

OUR  
**S P O N S O R  
P A C K E T**

PROFESSIONAL  
DEVELOPMENT  
ORGANIZATION

KELLEY SCHOOL OF  
BUSINESS

EMPOWERING  
STUDENTS

PROVIDED BY

**BLACK IN  
BUSINESS**

*TOGETHER WE SUCCEED*

# MISSION AND VISION



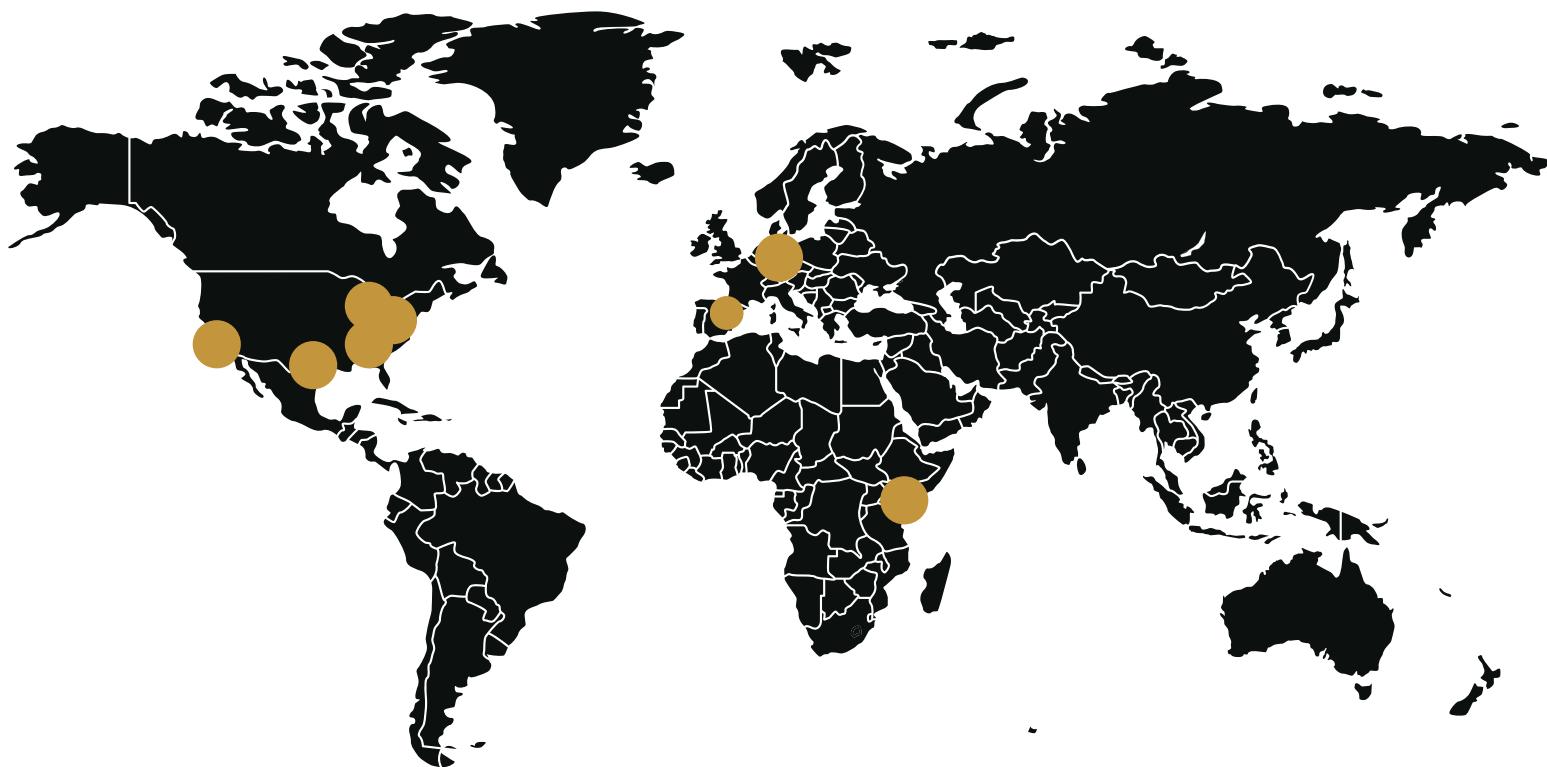
Our mission is to foster a supportive community that empowers Black business students to achieve high academic performance, develop leadership skills, and seize professional growth opportunities.

