

JUST ———
— OPPORTUNITY
SUMMIT ———

PARTNERSHIP OPPORTUNITIES

JUNE 20-21, 2019

Shirley A. Massey Executive Conference Center
Morehouse College | Atlanta, GA

HOSTED BY:





**PARTNER
PROSPECTUS**

THE SUMMIT

The inaugural **Just Opportunity Summit** is a two-day conference that brings together community, civic, and corporate partners to strategize and mobilize on how equitable inclusion and mobility strategies can help to realize a more just and competitive economy in the American South. We do this by viewing all stakeholders as assets with the potential to help realize positive market transformation.

This summit is co-hosted by the **Partnership for Southern Equity's Just Opportunity Circle**, a group of key regional economic development leaders who are working together to advance sustainable solutions for equitable economic opportunities for all in four key areas throughout the Atlanta region: distribution of public investments, wealth building, employment, and entrepreneurship.

Morehouse College, the summit venue, was specifically chosen because it is an anchor institution in metropolitan Atlanta that has historically advocated for equity and inclusion throughout the civic and corporate community in Atlanta and beyond. At the summit, additional time has been allocated to allow participants to move between sessions, allowing more time for dialogue, making new connections, and relationship building.

THE ISSUE

According to Site Selection magazine, the State of Georgia is the number one place to do business, but its capital, Atlanta, is also the number one place for income inequality, according to the Brookings Institute. There is a startling disconnect between the world of business and the everyday lives of workers, consumers and community members. Equity, the elimination of barriers to success, is the bridge between that divide. We embrace equity as the superior growth model that allows for everyone to benefit and contribute to our growing economy.

THE AUDIENCE

The summit aims to attract and convene individuals interested in economic inclusion and mobility issues, as well as community leaders in marginalized communities that have been impacted by economic inequities including:

- **Nonprofit organizations** championing equity work
- **Business leaders and professional services** looking to enhance workforce development and economic inclusion strategies
- **Community leaders** focused on increasing economic opportunity pathways while removing success barriers in their respective communities
- **Academics** who are teaching our equity leaders of tomorrow
- **Public policy professionals** and subject matter experts who consult and advise in the economic development and inclusion spaces
- **Economic development professionals** from local and state government agencies
- **Local and state elected officials** representing their respective constituencies and interested in exploring economic inclusion and mobility opportunities
- **And leaders from other equity issue areas** that are interested in learning more about where the issue areas intersect and how they impact each other in the short- and long-term

THE PARTNER SPONSORS

Equity movement support and trusted partnerships are crucial for the success of this summit. The event provides an opportune platform for community, equity, and business leaders to build strong relationships and work collaboratively as an integrated ecosystem to advance the economic equity movement and to ensure shared prosperity for all.

Each sponsor will receive the identified benefits that are part of the package or exclusive sponsorship opportunity. If you would like to discuss other sponsorship options or modify a package to meet your specific needs, please contact PSE and we will make every effort to accommodate your requests.

THE PROGRAM

The Just Opportunity Summit program features speakers, roundtables, caucuses, and relationship building opportunities. The summit opens on Thursday, June 20 at the Shirley A. Massey Executive Conference Center at Morehouse College with caucus sessions designed to convene aligned constituency groups that will provide a space for dialogue on current work and strategies being employed within their respective spaces in our state. Utilizing the Six Principles of Economic Inclusion in which the Just Opportunity Circle operates, each caucus will identify main focus points to address during the roundtable discussions and create synergy among participants of shared interests.

After a welcome from **Nathaniel Smith**, chief equity officer and founder of the Partnership for Southern Equity, and Thursday's keynote address, the day will conclude with an evening reception in the Shirley A. Massey Executive Conference Center atrium providing networking across all caucuses and attendees.

Caucus events will be hosted on the first day of the summit and will explore the following topics:

- Men and Boys of Color
- Corporate Procurement Representatives
- Public Officials and Municipalities
- Workforce Development
- Minority Entrepreneurship/ Job Creation
- Wealth Establishment and Building

Michael McAfee, president & CEO of PolicyLink, will welcome summit attendees on Friday morning, June 21, with a keynote address to set the summit's tone and purpose. Roundtable discussions followed by breakout sessions and reports from each group will result in one to two actionable items for the public to do now.

