



**INNOVATE.
ILLUMINATE.
EMPOWER.**

EMMA WEEK

DAY 1: 6/25 - Virtual

DAY 2: 6/26 - In-person

DAY 3: 6/27 - In-person

**SPONSORSHIP
PACKET**

2024

EBF
EMMA BOWEN FOUNDATION

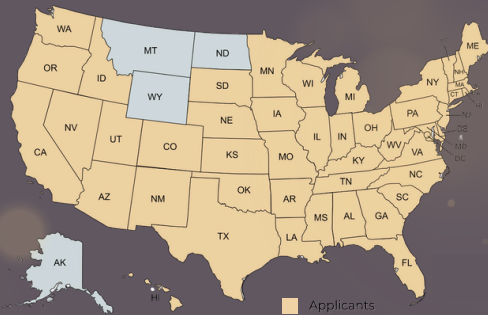
OUR MISSION

The Emma Bowen Foundation (EBF) is dedicated to fostering diversity within the media, entertainment, and technology industries, spanning all levels and roles. For 35 years, we've been bridging the gap between talented students and seasoned professionals of color, facilitating connections with leading companies, and championing equitable practices in recruitment, retention, and career advancement.

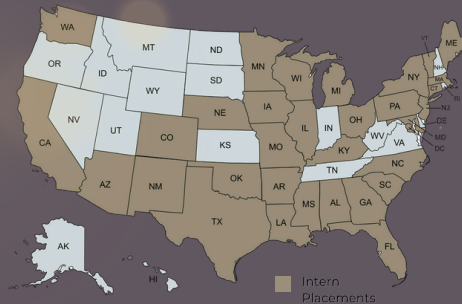
OUR REACH

EBF has a nationwide footprint, with applicants consistently representing nearly all 50 states and Washington, D.C. EBF fellows intern in nearly half of all states from coast to coast.

2023 Applicants



2023 Intern Placements



WHO WE SUPPORT

EBF identifies top students and empowers them to launch their careers in the media industry through our Fellowship Program. Each student gains valuable experience by interning at one of EBF's 60+ esteemed industry partners. They also benefit from continuous professional and leadership development opportunities, as well as networking opportunities with prominent media, entertainment, and technology professionals

OUR 60+ MEMBER COMPANIES REPRESENT ALL ASPECTS OF THE MEDIA ECOSYSTEM.



WARNER BROS. DISCOVERY

Forbes

HEARST
television



TESTIMONIALS



COREY THOMPSON

EBF '23

Summer News Intern
Internship Host: WVTM-TV

I can confidently say with the help of EBF I am prepared for the news industry. Hearst Television has also been a great company to intern for. They care about your goals and want to see you accomplish them. EBF is a family to me. I know I can call on them to help me navigate through the business and have honest conversations. I am thankful to EBF for accepting me and letting me be a part of a remarkable organization. I recommend anyone looking for a professional foundation that supports students of color to apply.



International Partnership & Content Strategy Intern
Internship Host: Paramount

I had an amazing time at Paramount and really contributed to meaningfully devising marketing strategies and communication of theatrical releases happening across international markets. My team was small, which allowed me to take ownership of a lot of work and gave me lots of opportunities to interact and work with my manager and colleagues on the team. The Emerging Talent Team at Paramount hosted lots of in-person intern events that allowed all the interns across different teams and brands at Paramount to network and connect with each other. I was also assigned a buddy mentor throughout my internship that I could check in with and seek advice from. There was a lot of support, mentorship, and commitment to bridging community, which made my summer at Paramount an absolute blast.



KRISTINA YANG

EBF '25



Associate Producer, New York Public Radio
Internship Host: Wisconsin Public Radio

I had a phenomenal internship experience in public radio thanks to the EBF. Each summer, I learned something new and exciting. I also had the opportunity to participate in the summer conference to network with other students who were doing the same thing I was. EBF provided me with an opportunity that helped launch my professional career after college; not only did I gain all the necessary skills to work as a radio producer, but I also gained important connections. I would have never guessed that I would have remained in public radio for the last eight years.

