



**5<sup>TH</sup> Annual**  
**NAAHP Conference**

**SEPTEMBER 29 - OCTOBER 1, 2016**

WASHINGTON, DC | HOWARD UNIVERSITY  
ARMOUR J. BLACKBURN UNIVERSITY CENTER

**SPONSORSHIP OPPORTUNITIES**

**Connect with the Haitian-American Market  
Three Days to reach 500+ attendees**



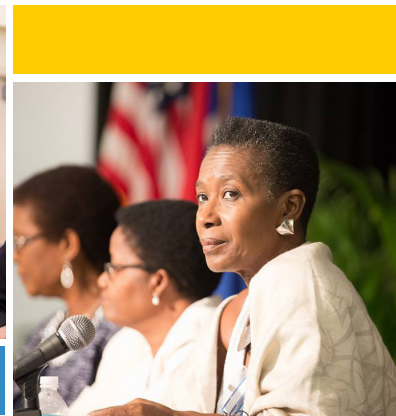
U.S. Ambassador to  
South Africa  
Patrick Gaspard



U.S. Congresswoman  
Frederica Wilson (FL)



Attorney General of the  
District of Columbia  
Karl Racine



Ambassador Danielle  
Saint-Lot



**NATIONAL ALLIANCE FOR THE  
ADVANCEMENT of  
HAITIAN PROFESSIONALS**

## A Letter from the President

Dear Friend,

Don't miss this opportunity to connect with one of the most vibrant groups in the American marketplace. The National Alliance for the Advancement of Haitian Professionals (NAAHP), a 501(c) (3) non-profit organization, is having its 5th Annual Conference and Gala. There are lots of opportunities for brand integration and product promotion.

The Haitian Diaspora is a dynamic community. Over 1 million Haitian-Americans reside in the United States. Additionally, there is a large college educated millennial population. This key demographic is primarily made up of middle class families and senior level professionals. A majority of these Americans hold undergraduate and graduate degrees in STEM fields. They are typically high earners and estimated to send about \$2 billion back to Haiti annually. Geographically, this important consumer base is concentrated in the North East (NY, MA, NJ, CT), Midwest (IL, MI), and South (FL, GA, NC).

We are pleased to offer this unique opportunity for you to position your brand to this thriving market. NAAHP is focused on connecting a global community of peers to foster transformative relationships and advance philanthropy and social entrepreneurship.

Join us in the nation's Capital!

Sincerely,



Serge Renaud  
**President**



# LEVELS OF SPONSORSHIP

## Signature Package for All Levels:

- Mention on all digital platforms
- Recognition in Conference booklet and selected collateral and signage
- Two tickets to Conference
- Co-branding on step + repeat

## **\$55,555 Official Conference/Gala 5th Anniversary Sponsor & Host Institution** *(Limited to one)*

- Front table at Awards Gala
- Exclusive recognition as official Awards Gala host & speaking opportunity
- Exclusive sponsor of two VIP and invite-only receptions
- Exclusive sponsor of special Washington event
- Exclusive recognition on 5th Anniversary souvenir
- Exclusive recognition on Conference tote with Title Sponsor below
- Signature Package

## **\$30,000 Title Sponsor**

- Exclusive 'Title Host' of both Keynote Luncheons
- Exclusive sponsor of an invite-only reception
- Front table at Awards Gala
- Exclusive recognition on Conference tote with official 5th Anniversary Sponsor above
- Signature Package

## **\$15,000 Gold Sponsor**

- 'Signature Host' of three panels
- Table at Awards Gala
- Exhibit space - One 96" x 30" display area
- Full page ad in Conference booklet and Awards Gala Program
- Signature Package

## **\$10,000 Silver Sponsor**

- Two tickets to Award Gala
- Exclusive 'Title Host' of all plenary sessions
- Exhibit Space - One 72" x 30" display area
- Full page ad in Conference booklet and Awards Gala program
- Signature Package

## **\$5,000 Bronze Sponsor**

- Two tickets to Award Gala
- Signature Package only

## A LA CARTE

1. Table at Awards Gala - \$5,555 or \$10,000
2. Advertising in Conference booklet and Awards Gala program
  - Full Page, \$1,000
  - Half Page, \$555
  - Quarter Page, \$250
3. Exhibitor Space
  - \$1,500 - 72" x 30" display area
  - \$2,000 - 96" x 30" display area



“What the NAAHP has developed is a visionary platform where the Haitian diaspora from all over the world can gather, share, debate, collaborate, and partner. Each year builds on the previous, resulting in an annual forum that is both forward-looking and catalytic.” - Past attendee.