"Black in Business is unique by definition. There has never been an organization as willing to break down the traditional structure and expectations it has associated with itself and perceived by others. In addition to the organization's willingness to adapt in order to grow, a key principle and probably the core pillar paramount to the organization is arete. Beyond that our true goal is simply to help everyone on the planet live to become the best version of themselves and actualize their potential, we do not have to be that agent of change just a domino on the line, but we do that first by facilitating our members to actualize themselves and inspire their peers to do the same, and we hope that effect goes out into the rest of the world. Also, we have a very unique founding, and our key principles of Eudaimonia (self-actualization), and Booker T. Washington's the talented tenth, are something not seen often in organizations at any level." - Carter Smith, Co-President and Founder

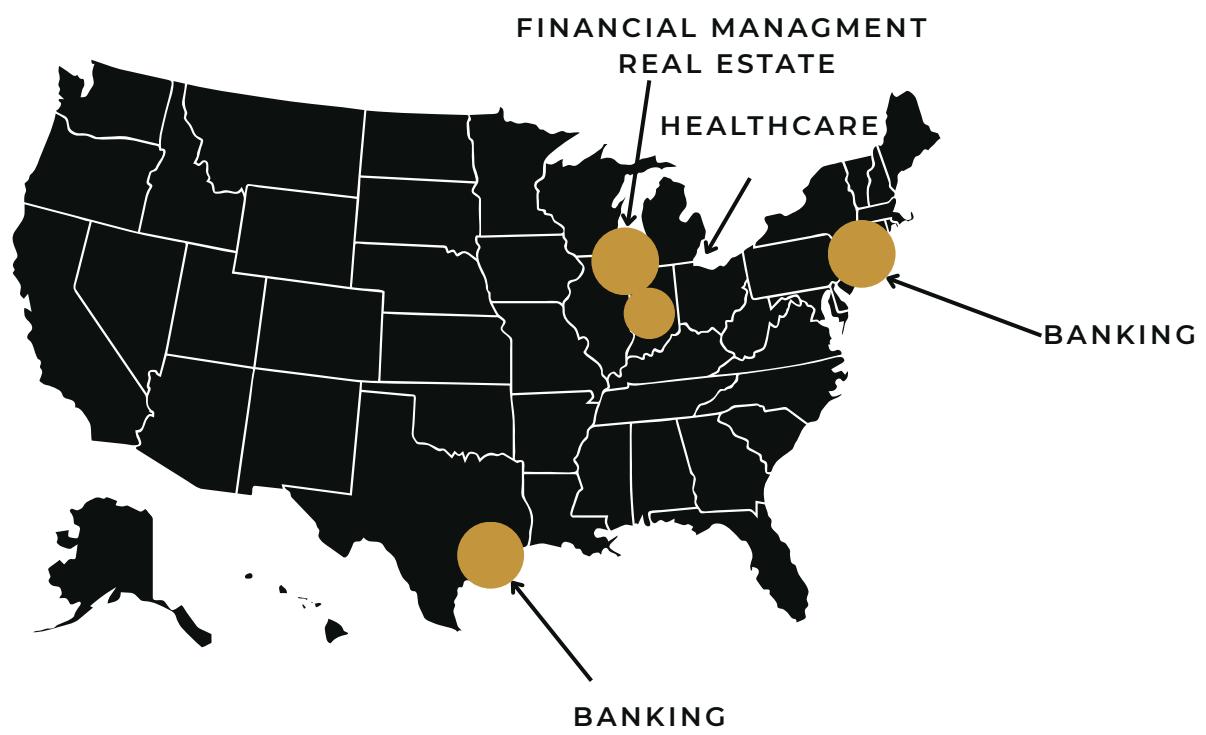
"I see BIB as the embodiment of what I once searched for as a freshman, a community that inspires, uplifts, and propels each member forward. We are dedicated not only to learning from one another and establishing a network of professional support, but also to fostering a respected and enduring legacy that ensures every aspiring Black business leader at Kelley has access to representation, resources, and a genuine sense of community." - Jaeden Smith, Co-President and Founder

