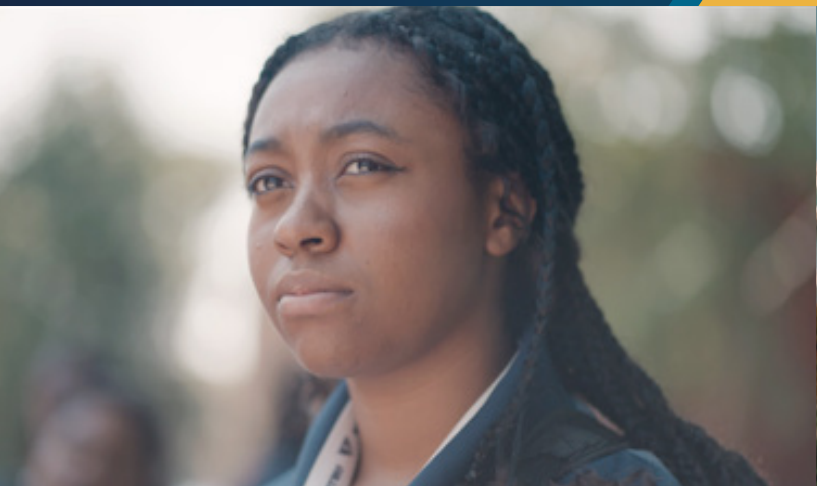




2024 SPONSORSHIP OPPORTUNITIES

Help us transform the lives of students by creating pathways to careers through leadership training, coaching, mentoring, scholarships and opportunities for paid internships.

BECOME A SPONSOR



Why Become a Sponsor?

We focus on equity

INROADS programs are designed to create educational and career success for underrepresented individuals.

More than 50 years of impact

164,000

students prepared with pre-employment skills

40,000

Internship program participants graduated into full-time positions

76%

of INROADS alumni surveyed are homeowners (v. 71.3% for white families)

96%

of alumni feel INROADS positively impacted their career

About INROADS

INROADS is a nonprofit organization with more than 50 years of history in removing systemic barriers to economic mobility for people of color. We create pathways to careers for diverse high school and college students. We position our graduates to advance in their careers, and we help employers foster diverse and inclusive workplaces.



Benefit Gala

(BLACK-TIE EVENT)

May 2, 2024 | Union Station, Washington DC | 500 Attendees

The INROADS Benefit Gala is a celebration that shines a spotlight on remarkable visionaries and trailblazing leaders. These extraordinary individuals embody the very essence of founder Frank C. Carr’s inspiring dream – a dream that envisions boundless opportunities for everyone.

	Presenting Sponsor	Diamond Sponsor	Leadership Sponsor	Transformation Sponsor	Impact Sponsor
	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000
Tickets to the Gala	2 Tables	2 Tables	1 Table	1 Table	2 Tickets
Exclusive “Presented By” Branding	✓				
Welcome message speaking opportunity	✓				
Opportunity to showcase a company commercial	✓	✓			
Logo and ad placement in sponsor loop	Prominent Placement	Prominent Placement	✓	✓	✓
Ad in digital event program	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Quarter Page Ad
Logo placement on all marketing materials	Prominent Placement	Prominent Placement	✓	✓	✓
Logo recognition on the INROADS website	✓	✓	✓	✓	✓
Name inclusion in event press releases	✓	✓	✓	✓	✓
Name listing in annual report	✓	✓	✓	✓	✓



College Links National Career Academy

June 2024 | Location TBD | 750 Attendees

National Career Academy is a conference uniting INROADS College Links scholars from across the county for career exploration and skills development. Students participate in interactive workshops, equipping them with the skills needed to succeed in college, career, and in life.

Note: Due to the generous support of our sponsors, this event is free of charge to our scholars.

	Presenting Sponsor	Diamond Sponsor	Leadership Sponsor	Transformation Sponsor	Impact Sponsor
	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000
Exclusive "Presented By" Branding	✓				
Welcome message speaking opportunity	✓				
Inclusion of a branded item in the scholar swag bag	✓	✓	✓		
Logo inclusion on event signage	✓	✓	✓	Name Only	Name Only
Inclusion in NCA press release	✓	✓	✓	✓	✓
Logo placement in all NCA marketing materials	Primary Placement	Prominent Placement	Prominent Placement	✓	✓
Logo recognition on the INROADS website	✓	✓	✓	✓	✓
Inclusion in the INROADS annual report	✓	✓	✓	✓	✓
Mission Delivery	Underwrites STEM immersion and business case competition expenses	Underwrites the Senior Salute and Banquet	Underwrites scholar lodging and travel	Underwrites scholar swag and special awards and recognition	Underwrites scholar networking activities



Breaking Barriers.
Building Futures.



National Conference

(Leadership Development Training for INROADS Interns)

July 2024 | Virtual | 1,000+ Attendees

The INROADS National Conference is a signature leadership and professional development experience exclusive to INROADS interns. During the INROADS National Conference, students experience interactive workshops and networking opportunities, and hear from corporate leaders and INROADS alumni. Students learn best practices for their career journey and practical tips on how to step up as leaders on campus and eventually in their careers.