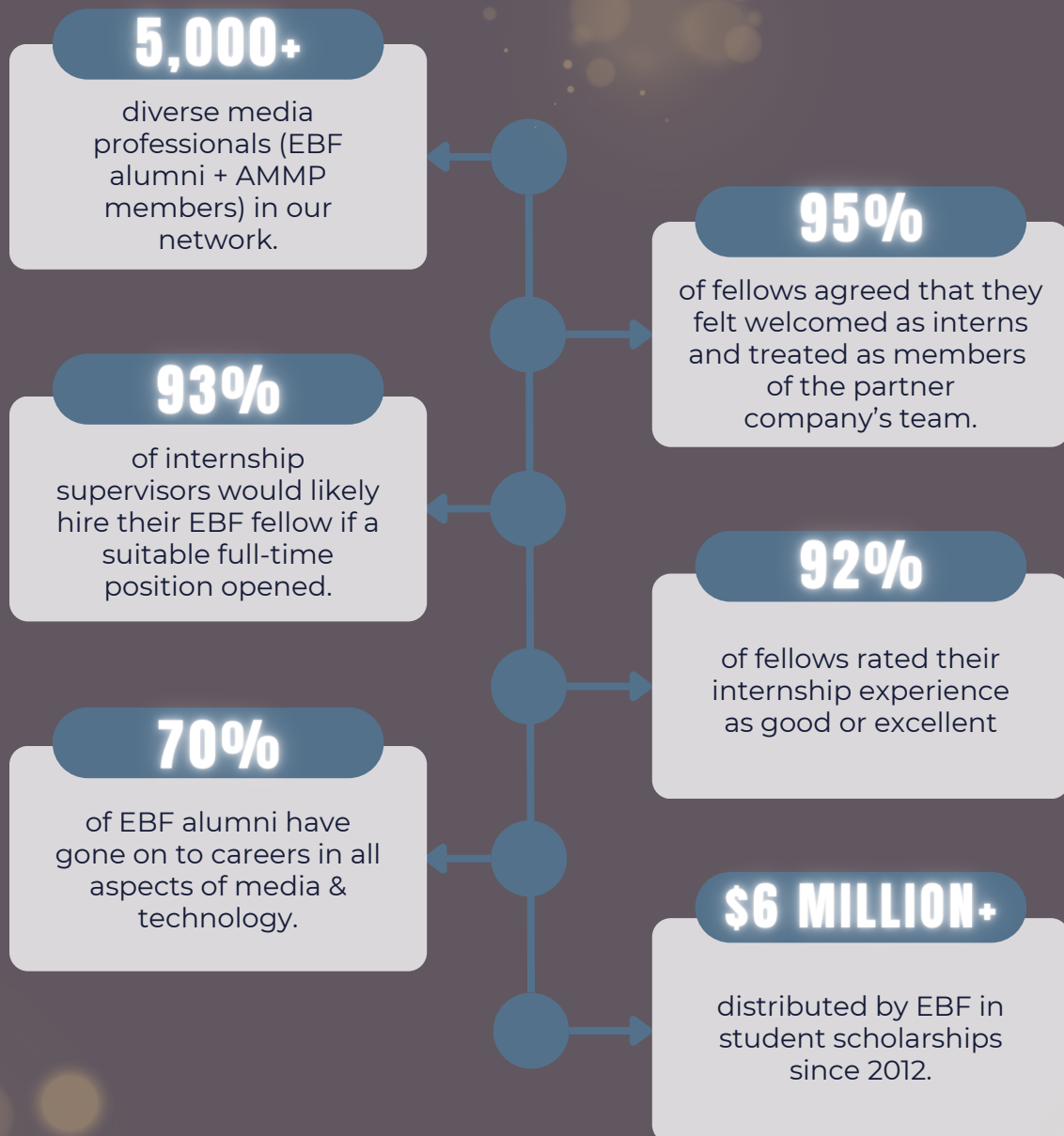


MALIK ANDERSON

EBF '16

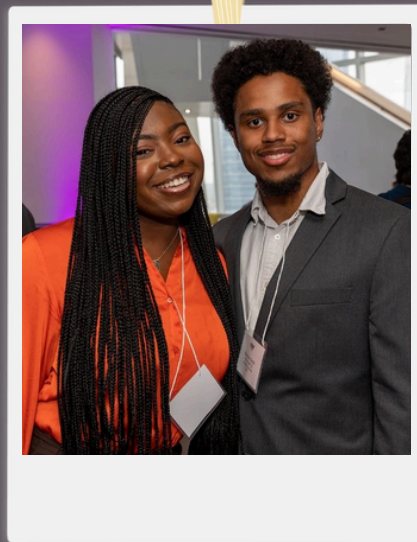
OUR IMPACT BY THE NUMBERS

The inspiration extends beyond our current students to our alumni, who become valued members of a lifelong community comprised of diverse media, entertainment, and tech talent. They gain premier networking access to our esteemed corporate partners through our All Multicultural Media Professionals (AMMP) Network, along with ongoing professional support and networking opportunities within our expanded community of alumni and friends.



