



NATIONAL ALLIANCE FOR THE
ADVANCEMENT
of
HAITIAN PROFESSIONALS

9TH ANNUAL NAAHP CONFERENCE SPONSORSHIP OPPORTUNITIES

December 1-3, 2022

University of Massachusetts
The Boston Campus Center Building

**Empowered to thrive! Charting the Way to a
New Height in the Haitian Diaspora.**

A 3-day conference welcoming 500+ attendees
and reaching over 25,000 professionals.

A LETTER FROM THE PRESIDENT

Welcome!

The 9th Annual National Alliance for the Advancement of Haitian Professionals (NAAHP) Conference is returning to the greater Boston area. We look forward to having you join us as we explore this year's theme — taking place from December 1st - 3rd at the UMass Boston Campus Center, located at 100 William T. Morrissey Blvd, Boston, MA 02.

The last ten years have demonstrated the value of bringing together professionals from various industries together to discuss the prospects and potential of the Diaspora's growth, and we look forward to continuing to contribute to these important conversations. The 2022 theme will touch on many timely issues including best practices in leadership, technology, entrepreneurship, innovation, professional development, economic growth, diversity and inclusion and the role of Diaspora and millennials in shaping the future workforce in the US, Haiti and abroad.

Our goal for this year's conference is to examine the potential opportunities facing the Diaspora as innovation and civic engagement become increasingly central to economic development, professional development, and policy making. This year's conference will provide a lively space to consider the ways in which innovative and transformative ideas can be successfully leveraged to positively shape the future of Haiti, the Haitian Diaspora, and their professional narrative.

With gratitude,

Serge Renaud
NAAHP President

ABOUT NAAHP

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



VISION

The NAAHP is a global organization that pursues the integration of Haitian Professionals everywhere through our annual conference, events, global membership platform and our leaders for tomorrow program.

MISSION

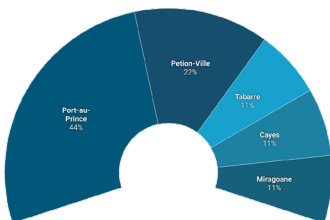
The NAAHP aspires to connect, empower, and mobilize Haitian Professionals for the advancement our community.

- We believe in Excellence
- We believe in raising the bar
- We believe in the future

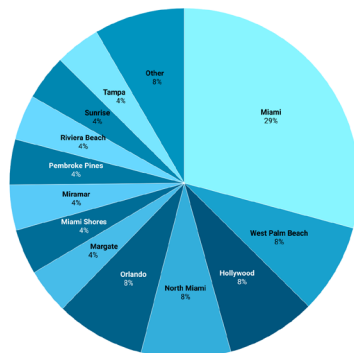
MEMBERSHIP & SUPPORTER DEMOGRAPHICS

The NAAHP is thrilled to be able to serve over 350 paying members annually, in addition to the 500+ conference attendees and over 25,000 professionals we reach via our social media, website, and newsletter platforms. Members and supporters come from varying backgrounds and are kept engaged with the NAAHP via year-round programming.

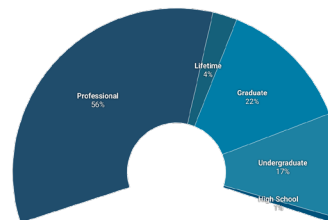
2020 Haitian Membership Geographics



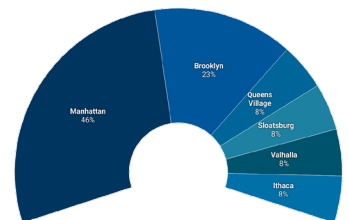
2020 NAAHP Florida Membership Geographics



2020 NAAHP Membership Levels



2020 NAAHP New York Membership Geographics



ABOUT THE NAAHP CONFERENCE

The NAAHP Annual Conference is the largest event of the year organized by the National Alliance for the Advancement of Haitian Professionals and is a pivotal moment where Haitian professionals and students in the US, Haiti and abroad gather to network and learn of best practices and emerging trends in leadership, technology, professional development, entrepreneurship, economic development, environmental sustainability, diversity and inclusion and more within the global workforce.

Previous conferences have been hosted on college campuses and universities that have large or growing populations of Haitian-Americans, including **New York University, Columbia University, Harvard University, Florida International University (FIU), and Howard University.**

PAST KEYNOTES AND PANELISTS



Karine Jean-Pierre
White House Press Secretary



Jean Baden Dubois
Governor of the Bank of the Republic of Haiti



Guerline M. Joseph
Founder of Haitian Bridge Alliance | Arthur C. Helton Human Rights Award Recipient



Beverly Malbranche
CEO & Founder of Carribrew



Jeffrey R. Gardere, Ph.D.,
America's Psychologist
Clinical Psychologist | Author



J. Nadine Gracia, MD, MSCE
Executive Vice President and Chief Operating Officer with Trust for America's Health (Former Deputy Assistant Secretary for Minority Health and Director of the Office of Minority Health at the U.S. Department of Health and Human Services (HHS))