# DEMOGRAPHICS OF COMMUNITY

## WHERE WE ARE FROM

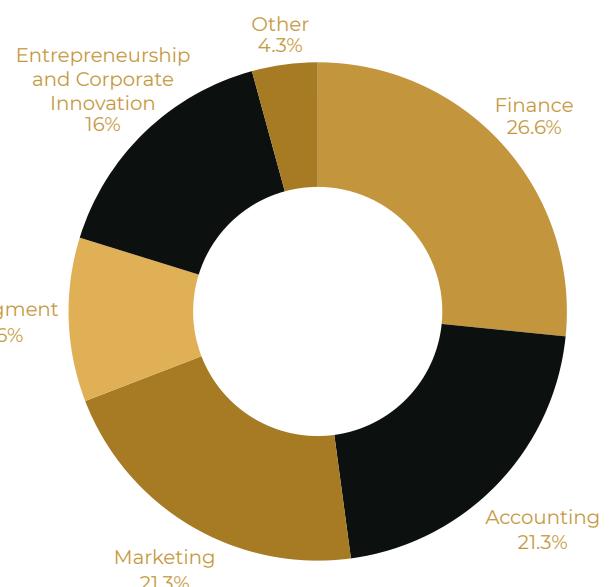
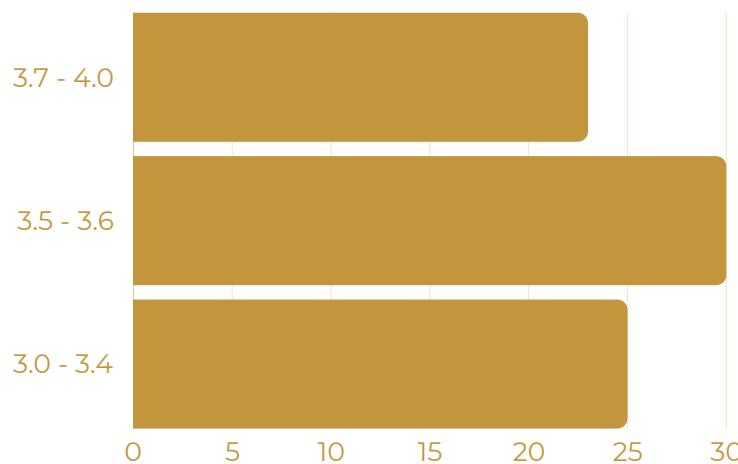


## WHERE OUR JUNIORS AND SENIORS ARE GOING

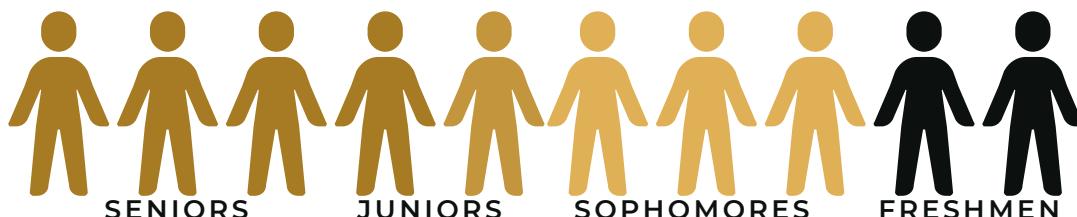
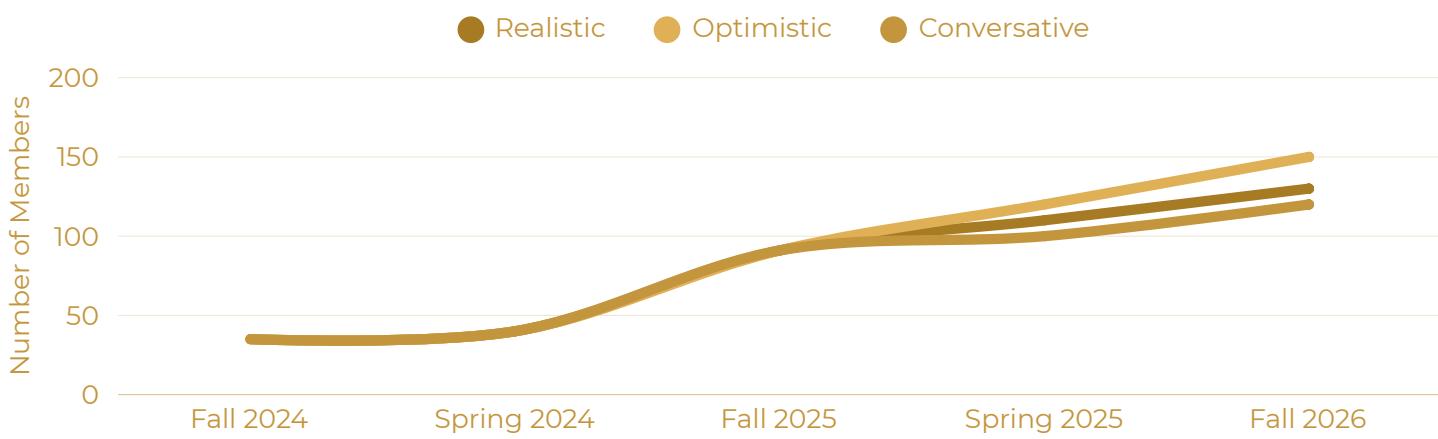