ROUNDTABLE TOPICS INCLUDE-

- Talent Pipeline
- Education and Talent Development
- Access to Capital for Entrepreneurs
- Georgia's Working Families: Policies for the People
- Affordable Housing, Financial Wellness, and Healthy Communities
- Opportunity Zones: Urban Revitalization or Urban Renewal?



NATHANIEL SMITH



MICHAEL MCAFEE

SIX PRINCIPLES OF ECONOMIC INCLUSION

PRINCIPLE 1: Economic inclusion accounts for the financial well-being of families throughout the region. This means deploying people-based strategies that build financial skills and decision-making, creating access to financial products, savings and assets, and advancing policies that protect consumers.

PRINCIPLE 2: Regional business communities and key decision makers must recognize that low-income communities and communities of color are untapped economic assets.

PRINCIPLE 3: Access to equitable and diverse educational opportunities with appropriate support systems are central components of a successful regional economic development effort.

PRINCIPLE 4: Improved workforce training and soft-skills development for low-income communities and communities of color enable these populations to more fully participate in the surrounding economy.

PRINCIPLE 5: The leadership, wisdom and innovation found in under-resourced communities must be positioned to inform and benefit from positive market outcomes.

PRINCIPLE 6: Place-based approaches for economic inclusion, enabled by authentic public-private-community partnerships, will revitalize underdeveloped areas and invigorate metropolitan economies.

CAUCUS CATEGORY	DESCRIPTION	JOC PRINCIPLE ALIGNMENT
BOYS AND MEN OF COLOR INITIATIVE	This caucus will bring together all organizations and individuals who are championing the BMOC work. We will highlight key efforts in our region, and discuss collective approaches to unified next-steps for policy advancement(s).	PRINCIPLE 2 PRINCIPLE 3 PRINCIPLE 4
CORPORATE PROCUREMENT REPRESENTATIVES	This caucus will focus on Corporations and their needs to assist in creating opportunities for jobs, training, and workforce development. There will be discussions around economic inclusion strategies already being employed, and possible strategies to maximize outcomes moving forward.	PRINCIPLE 2 PRINCIPLE 4 PRINCIPLE 5
PUBLIC OFFICIALS & MUNICIPALITIES	This caucus will bring together Local and State government officials and employees to talk about the systemic challenges faced when trying to ensure equitable inclusiveness in government work. We will also have local community leaders participating to identify opportunities to share with their communities, and to challenge/address the lack of opportunities and inherent restrictions with current government procurement processes.	PRINCIPLE 2 PRINCIPLE 6
WORKFORCE DEVELOPMENT	This caucus will focus on strategies to enhance current opportunities around skills development and job training aimed at next generation needs. Ensuring that all individuals have the ability to acquire the skills to ensure equitable sustainability and job mobility.	PRINCIPLE 3 PRINCIPLE 4
MINORITY ENTREPRENEURSHIP/ JOB CREATION	This caucus will focus on identifying the candidates, resources and opportunities to assist in creating economic opportunities and job creation in under served communities. The discussion should also help guide qualified individuals to the information necessary to ensure maximum outcome and success in today's economy.	PRINCIPLE 5 PRINCIPLE 6
WEALTH ESTABLISHMENT AND BUILDING	This caucus will focus on several areas related to finances and capital availability that impact individuals' ability to establish, maintain, and grow personal wealth. Discussion areas include wealth planning and building, financial health and asset management, and financial impact on physical health.	PRINCIPLE 1 PRINCIPLE 2