EMMA WEEK AT A GLANCE

Emma Week connects students with EBF's partner companies and showcases our talent community, including interns, alumni, and AMMP Network members. The conference kicks off virtually on June 25 with engaging sessions and panels along with our annual career fair. The fun continues with in-person programming and networking events in New York, culminating in an awards ceremony and reception at Warner Bros. Discovery headquarters on June 27.

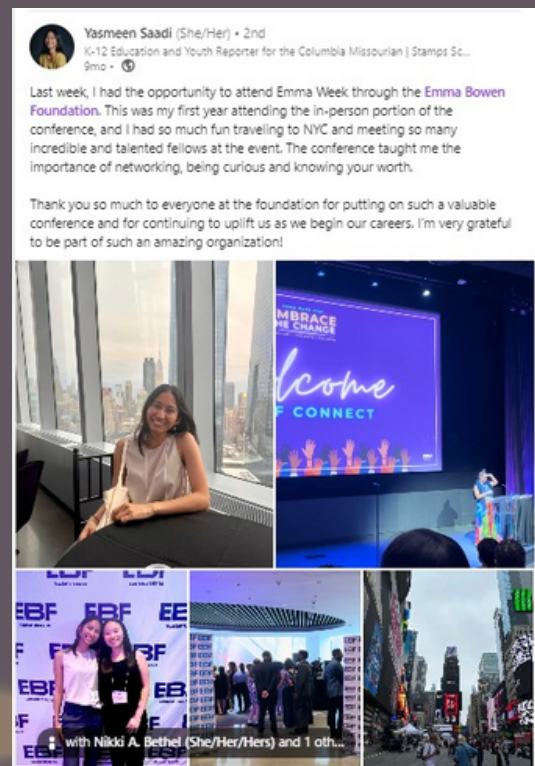
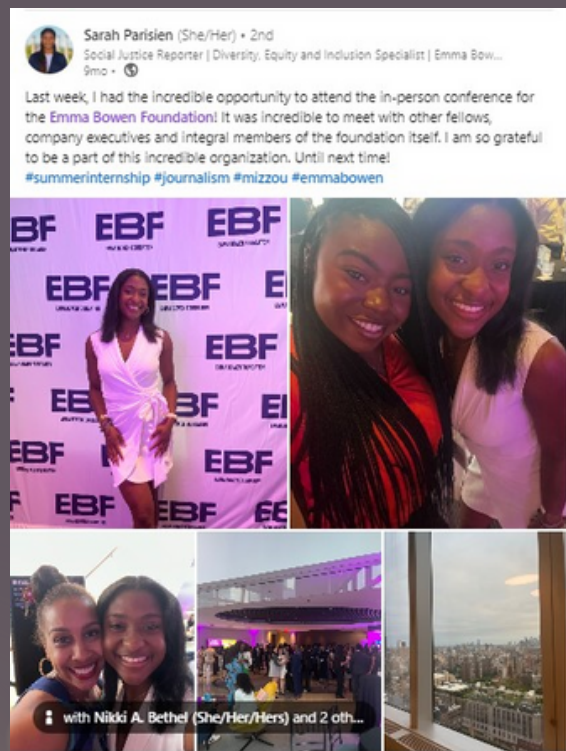


EMMA WEEK FEATURES:

1. **Mainstage Events:** Watch engaging panel discussions, keynote speeches, online concerts, and interactive Q&A sessions.
2. **Breakout Sessions:** Dive deeper into topics with mini-discussions, professional demonstrations, and collaborative group lessons.
3. **EBF Connect Opportunities:** Connect with talented EBF students and alumni, fostering valuable connections and collaborations.
4. **Career Fair:** Meet and interview promising EBF talent for your company's job openings, providing opportunities for talent acquisition.