# DEMOGRAPHICS OF COMMUNITY

## ACADEMIC PERFORMANCE AND MAJORS



## MEMBER GROWTH AND GRADES



# PARTNERSHIP AND SPONSORSHIP OPPORTUNITIES

## One Year contract (Bronze Tier-500\$):

### Benefits:

- **Basic Brand visibility**
- **Up to 10 Social media tags and mentioning**
- **Opportunity to provide promotional materials at one event**

## Two Year contract (Silver Tier-1500\$):

### Benefits:

- **Enhanced brand visibility on limited promotional material**
- **Priority placement in club communications**
- **Two years of social media campaigns and event mentions up to 20**
- **Opportunity to host a sponsored event or workshop**

### Fund Usage:

The provided human and financial capital will be used to invest in program development, recruiting advisory, and brand activation. Sponsorship funds will be allocated to enhance and expand core club initiatives, including member engagement programs, educational workshops, and community outreach activities. Furthermore, these resources will support the club's operational infrastructure, such as technology upgrades, facility improvements, and compliance with industry standards, ensuring a high-quality experience for all stakeholders. Lastly the funds will be invested in sponsorship activation assets, including branded events, marketing campaigns, and digital content, maximizing sponsor visibility and audience engagement.

## Gold agreement (Minium 3 year-3000\$+):

### Benefits:

- **Premium brand placement on all promotional material**
- **Dedicated press releases and feature articles with unlimited mentions/tags**
- **Speaking opportunities at major club events**
- **Custom co-branded campaigns and long-term partnership planning**
- **First right of renewal and exclusivity in sponsor's industry**

# MEANING FOR MEMBERS AND SUMMARY

BIB STANDS OUT FOR ITS UNWAVERING COMMITMENT TO CULTIVATING A SUPPORTIVE COMMUNITY WHERE MEMBERS ARE INSPIRED TO LEAD, DEVELOP PROFESSIONALLY, AND ACHIEVE THEIR HIGHEST POTENTIAL. FOR PARTNERS AND SPONSORS, SUPPORTING BIB MEANS PARTNERING WITH A FORWARD-THINKING ORGANIZATION THAT IS SHAPING THE NEXT GENERATION OF BUSINESS LEADERS AND CREATING LASTING VALUE FOR THE ENTIRE COMMUNITY.

"BLACK IN BUSINESS CREATES A SPACE WHERE BLACK STUDENTS CAN CONNECT, THRIVE, AND FEEL SEEN. BIB IS THE CULTIVATION OF CULTURE, COMMUNITY, AND PROFESSIONALISM. LASTLY, BIB CARES. LEADERSHIP AND MEMBERS OF BIB TRULY CARE ABOUT HAVING A POSITIVE IMPACT ON ONE ANOTHER AND THE COMMUNITY AROUND THEM"

"BIB IS UNIQUE IN MY EYES BECAUSE IT IS OPEN TO INDIVIDUALS OTHER THAN THOSE IN THE KELLEY SCHOOL. THIS ALLOWS MORE VARYING PERSPECTIVES TO BE SHARED TO FURTHER OUR COMMON GOAL OF FURTHERING BLACK EXCELLENCE IN BUSINESS SPACES. ADDITIONALLY, THE MEMBERS ARE DRIVEN AND COMMITTED TO SUPPORTING EACH OTHER'S NEEDS."

"BIB IS NOT JUST A SUPPORTIVE COMMUNITY FOR BUSINESS ORIENTED STUDENTS, BUT IT IS THE PLACE WHERE KELLEY STUDENTS CAN LEARN, GROW, AND BUILD A NETWORK. THROUGH CONNECTIONS AND PARTNERSHIPS, BIB WANTS TO MAKE THE PROFESSIONAL PATH FOR STUDENTS MORE ACCESSIBLE AND SIMPLER. BIB'S UNIQUE BRAND CONSISTS OF MOTIVATED STUDENTS AND A COMMUNITY THAT WANTS TO GROW SUSTAINABLE."