PARTNERSHIP PACKAGES- FOUR PRIMARY CATEGORIES

ENGAGEMENT SPONSOR \$2,500

SOLUTIONS SPONSOR \$5,000

OPPORTUNITY SPONSOR \$10,000

EQUITY CHAMPION SPONSOR \$15,000

SPONSOR BENEFITS	ENGAGEMENT	SOLUTIONS	OPPORTUNITY	EQUITY CHAMPION
Logo displayed at the summit on pop-up banners and main stage screen	●	●	●	●
Logo, description and link on summit landing page	●	●	●	●
Social media acknowledgement (tagging)	●	●	●	●
Logo and acknowledgement of sponsorship level in program and on website	●	●	●	●
Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen	●	●	●	●
Sponsor tickets to attend the summit	2	4	6	8
Pamphlet/swag insert in summit bag	●	●	●	●
Choice of roundtable to display marketing materials		●	●	●
Sponsor-provided advertisement in printed program		●	●	●
Invitation to join the Just Opportunity Circle			●	●
One-minute speaking opportunity before or after plenaries			●	●
Logo displayed at the summit step and repeat banner				●
One-minute sponsor video (provided by sponsor)				●
Five-minute opening presentation/ acknowledgement				●
Lunch with PSE Founder/CEqO Nathaniel Smith				●
Caucus sponsorship opportunity				●

ADDITIONAL SPONSORSHIP OPPORTUNITIES (EXCLUSIVE)	PRICE
Coffee stations (continuous breaks)	\$1,650
Breakfast	\$1,650
Lunch	\$3,300
Networking evening	\$4,620
Summit scholarships	Range
Caucus events	\$2,500

EQUITY CHAMPION SPONSOR \$15,000 OR MORE

Acknowledgement and branding opportunities

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo, description and link on summit landing page
- Social media acknowledgement (tagging)
- Logo displayed at the summit step and repeat banner
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen

Registration and networking opportunities

- Eight sponsor tickets to attend the summit
- Lunch with PSE Founder/CEqO Nathaniel Smith
- Invitation to join the Just Opportunity Circle
- Caucus sponsorship opportunity

Advertising opportunities

- Sponsor-provided advertisement in printed program
- One-minute speaking opportunity before or after plenaries
- Five-minute opening presentation/acknowledgement
- Pamphlet/swag insert in summit bag
- Choice of roundtable to display marketing materials
- One-minute sponsor video (provided by sponsor)

OPPORTUNITY SPONSOR \$10,000

Acknowledgement and branding opportunities

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo, description and link on summit landing page
- Social media acknowledgement (tagging)
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen

Registration and networking opportunities

- Six sponsor tickets to attend the summit
- Invitation to join the Just Opportunity Circle

Advertising opportunities

- One-minute speaking opportunity before or after plenaries
- Choice of roundtable to display marketing materials
- Sponsor-provided advertisement in printed program
- Pamphlet/swag insert in summit bag
- Choice of roundtable to display marketing materials

SOLUTIONS SPONSOR \$5,000

Acknowledgement and branding opportunities

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo, description and link on summit landing page
- Social media acknowledgement (tagging)
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen

Registration and networking opportunities

- Four sponsor tickets to attend the summit

Advertising opportunities

- Sponsor-provided advertisement in printed program
- Pamphlet/swag insert in summit bag
- Choice of roundtable to display marketing materials

ENGAGEMENT SPONSOR

\$2,500

Acknowledgement and branding opportunities

- Logo displayed at the summit on pop-up banners and main stage screen
- Logo, description and link on summit landing page
- Social media acknowledgement (tagging)
- Logo and acknowledgement of sponsorship level in program and on website
- Identified as sponsor and acknowledgment of sponsor level on holding slides on main stage screen

Registration and networking opportunities

- Two sponsor tickets to attend the summit

Advertising opportunities

- Pamphlet/swag insert in summit bag

ADDITIONAL SPONSORSHIP OPPORTUNITIES (EXCLUSIVE)	DETAILS	PRICE
Coffee stations (continuous breaks)	Logo or company name on program and on website as “Conversation Starter Sponsor” at coffee stations	\$1,650
Breakfast	Logo or company name on program and on website as “Breakfast Sponsor” and projected on screen.	\$1,650
Lunch	Logo or company name on program and on website “Lunch Sponsor” and projected on screen.	\$3,300
Networking evening	Logo or company name on program and on website as “Dialogue Sponsor” by event and projected on screen.	\$4,620
Summit scholarships	Logo or company name on program and on website as “Scholarships Sponsor.”	Range
Caucus events	Logo or company name on program and on website as (Name) Caucus Sponsor and projected on screen.	\$2,500

SECURING YOUR SPONSORSHIP:

To acknowledge your interest in sponsoring the Just Opportunity Summit, please fill out the Expression of Interest form at <http://bit.ly/JOS2019Sponsor>. You may also reach out by phone (770-335-4080) or email (sponsorship@psequity.org), and we will send you the form. After form has been received, we will reach out to you to schedule a conversation to discuss the sponsorship opportunity further.