EMMA WEEK 2023 IMPACT AND STATS

Last year's Emma Week included engaging virtual programming and an in-person reception. The event included two days of panel discussions, presentations, and a career fair hosted on the Hopin' platform. Students, alums, and partners also came together for an in-person networking reception at the Warner Bros. Discovery headquarters in New York.



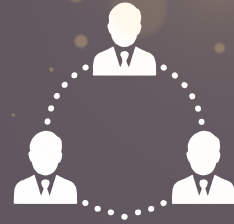
EMMA WEEK 2023: BY THE NUMBERS



174 FELLOWS



263 NETWORKING CONNECTIONS



39 PARTNER & COMPANY REPS



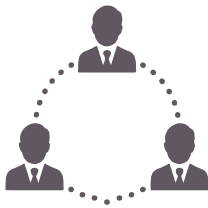
15+ CONFERENCE SPEAKERS



8+ HOURS AVERAGE TIME SPENT



CAREER FAIR RECAP



24 PARTNER COMPANY REPS



17 COMPANIES REPRESENTED



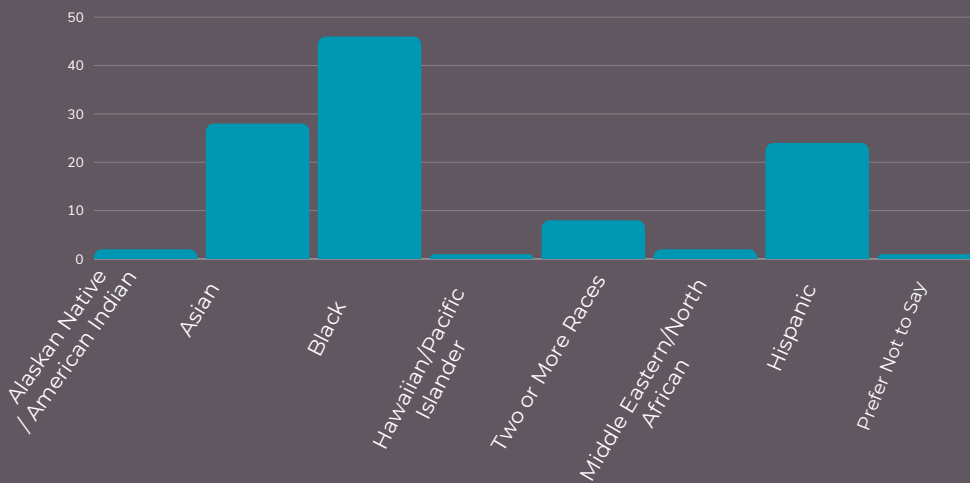
174 STUDENT ATTENDEES

OUR STUDENT COMMUNITY

Tap into the opportunity to engage with our annual cohort of 250 fellows and active participants in year-round events. EBF interns represent high-potential college students aspiring to careers across diverse aspect of the media ecosystem, including marketing, journalism, and data science, driven by a passion for excellence.

2023 INTERNS AT A GLANCE

RACE & ETHNICITY



EBF CAREER TRACK FOR FELLOWS



BUSINESS

23%



CONTENT

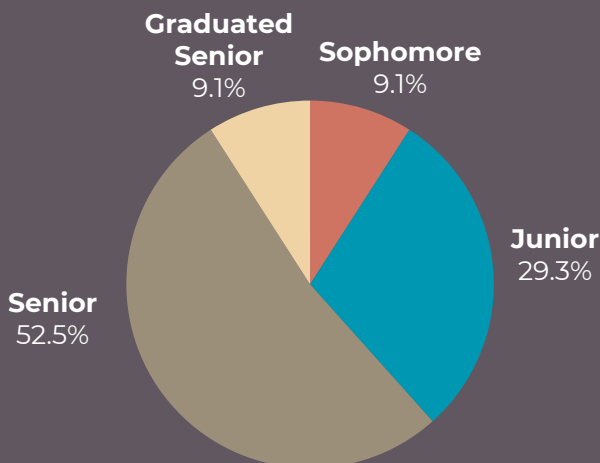
70%



INNOVATION

7%

RISING COLLEGE YEAR FOR FELLOWS



ATTENDEE SNAPSHOT

EBF has a nationwide footprint, with applicants consistently representing nearly all 50 states and Washington, D.C. EBF fellows intern in more than half of all states from coast to coast.