Nedgine Paul Deroly
Co-Founder & CEO, Anseye Pou Ayiti | 2018 Obama Foundation Fellow



Frederica Wilson
U.S. Representative for Florida's 24th Congressional District



Christine Souffrant Ntim
Co-Founder of Global Startup Ecosystem | Host of the Haiti Tech Summit & Ghana Tech Summit

Other Past keynotes, speakers and panelists:

- U.S. Ambassador to South Africa, Patrick Gaspard
- Ambassador Kenneth Merten, U.S. Department of State, Haiti Special Coordinator
- Ambassador Paul Altidor, Ambassador of Haiti to Washington DC
- 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
- Raju Jan Singh, Sector Leader and Lead Economist - Haiti, The World Bank



THE NAAHP CONFERENCE AND YOU

We invite you to consider sponsoring the 8th Annual NAAHP Conference taking place in Boston, MA. All sponsors will benefit from exposure to over 500 in-person attendees and 25,000+ individuals across our social media networks and newsletter, in addition to the benefits outlined below.

	SPONSORSHIP PACKAGES				
	Premiere	Platinum	Diamond	Gold	Silver
Investment	\$25,000	\$20,000	\$10,000	\$5,000	\$2,500
Event Sponsor	Title Sponsors for luncheons/ Networking	Luncheons (1 sponsor to be featured daily)	Networking Receptions (1 sponsor to be featured daily)	n/a	n/a
# Available	1	3	5	Unlimited	Unlimited
Full conference passes	10	8	3	2	2
Digital Conference program	Full Page	Full Page	1/2 Page	1/2 Page	1/4 Page
Hyperlinked logo on the conference website	Yes	Yes	Yes	Yes	Yes
Sponsored company email blast to NAAHP 25K member list	Yes	Yes	n/a	n/a	n/a
Complimentary conference attendee mailing list	Yes	Yes	n/a	n/a	n/a
Video Advertising	30 Second Spot (web, and conference rotation)	15 Second Spot (web and conference rotation)	n/a	n/a	n/a
	1 on 1 pre-recorded interview shared 4x per month for 1 year on NAAHP's social media	1 on 1 pre-recorded interview, shared 2x per month for 1 year on NAAHP's social media	1 on 1 pre-recorded interview shared 1x per month for 6 months on NAAHP's social	n/a	n/a
Media	3 Sponsor specific virtual info session	2 Sponsor specific virtual info session	1 Sponsor specific virtual info session	n/a	n/a
Email mention with hyperlinked logo	Yes	Yes	Yes	Yes	Yes
Exhibitor booth(s)	Premium Placement	Premium Placement	Premium Placement	Yes	Yes
Marketing collateral placement in conference goodie bag (350 - 500 pieces)	Yes	Yes	Yes	Yes	Yes
10% Conference registration discount for company employees	Yes	Yes	Yes	Yes	Yes

SECURE YOUR EXHIBIT BOOTH SPACE:

Connect with the Haitian professional diaspora market and showcase your products/services; generate lucrative, highly targeted business leads and strengthen your brand to this growing and impactful demographic. Fee is only valid for 2 staffers, 3 days.

\$1,000 | Corporate/Government

\$750 | Not-for-Profit

YOUR RETURN ON INVESTMENT

The NAAHP is always looking for ways to match partners with top talent from the global diaspora community. The value proposition we offer at NAAHP includes:

TALENT

- Access to our membership - a pool of top global talent from all major professional fields – for recruitment efforts
- Brand yourself as an employer-of-choice among Diaspora professionals
- Reinforce your reputation as a corporate diversity leader

MARKETING

- Marketing visibility through increased brand awareness at NAAHP professional programs and events
- Increase brand awareness and engagement among Diaspora professionals
- Introduce your organization's products and services to Diaspora professionals
- Develop and create new business-to-business relationships with Diaspora-owned businesses both in the U.S. and Haiti



SNAPSHOT OF PAST PARTNERS

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SANT LA

HAITIAN LAWYERS ASSOCIATION

AMCHAM HAITI

HAITIAN HERITAGE MUSEUM

GRAHN-USA

SCIMETRIKA

OFF THE GROUND SOLUTIONS LLC

RUNNER TECHNOLOGIES

CHOKARELLA

HAITIAN BUSINESSES

FLORIDA INTERNATIONAL UNIVERSITY (FIU)

LITTLE HAITI CULTURAL COMPLEX

GEORGIA HAITIAN AMERICAN CHAMBER OF COMMERCE INC

HAITIAN RENEWAL ALLIANCE

CITY OF MIAMI-DADE FLORIDA

JDT FOUNDATION

ISLAND TV

THE HAITIAN TIMES

NEW YORK UNIVERSITY CENTER FOR LATIN AMERICAN & CARIBBEAN STUDIES

LAKOL MAGAZINE



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