



sponsorship packet

www.umuigbounite.com/convention



2022

Professional Networking
with a Cultural Twist

August 4th - 7th | Arlington, VA

INTRODUCTION:

a note from the founders

We are so excited to partner with each of you as UIU continues to develop. Please take some time to review the information in this packet as we work together to select the package that best fits your needs.

We look forward to working with you!

Umu Igbo Unite Corporation is a 501(c)(3) organization, a socio-cultural professional networking organization. The inspiration behind UIU's birth was to create a network to **unite** and **connect** Igbo professionals in the Diaspora, keep the **Igbo culture** and **language** alive, **bridge** the gap between Igbo's in the Diaspora and Igbo's back home and most importantly, instill a sense of **pride** to be Igbo.

Professional Networking with a Cultural Twist.

Each year, there are numerous success stories about friendships/bonds, relationships, engagements and marriages, and new businesses/career moves from attending the convention or attending a local chapter event. We are forever motivated in our efforts to unite and connect **"Umu Igbo"**.

Since its inception, UIU has grown to over 26,000 followers nationwide with 16 chapters: Atlanta, Dallas, Houston, DMV, Boston, Tristate (NY, NJ, CT), Chicago, Detroit, Los Angeles, Cincinnati, Twin Cities, Bay Area, Austin, Miami, Seattle, Nashville and still growing!



UIU at a glance



mission

Umu Igbo Unite Corporation [UIU] is a network of Igbo-Americans inspired by the power of unity in a foreign land. UIU was created to cater to the cultural, professional, and social needs of first-generation Igbo-Americans and the greater diaspora while bridging the gap between businesses and organizations locally and abroad. UIU exists to unify not only Igbo people, but also those interested in building up the greater diasporan community.

vision

Our vision is to positively impact the diaspora, Nigeria, and the continent of Africa. We do this through cultivating the next generation of rising Igbo-Americans, and building the necessary bridges and networks that will ensure the preservation and success of Igbo culture for generations to come.

UIU annual convention

The UIU annual convention is the culmination of the four pillars of UIU. The convention is a four day premier event for Igbo professionals and supporters, ages 21+, to gather to increase cultural awareness while engaging in professional and leadership development, employment, community outreach, and peer-to-peer networking. During the convention UIU bridges professionals, supporters, and businesses with each other to accomplish the work of positively impacting and building up the community. Held since 2006, the convention has grown to over 1,500 attendees yearly with individuals attending from over 15 states and 3 continents, spanning over 16 different industries. As such, the annual convention is our primary avenue for ascertaining support.



UIU at a glance

Four Pillars:

UIU accomplishes the vision of cultivating the next generation and bridging the diasporan community through four pillars: **Cultural Preservation**, **Civic Engagement**, **Connecting the Diaspora**, and **Entrepreneurship**

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. UIU hosts several cultural events throughout the year and promotes language development through **UIUIgbo Language** as language is a critical part of preserving culture.

entrepreneurship

UIU recognizes the power behind ideas in creating long-lasting change in our community. **UIUConnects** works with Igbo professionals to connect them to domestic and international opportunities and establishes programs to empower small businesses and startups. Our desire is to see more Igbo entrepreneurs and thought leaders, especially those tackling the Black community's biggest problems in the Diaspora, and problems in Nigeria.

civic engagement

As one of the leading groups in Black achievement, we have an imperative to support and drive causes that affect positive change for our local communities and the expansive Black community. Through our **UIUCares** program, UIU invests in sustainable programs that bridge and improve opportunities for Igbo communities in Nigeria and the Diaspora through wealth creation, accessibility, relief, and education.

connecting the diaspora

UIU attracts leading professionals in every industry. Whether seeking mentorship, career transition, or promotion, UIU bridges professionals and companies together to develop meaningful connections that will take their professional lives to the next level. UIU also bridges the diasporan community through annual guided tours through Igbo communities in Nigeria with **UIUTourism** to explore and experience the heart and history of Igbo culture firsthand.