PAYMENT DETAILS:

- All signed contracts must be returned by mail or email to sponsorship@psequity.org. Sponsorship is not confirmed until Sponsor Agreement has been filled out and signed by PSE representative
- An invoice will be issued once sponsorship has been confirmed
- Full payment is required ten days prior to summit

FOR MORE INFORMATION CONTACT:

Michelle Long

Partnership for Southern Equity

sponsorship@psequity.org

(770) 335-4080

NEXT STEPS AND TIMELINE

February 15 to May 20

Sponsors submit Expression of Interest form

February 15 to May 20

Sponsorship partners confirmed

February 15 to May 31

Submit communications needs (advertisements, logos, links, etc.)

March 1

Registration opens

June 20 & 21

Just Opportunity Summit

July 2019

Summit debrief message, feedback survey and meeting

JUST OPPORTUNITY CIRCLE MEMBERSHIP

100 Black Men of Atlanta

Gateway Center

Serving Communities LLC

Aha! Strategy

Georgia Budget and Policy Institute

Southeast Mortgage

Atlanta Black Chambers

Georgia Tech

The Annie E. Casey Foundation

Atlanta Wealth Building Initiative

Grove Park Foundation

The Center for Working Families, Inc.

City of Atlanta Mayor's Office of
Sustainability

Invest Atlanta

The Guild

City of Atlanta Women's

Entrepreneurship Initiative

Kendeda Fund

Trestle Bridge

Civic Dinners

Kendrick Advisory & Advocacy Group

Centers for Disease Control

Collective Wisdom Group

Oakwood Development

United Way of Greater Atlanta

Decide DeKalb

Partnership for Southern Equity

Urban League of Greater Atlanta

DeKalb Chamber of Commerce

Prosperity Now

Village Micro Fund

District 2 Councilman Chief of Staff

Rainbow PUSH Coalition

Waddell & Reed Financial Advisors

Douglas County Development

Authority

Saving Our Sons & Sisters

WorkSource Metro Atlanta

eDea LLC

Select Fulton

YWCA Atlanta

Fulton County

JUST OPPORTUNITY SUMMIT PLANNING TEAM MEMBERS

Dar'Shun Kendrick (*Co-Chair*) – *Chief Business Diversity Strategist*, Kendrick Advisory and Advocacy Group

Calvin Vismale (*Co-Chair*) – *Founder*, Emerging Economic Equity (3E) Empire

Kim Anderson – *Senior Consultant*, Atlanta Wealth Building Initiative

Chris Burke – *Director of Community Relations*, Georgia Institute of Technology

Philip Gibson – *Consultant*, Partnership for Southern Equity

Robert Hahn, Ph.D., M.P.H – *Coordinating Scientist*, Centers for Disease Control and Prevention (CDC)

Nancy Flake Johnson – *President/CEO*, Urban League of Greater Atlanta

Michelle Long – *PSE Consultant*, NP Voice

Dwayne Patterson – *VP of Strategy and Engagement*, Partnership for Southern Equity

Nathaniel Smith – *CEqO/Founder*, Partnership for Southern Equity

Joy Wilkins – *Principal*, Serving Communities

ABOUT THE PARTNERSHIP FOR SOUTHERN EQUITY

The Partnership for Southern Equity (PSE) is an Atlanta-based 501(c)(3) nonprofit that advances policies and institutional actions that promote racial equity and shared prosperity for all in the growth of metropolitan Atlanta and the American South through an ecosystem-based model for multi-demographic engagement.

PARTNERSHIP FOR SOUTHERN EQUITY

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www.psequity.org

The background features large, stylized, light-orange letters 'J', 'O', and 'S' in a sans-serif font. The 'J' is in the top left, the 'O' is in the middle right, and the 'S' is in the bottom left. The text 'JUST OPPORTUNITY SUMMIT' is centered in white, with horizontal lines extending from the words 'JUST' and 'SUMMIT' to the right.

**JUST —
— OPPORTUNITY
SUMMIT —**

WWW.PSEQUITY.ORG