ALUMNI

EBF alumni attendees are successful media professionals who want to give back and continue to network with like-minded professionals.

PROFESSIONALS

Top-tier executives and rising professionals, primarily at EBF partner companies who have a passion and desire to give back and teach the next generation.

WHAT ARE OUR ATTENDEES SAYING?



CEASAR VAZQUEZ

EBF '24

Talent Relations, Events & Awards Intern
Internship Host: Warner Bros. Discovery

I was very surprised to learn how many high-status EBF alumni are out there. They have such a grand influence within the media & entertainment industry. Listening to their background and personal experiences inspired me to work hard because it is possible to achieve major success. EBF is truly dedicated to its mission of providing opportunities to minorities like me. I feel like part of a family that wants to see me succeed and encourages me to lend a helping hand when I move up in the world. I just want to say thank you so much to the EBF team. You help us in our efforts to make our dreams a reality.



KAYLA MCCULLOUGH

Production Assistant, A+E Networks
Internship Host: Lifetime

The EBF conference experience is one like no other. At the conference, you are introduced to an uplifting community of mentors and peers who are determined, hardworking, motivating, and compassionate. Leaving the conference, you will feel better equipped to be your best self in your personal and professional roles and have a new network of people whom you can turn to and who can turn to you. I loved the “From EBF to Primetime” panel. It was my favorite part of the conference, the alumni were super helpful, and engaging, and I loved Gio’s stories and video about his mishaps on air and contrast to where he is now.



CHANEL PULIDO

EBF '23

Ad Sales Assistant, Hallmark Media
Internship Host: Warner Bros. Discovery

I appreciated hearing candid conversations between Nikki and Ali’s panel on topics such as sponsorship, mentorship, dealing with disrespectful people in the workplace, building a “board of directors,” and imposter syndrome. They presented new ways of thinking about networking that I had never really thought of before and helped me understand how to navigate situations that I have never encountered and/or would not know how to approach. I also appreciated the variety of topics. EBF has shown that they genuinely support and care about me and my professional development. It’s a great community to have because everyone is so supportive of each other and is always looking out for other people’s success. Also, everyone on the board is so friendly and knowledgeable and has taught me so many things that I would not have known or that I would have had to learn the hard way if it weren’t for EBF.

SPONSORSHIP INSIGHTS AND PERKS

EBF's Emma Week offers chances to engage with emerging talent and foster the growth of ambitious college students aspiring for careers in the media industry. Collaborating with our talented professionals provides your brand or organization with the opportunity to:

- Enhance brand visibility.
- Educate and meet the next generation of diverse talent.
- Demonstrate your company's commitment to diversity to the industry at large.
- Boost traffic to digital platforms.



SPONSORSHIP OVERVIEW AND BENEFITS

Take advantage of our numerous ways to tell your brand's story to our audience!

SOCIAL MEDIA PAGES



6,148 Followers;
156k Impressions



3,107 Followers;
2.9K accounts
reached

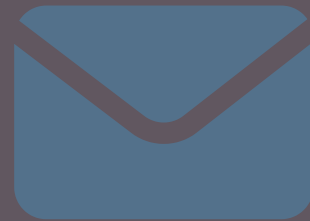


1,431 Followers;
25K Impressions



1,624 Followers;
1.5K likes

OUR EMAIL LIST



37,800+ total contacts
(including 5,700+ current
college students and 5,200+
diverse professionals from
alums of EBF's fellowship
program and members of the
AMMP Network.)

2023 CONFERENCE SPONSORS



WARNER BROS.
DISCOVERY

HEARST
television

FOX

2024 PACKAGES

BENEFITS	PRESENTING \$50,000	PLATINUM \$35,000	GOLD \$25,000	SILVER \$15,000	BRONZE \$7,5000
Recognition at named sponsorship level	✓	✓	✓	✓	✓
Ability to provide promo materials	✓	✓	✓	✓	✓
VIP booth at career fair to meet and interview Emma Bowen fellows	✓	✓	✓	✓	✓
Logo on select email send-outs	✓	✓	✓	✓	✓
Digital Event Bag Opportunity	✓	✓	✓	✓	
Market testing opportunity (ability to target specific student segments such as students interning in the innovation of media, etc.)	✓	✓			
Company promotional video spot opportunities	✓	✓			
Promotion through EBF social media channels and conference application	✓	✓	✓	✓	
2 Company Specific E-Blasts	✓				
Company executive speaking opportunity	✓				
Multiple promotions on EBF social media channels and conference platform	✓	✓			
Named sponsor of student orientation				✓	
Named sponsor of select wellness or entertainment break			✓		
Recognition at EBF Cocktail Event	✓	✓			