ANYI NWERE MMADU: how to partner

Anyi nwere mmadu, in Igbo, means “**we have people**” and reflects the high importance that Igbo culture puts on community.

As an Igbo organization, UIU reflects that same value. We understand that as a bridge for the diasporan community, we are only held together by the chords tied to the support of the community around us. We also understand how as a bridge we can enhance the companies, individuals, and organizations we are connected with, such as yourself, and invite you to partner with us in one of three different ways.

sponsorships packages

| | diamond \$20,000 | platinum \$10,000 | gold \$5,000 | silver \$2,500 |
|---|---------------------|----------------------|-----------------|-------------------|
| Listing on national signage and media during calendar year | ✓ | | | |
| Linked logo on front page of national website | ✓ | | | |
| Access to UIU email list and post convention demographics package | ✓ | ✓ | | |
| Logo on convention step and repeat | ✓ | ✓ | ✓ | |
| Linked logo on front page of the convention website | ✓ | ✓ | ✓ | |
| Full page ad space in convention magazine | ✓ | ✓ | ✓ | ✓ |
| Name included in convention magazine | ✓ | ✓ | ✓ | ✓ |
| Social media recognition | ✓ | ✓ | ✓ | ✓ |
| Gift bag opportunity | ✓ | ✓ | ✓ | ✓ |
| Passes for full access to UIU convention | 10 | 6 | 4 | 2 |
| VIP seats at the gala night | 10 | 6 | 4 | 2 |

If you would like a customized package or activations that fit your specific brand needs, please contact us at sponsors@umuigbounite.com

vendor marketplace

| | | |
|--|--|--|
| featured vendor \$2,000 | premium \$1,000 | standard \$250 for One Day \$400 for Two Days |
| <ul style="list-style-type: none">• 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. | <ul style="list-style-type: none">• 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. | <ul style="list-style-type: none">• 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. <p><i>**Additional Vendor Marketplace passes are available for \$50/ person**</i></p> |
| friday block party \$50 with Package \$100 without Package | <ul style="list-style-type: none">• Traditional 3' x 6' clothed table and two (2) chairs. | |

a la carte and marketing sponsorships

a la carte and marketing sponsorships

| | |
|--|---------------|
| Magazine Ads | \$150-\$1,000 |
| Seminars and Workshops | \$2,000 |
| Social media marketing, including affiliate links, and newsletter features | \$200-\$450 |
| Startup Pitch Competition: | \$2,000 |
| Career Fair and Hospitality Suite: | \$1,000 |

For specific details about the a la carte packages, please visit
www.umuigbounite.com/becomeasponsor

past speakers



Stephen Ozoigbo

CEO, African
Technology
Foundation



Onyeka Onwenu

Award Winning
Singer, Actress,
Activist



Emmanuel Acho

Emmy Winner,
Best-Selling Author
& TV Personality



Chinwe Esimai

Managing Director,
Chief Anti-Bribery
Officer, Citi



Patrick Okigbo

Founder &
Principal Partner,
Nextier Advisory



Ifeoma Ike, Esq.

Founder & CEO,
Pink Cornrows



Yvonne Orji

Award Winning
Actress & Comedian



Kingsley Moghalu

Political Economist
& Ex-Presidential
Candidate 2019



Chiney Ogwumike

WNBA All-Star &
ESPN
Commentator



Sam Acho

Author, Speaker &
ESPN Analyst



Flavour N'Abania

Award Winning
Performing Artist



Chike Ukaegbu

Founder Startup52
& Ex-Presidential
Candidate 2019

previous sponsors

OF UMU IGBO UNITE

IROKCTV



UIU bridges the gap so that **we are one**

for all other inquiries

4062 Peachtree Rd NE, Ste A-317
Atlanta, GA, 30319

contact@umuigbounite.com



for sponsorship

please contact:
sponsors@umuigbounite.com

interact with UIU

www.umuigbounite.com

[@umuigbounite](https://www.instagram.com/umuigbounite)

2022
NATIONAL
CONVENTION

AUG
4th - 7th
Arlington, VA



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+) 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.

