attend, but wish to contribute to the programs of NCBW-Oakland/Bay Area Chapter \$ _____ | |
| <input type="checkbox"/> Check Enclosed Amount \$ _____ | |

Company Name _____ Contact Name _____

Mailing Address _____ City/State/Zip _____

Tel. No. _____ Email Address _____

Visa/MasterCard Accepted

Card # _____ EXP _____ 3-Digit Security Code _____

Name on Card _____

Billing Address _____

Auth Sig _____

Make check(s) payable to:

National Coalition of 100 Black Women, Inc. Tax ID 94-3298877 c/o NCBW P.O. Box 24231 Oakland, CA 94623-1231
Tel. 510-653-4085 • Fax 510-653-4083 • cdaconsultinggroup@gmail.com or www.onehundredblackwomen.com.
Limited Seating Available.

Deadline for company logos: Invitations - December 19, 2014 • Advertisements - March 27, 2015

AD SPECIFICATIONS FOR ADVERTISING IN MCJW PROGRAM BOOKLET

All logos must be submitted as vector images. Only high-resolution logos will be accepted. Logos from websites will not be accepted. Raster images, (tiff and jpegs) independent of the application program used to create such design, if they are submitted at high-quality, these images are acceptable as uncompressed 300 DPI resolution, 8 BIT, BLACK/WHITE or COLOR.

EMAIL ads/logos to: cdaconsultinggroup@gmail.com. SUBJECT: MCJW 2015. The formats accepted must be print-ready files saved from the following design software programs: Adobe Photoshop® CS, Adobe Illustrator®, Adobe InDesign®. ALL ADS MUST BE FLATTENED WITH OUTLINED FONTS and saved as high-resolution PDF or JPEG files.

NATIONAL COALITION OF 100 BLACK WOMEN, INC. OAKLAND/BAY AREA CHAPTER

OUR MISSION

The Oakland-Bay Area Chapter (OBAC) is committed to providing programs that increase the participation of African-American women in economic, civic, entrepreneurial and human service areas of their respective communities through education, scholarship and collaboration.



National Coalition of 100 Black Women Inc.
Oakland/Bay Area Chapter

Serving the Bay Area Since 1995

ABOUT THE NATIONAL COALITION OF 100 BLACK WOMEN, INC.

"The Coalition of 100 Black Women" was founded in New York in 1970 by a group of dedicated women. The Coalition of 100 Black Women was chartered as a National non-profit organization in 1981 and renamed "The National Coalition of 100 Black Women" (NCBW). Today, NCBW consists of more than 7,000 members, representing 63 chapters in 24 states and the District of Columbia. The Oakland-Bay Area Chapter (OBAC) was chartered in 1995.



MENTORING

NCBW/OBAC signature program, "Positive Steps" is a mentoring program developed to support and nurture leadership in young girls, ages 12 to 17. Our members are committed to investing in the education of future leaders and proving programs which will increase the participation of women and girls in the economic, civic, entrepreneurial and human service arenas.

The program provides young women the opportunity to recognize their full potential through the introduction of educational, developmental and cultural programs. NCBW/OBAC focus is in health and wellness, careers, leadership, personal development and cultural awareness.

Participants receive graduation and matriculation awards and have an opportunity to receive a "Young Scholars Award" through the Scholarship Program. PSAT & SAT testing are provided and tutorial referral as needed. Each year our girls participate in the "Madam C.J. Walker Essay Contest" and the winner presents her essay at our annual fundraiser, the "Madam C. J. Walker Business and Community Recognition Awards Luncheon".

WOMEN'S HEALTH

Areas of focus include the following health topics impacting our community: Heart Disease, Health and Nutrition, Diabetes, Breast Cancer and HIV/AIDS.

HIV/AIDS: In 2003, the Oakland Bay Area Chapter of NCBW launched the "Sistahs Getting Real About HIV/AIDS" program by sponsoring 15 billboards throughout the Bay Area, a HIV/AIDS Symposium and various workshops in an effort to educate women in our community. Oakland Bay Area Chapter efforts have resulted in over 500 individuals being tested for HIV/AIDS and has become a model for the National Organization.

OUR INITIATIVES



SCHOLARSHIPS

NCBW/OBAC has awarded over \$360,000 dollars in scholarships and academic achievement awards to advance young scholars and mature women, who aspire to improve themselves through higher education.

Young Scholars - The "Young Scholars" are students in the Bay Area Schools who are bound for a four-year college, community college or trade school. Recipients of NCBW/OBAC's scholarships receive continued support as they complete their education at various universities and colleges. In 2012, the Andrea Jackson Scholarship was initiated increasing the number of scholarships NCBW/OBAC award each year.



WORKING WOMEN

The working women scholarships support women who delayed their educational goals and are returning to college as adults. NCBW/OBAC is committed to assisting low to moderate income families.

FINANCIAL EDUCATION

As an organization of women leaders in our communities, we have an obligation to assure that financial education is available to our sisters,

brothers and young adults. We have a responsibility to self and our communities to be financially successful and upwardly mobile. To accomplish this goal, in 2011, NCBW/OBAC collaborated with our strategic corporate partner and presented - "My Sister's Keeper" - Your Money, Make It, Save It, Invest It & Enjoy It, a financial educational forum. The 4 hour program covered topics from Money Management, Real Estate in today's Market, Savings and Investment Strategies. The 2nd "My Sister's Keeper" - Your Money, Make It, Save It, Invest It and Enjoy It forum is scheduled for October 27, 2012, and will become an annual event.

COMMUNITY SERVICE

Community Projects: NCBW/OBAC has contributed over \$197,000 dollars in community projects. NCBW/OBAC encourage active member involvement and participation in the civic process which can determine the progress and quality of life in the communities where we live and work. A partial list of the projects that NCBW/OBAC has sponsored include:

- Wardrobe for Opportunity
- Breast Cancer Advocates
- Cultural and Career Development
- Domestic Violence Prevention
- Teen Parenting Programs
- East Oakland Youth Development Center

COMMUNITY RECOGNITION

The Madam C.J. Walker Awards Luncheon, established as our primary fundraiser, in the rich tradition of Madam C.J. Walker, the first African-American female self-made millionaire and business leader. NCBW/OBAC honors four women leaders from our community for their outstanding accomplishments and enables NCBW/OBAC to raise funds in support of chapter programs including scholarships, mentoring, community projects, health and wellness. The annual luncheon attracts over 1,300 men and women from the bay area.

OUR MEMBERSHIP



GENERAL MEMBERSHIP PROFILE

Our membership is compiled of senior level professionals in a wide variety of industries and sectors including:

Industries

- Education
- Financial Services
- Health and Human Services
- Marketing and Public Relations
- Law
- Retail
- Technology

Sectors

- Corporate
- Public Service
- Professional Services
- Arts / Culture / Education



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