Note: Students incur no fees to participate in training

	Presenting Sponsor	Diamond Sponsor	Leadership Sponsor	Transformation Sponsor	Impact Sponsor
	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000
Exclusive "Presented By" Branding	✓				
Welcome message speaking opportunity	✓				
Inclusion of a branded item in the scholar swag bag	✓	✓	✓		
Logo inclusion on event signage	✓	✓	✓	Name Only	Name Only
Inclusion in NCA press release	✓	✓	✓	✓	✓
Logo placement in all NCA marketing materials	Primary Placement	Prominent Placement	Prominent Placement	✓	✓
Logo recognition on the INROADS website	✓	✓	✓	✓	✓
Inclusion in the INROADS annual report	✓	✓	✓	✓	✓
Mission Delivery	Underwrites STEM immersion and business case competition expenses	Underwrites the Senior Salute and Banquet	Underwrites scholar lodging and travel	Underwrites scholar swag and special awards and recognition	Underwrites scholar networking activities

Visiones Benefit

September/October 2024 | Atlanta, GA | 150-250 Attendees

The annual Visiones Benefit brings together leaders and community influencers to celebrate the richness of Hispanic heritage while supporting life-changing internship and scholarship opportunities for Hispanic students.

The **Myrna Garcia Visiones Scholarship** awards over \$50,000 in financial support to Hispanic high school and college students for their achievements.

	Presenting Sponsor	Diamond Sponsor	Leadership Sponsor	Transformation Sponsor	Impact Sponsor	Success Sponsor
	\$150,000	\$100,000	\$50,000	\$25,000	\$10,000	\$5,000
In-Person Cocktail Reception	10 tickets (Reserved seating)	10 tickets (Reserved seating)	4 tickets	4 tickets	2 tickets	2 tickets
Exclusive 'Presented By' branding	✓					
Welcome message speaking opportunity	✓					
Logo and ad placement in sponsor loop	Prominent Placement	Prominent Placement	✓	✓	✓	✓
Ad in the event program	Full Page Ad	Full Page Ad	Half Page Ad	Half Page Ad	Quarter Page Ad	
Underwrites entertainment costs				✓		
Logo listing on all marketing materials	Prominent Placement	Prominent Placement	✓	✓	✓	✓
Logo listing and recognition on INROADS' website	✓	✓	✓	✓	✓	✓
Inclusion in promotional email blasts	✓	✓	✓	✓	✓	✓
Inclusion in event press releases	✓	✓	✓	✓	✓	✓
Listing in annual report	✓	✓	✓	✓	✓	✓



Careers Beyond The Yard Campaign

Year-Round Multi-Media Advertising

Careers Beyond The Yard multi-channel media campaign presents a compelling narrative that stokes the interests of all college students, HBCU communities, and other stakeholders. The campaign encourages students to take advantage of the benefits of the internship program offered by INROADS. The campaign is delivered through high-quality video production, print advertisements, email blasts, targeted social media, broadcast radio, podcasts, and media pitching.

	Presenting Sponsor	Diamond Sponsor	Transformation Sponsor	Impact Sponsor
	\$50,000	\$25,000	\$15,000	\$5,000
Exclusive "Presented By" Branding	✓			
Prominent logo placement on select social media promotions	✓			
Prominent logo placement on the Careers Beyond the Yard website	✓	✓		
Logo placement on the Careers Beyond the Yard website			✓	✓
Inclusion in promotional email blasts	✓	✓	✓	✓
Inclusion in promotional press releases	✓	✓	✓	✓
Listing in the INROADS annual report	✓	✓	✓	✓
Provides a scholarship for INROADS scholars	✓	✓		

Impact Series

Tri-annual | Virtual Roundtable | 250-500 Online Attendees per Event

The INROADS Impact Series brings thought leaders together to discuss and create solutions for a more equitable and inclusive work environment.

	Presenting Sponsor	Diamond Sponsor
	\$60,000	\$20,000
Exclusive "Presented By" Branding	✓	
Exclusive "Presented By" logo on social media promotions	✓	
Welcome Message Speaking Opportunity	✓	
Logo on impact series discussion slides	✓	
Logo or ad in looping presentation	Logo & Ad	Logo
Inclusion in promotional email blasts and website	✓	✓
Listing in the INROADS annual report	✓	✓



The Intelligence Magazine

Tri-annual | Each edition 500 printed + Available online | Thousands of impressions

The Intelligence Magazine is a publication designed to keep our community informed of news, events and programs at INROADS. It brings to life the impact of INROADS through editorial articles and the stories of our students and alumni.

	Presenting Sponsor	Leadership Sponsor	Impact Sponsor
	\$50,000	\$20,000	\$5,000
Exclusive "Presented By" Cover Branding	✓		
Exclusive "Presented By" logo on social media promotions	✓		
Inclusion in promotional email blasts and website	✓	✓	
Magazine ad	Two Page Spread	One Page	One Page
Listing in the INROADS annual report	✓	✓	✓



INROADS.org

BECOME A SPONSOR!

INROADS, Inc. Development Office
260 Peachtree St. NE, Suite 400
Atlanta, GA 30303

For more information,
email gifts@INROADS.org or call 770-815-8006.

INROADS is a not-for-profit 501(c)(3) charitable organization. Donations made to INROADS are tax deductible under IRC Section 170 to the extent permitted by law. INROADS, Inc.'s charitable registration is not yet complete in the following states or district: California, Washington DC, Kansas, Massachusetts, Michigan, New York. INROADS is unable to accept donations from organizations or residents of listed states or district at this time. Contributions made in these states may not be state tax deductible. Federal Tax ID number: 62-0967197.