*Each packet can be customized to meet your company's goal

Each sponsorship level can be customized to fit your company's goals!
 Questions? Book a time to talk [here](#)
 Or contact Ayia Gospodinova, Vice President of Business Development,
ayia.gospodinova@nbcuni.com.

SPONSORSHIP OPPORTUNITIES

Maximize the influence of your sponsorship. We're committed to guiding you through the process, ensuring you establish enduring, impactful relationships with our attendees. Take your pick from a package or select from various customizable options listed below. We offer avenues to showcase your company's brand across multiple channels, such as:

- Utilizing your video content to inform students about your company and available opportunities. We'll assist in identifying the most effective content to resonate with our audience.
- Providing speaking opportunities for your executives and senior staff members. We offer support in planning, panel moderation, and developing talking points.

SOCIAL MEDIA PROMOTIONS: \$2,000

Amplify your brand's visibility during our conference and increase website traffic through social media promotion.

TAILORED EMAIL OUTREACH: \$2,500

Inform attendees about your participation at the conference and guide them on how to connect with you. Reach out directly to the specific demographics you aim to engage with.

WEAR AND SHARE: \$3,000

Get social traction with branded swag! Attendees receive your company's cool gear and share it online for a chance to win prizes. Boost your brand's buzz!

INSTAGRAM TAKEOVER: \$4,000

Take the reins on Instagram for a Day. Showcase a 'day in the life' of one of your employees or introduce a new product your company is launching.

CUTTING-EDGE MARKET TESTING OPPORTUNITY: \$3,000

Immerse yourself in the vibrant atmosphere of Emma Week, where nearly 200 students of color come together each summer, poised to shape the future of trends. Seize the chance to test your latest products or elevate your company's employer brand amidst this dynamic gathering. Gather real-time feedback and invaluable data from our diverse audience, including targeted segments like your company's interns and college juniors. Get ready to ignite innovation and set trends ablaze!



SPONSORSHIP OPPORTUNITIES

CAREER FAIR: \$1,000

The career fair is a great way to connect and network with 100+ students and young professionals in the media and tech industries. Companies connect directly with students and professionals for recruitment through the Hopin' Platform. Career fair participation is included in EBF membership for partner companies.

THE EMMA AWARDS: \$5,000

Get ready for an electrifying celebration of excellence at EBF's highly anticipated Emma Awards! We shine a spotlight on remarkable fellows who have not only excelled in their respective fields but have also ignited a bold and inspiring vision for the future. Join us as we applaud their extraordinary achievements and fuel the spirit of innovation!

- **Emma for Storytelling** is presented to a student whose writing embodies creativity and passion.
- **Emma for Leadership in Volunteerism** is awarded to a student who demonstrates initiative and excellence in their volunteer efforts.
- **Emma for Innovation** is awarded to a student who leverages innovative business ideas to positively impact the world.
- **Emma Rising Star** is awarded to a returning EBF student who embodies a commitment to community, unity, and making a positive impact through their endeavors. This student exemplifies the very essence of the Emma Bowen spirit.



YEAR-ROUND OPPORTUNITIES

Sponsorship extends beyond our annual conference! Amplify your visibility with these exciting new avenues to connect with the EBF community throughout the year.

EMBOLDENED PODCAST

Powered by EBF alumni, our podcast gives listeners exclusive access to media, entertainment, tech trailblazers, and influential decision-makers. Check out all 3 seasons of the podcast [here](#).

Sponsorship opportunities include season sponsorship and options ranging from acknowledgments to sponsored segments, and speaking opportunities.

IN-PERSON AND VIRTUAL EVENTS

Connect with EBF applicants, students, alumni, and AMMP through existing or customized events tailored to your company's goals. Opportunities include targeted recruitment sessions, corporate volunteer initiatives, educational programs, and more.