### Opportunity



Attract skilled and diverse professionals and leaders



Introduce and promote products and services



Increase brand awareness with new consumers



Business-to-business engagement

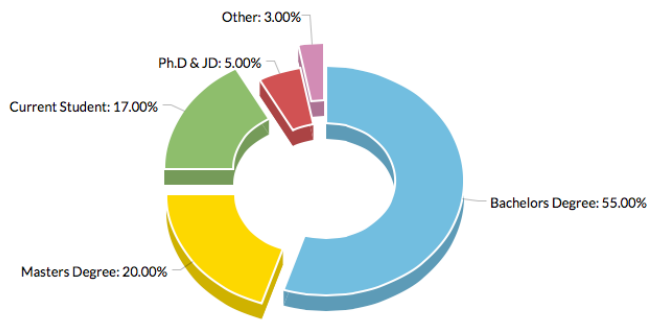
### Past keynotes, speakers and panelists

- Congresswoman Frederica Wilson
- Attorney General of the District of Columbia Karl Racine
- U.S. Ambassador to South Africa Patrick Gaspard
- Ambassador Kenneth Merten, U.S. Department of State, Haiti Special Coordinator
- Ambassador Bocchit Edmond, Permanent Representative of Haiti to the Organization of American States (OAS)
- Ambassador Danielle Saint-Lot - Ambassador at Large of the Republic of Haiti for Women's Empowerment
- Nadine Leslie, president of SUEZ North America Environmental Services

# Membership Breakdown

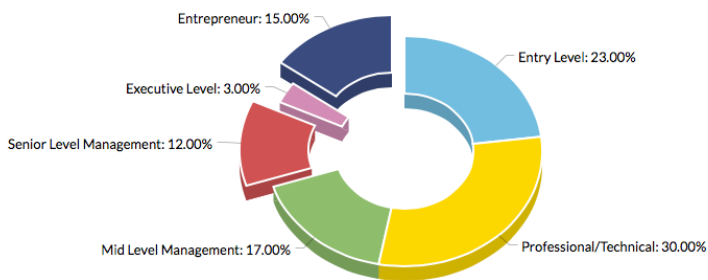
## Breakdown of NAAHP demographics in the Professional Sphere:

### EDUCATION



- 55% Bachelors Degree
- 20% Masters Degree
- 17% Current Student
- 5% Ph.D & JD
- 3% Other

### SENIORITY



- 23% Entry Level
- 30% Professional/Technical
- 17% Mid Level Management
- 12% Senior Level Management
- 3% Executive Level
- 15% Entrepreneur



## About NAAHP

Founded in 2011, the National Alliance for the Advancement of Haitian Professionals (NAAHP) – Formerly known as the National Association of Haitian Professionals (NAHP) – is a 501(c)3 non-profit organization established by diverse group of forward-thinking industry experts, youth leaders, faculty, public and nonprofit sector professionals from Haiti and its global diaspora. NAAHP is focused on connecting a global community of peers with career advancement resources as well as fostering transformative relationships between NAAHP members and committed stakeholders to rebuild Haiti through philanthropy and social entrepreneurship.

## CORE VALUES

**Support** NAAHP members with professional advancement opportunities to help them develop mutually beneficial partnerships and diversify their chosen field of study through mentoring programs, networking events, educational workshops and career placement services.

**Empower** students by providing competitive scholarships to students focused on strategies to promote civic engagement and economic empowerment for Haiti and its global diaspora.

**Engage** NAAHP members and stakeholders in Haiti’s ongoing social and economic development efforts by creating transformative partnerships that match passion, skills and expertise with demand through advocacy, catalytic philanthropy and social entrepreneurship opportunities.





**JOIN US THIS FALL!**

**Support the Largest Gathering of the Haitian Diaspora in the U.S. Capital**

**2016 Theme: Haiti's Diaspora Goes to Washington: Leveraging the Diaspora's Political & Economic Power for the Good of The Homeland.**

**For immediate assistance, please contact us:**

[sponsorship@naahpusa.org](mailto:sponsorship@naahpusa.org)

Tel: 877.627.6247

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