

THE EMMA BOWEN FOUNDATION 2016 SUMMER CONFERENCE



CHANGING THE FACE OF MEDIA

June 20-25, 2016



THE EMMA BOWEN FOUNDATION 2016 SUMMER CONFERENCE

200 talented young people of color

THE EMMA BOWEN FOUNDATION SUMMER CONFERENCE AT A GLANCE

Each year, over 200 diverse college students and young media professionals gather together at the Emma Bowen Foundation Summer Conference to take their first steps towards a career in the media and technology industries. The Conference connects these future media leaders and influencers with top industry executives in broadcast television, cable, public relations, sales, and technology.



Conference sponsors have the opportunity to influence the next generation of tastemakers – a group that understands media and wants to shape the future of storytelling.

Sponsors also show their commitment to a more diverse media industry by supporting the growth and development of young people of color.

Sponsors will be acknowledged throughout the conference and in press materials, be given a VIP booth at our Career Fair, and be able to include promotional materials about their organization in the Conference Bag given to all attendees.

"Being in a conference environment, being around professionals, connecting with mentors – all those things molded me into a professional. I feel very confident going out into the workforce and I can credit that directly to the Emma Bowen Foundation."

46 leading media & technology companies



THE EMMA BOWEN FOUNDATION 2016 SUMMER CONFERENCE

4 days of learning, networking, and
planning for the future

THE EMMA BOWEN FOUNDATION SUMMER CONFERENCE AT A GLANCE

**TUES
JUNE 21**

THE LINK MENTORING PROGRAM

A small group of Emma Bowen Fellows are matched with mentors chosen from industry leaders and EBF alumni. Together, they work in small groups to explore career paths, learn how to bring their authentic selves to the workplace, and begin mentoring relationships that can help them throughout their careers. The day concludes with the *Link Mixer*, which provides an opportunity for additional networking.

**WEDS
JUNE 22**

SPOTLIGHT: THE INNOVATION OF MEDIA

Our Innovation of Media day will highlight the technology that's key to the future of the industry with a *Tech Talk* and *Tech Reception*. We will also celebrate and showcase our alumni with an *Alumni Conference* that showcases their work and accomplishments and culminates in an *Alumni Panel* to inspire our current Fellows and launch the main conference.

**THURS
JUNE 23**

SPOTLIGHT: THE CONTENT OF MEDIA

Our Content of Media day focuses on Storytelling. We will honor our own story by celebrating the EBF founders and honoring our highest-achieving Fellows at the *Hall of Fame Breakfast*, hear about the future of the newsroom from Rick Jefferson, Director of Production, CBS News, and host a *CEO Circle* conversation between Jack Abernethy, CEO of Fox Television Stations, and Gail Christopher, Senior Advisor at WK Kellogg Foundation.

**FRI
JUNE 24**

SPOTLIGHT: THE BUSINESS OF MEDIA

Our Business of Media day will spotlight the work and accomplishments of one of our lead sponsor companies in a half-day *Company Confidential* that allows them to engage with future employees and leaders. This day will also feature our annual *Career Fair* for rising seniors and recent graduates, *Table Talks* for younger Fellows to get career advice and a *Closing Party* to celebrate the end of conference.

1 incredible opportunity to reach
tomorrow's leaders



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SPONSORSHIP OPPORTUNITIES

Sponsors will be named in all conference materials, including press releases, given a VIP Booth at our career fair to meet and interview specially selected Emma Bowen Fellows and Alumni, and have the option to include promotional materials in our Conference Bag, in addition to the specific benefits listed below.

PRESENTING SPONSOR

\$75,000

Benefits include named Sponsorship of the Business of Media Day; company and senior executives featured in programming throughout the day; 2 Premium tables at the Hall of Fame Breakfast; and acknowledgement from the podium at all events.

PLATINUM SPONSOR

\$50,000

Benefits include named Sponsorship of the Content of Media Day, Innovation of Media Day, the Career Fair, the Closing Night Party, or the Conference Bag; and 2 Premium tables at the Hall of Fame Breakfast.

GOLD SPONSOR

\$25,000

Benefits include named Sponsorship of the Senior Gift, Conference Video and Photography, or Table Decorations at Hall of Fame Breakfast; and 1 Premium table at the Hall of Fame Breakfast.

SILVER SPONSOR

\$15,000

Benefits include 1 Preferred table at the Hall of Fame Breakfast.

BRONZE SPONSOR

\$10,000

Benefits include 1 Standard table at the Hall of Fame Breakfast.