



Preview '11

"A Red Carpet Affair"


5 Years of Connecting & Celebrating Young Professionals

SPONSORSHIP PACKET






ANNUAL LEGISLATIVE CONFERENCE



The Congressional Black Caucus Foundation (The Foundation) is hosting their 41st Annual Legislative Conference (ALC) September 21-24, 2011. The ALC is the premier conference on public policy issues affecting African Americans. The ALC provides a platform for 43 African American Members of Congress to highlight their progress in advancing legislative policy and for their constituents to share their most critical policy concerns.

EMERGING LEADERS SERIES

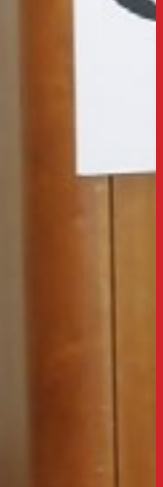


Each year, during ALC, the Foundation hosts forums and events specifically designed for Emerging Leaders—college students and young professionals. For the past five years IMPACT has produced PREVIEW to ensure that Emerging Leaders have opportunities to establish and reaffirm connections with individuals and organization that can assist them being positive change agents professionally and philanthropically.

JEFF JOHNSON

A BRIEF HISTORY OF THE RED CARPET AFFAIR 2006 - 2011

5 Years of Connecting & Celebrating Young Professionals



This year Preview: A Red Carpet Affair celebrates five years of connecting and honoring young professionals of color. PREVIEW provides guests with an intimate and elegant venue to interact with Members of the Congress and other notable, national leaders. Since its inception in 2006, PREVIEW has been a tremendous success. In 2010, PREVIEW was attended by hundreds of guests, principally community

leaders and young professionals from all over the world. Guests have included candidates seeking public office, senior executives in the private sector, young professionals from the non-profit community, members of the Young Elected Officials Network and the Congressional Black Caucus Foundation Emerging Leaders program.

IMPACT DIRECTORS



JOE D. BRIGGS, ESQ., DIRECTOR OF OPERATIONS

Joe D. Briggs is a former Texas Christian University football player born and raised in Dundee, Florida. After completing a master's degree at Florida A&M University, he obtained a juris doctorate at the Florida State University College of Law. Briggs served as a United States Senate Legal Fellow during the summer of 2006 and currently serves as the Public Policy Counsel of the NFL Players Association.

DAVID J. JOHNS, DIRECTOR OF DEVELOPMENT

David J. Johns was born and raised in Los Angeles, California and is a graduate of Columbia University. He currently serves as a Senior Education Policy Advisor to the United States Senate Committee on Health, Education, Labor and Pensions. His commitment to eliminating barriers for low income and minority populations began while teaching elementary school in New York City. While teaching, David simultaneously completed a master's degree in Sociology and Education Policy from Teachers College, Columbia University.



ANGELA T. RYE, ESQ. DIRECTOR OF STRATEGIC PARTNERSHIPS

Angela Rye was born and raised in Seattle, Washington. She learned the importance of community advocacy through her family's political and community activism. Upon graduating from Seattle University School of Law, Angela advocated for Historically Black Colleges and Universities as the Coordinator of Advocacy and Legislative Affairs at the National Association for Equal Opportunities. Angela currently serves as the Executive Director and General Counsel for the Congressional Black Caucus.

MICHIEL PERRY, DEPUTY DIRECTOR OF STUDENT ENGAGEMENT

Michiel Perry currently works in Public Policy and Government Affairs at Google, Inc. Michiel came to IMPACT as an intern shortly after working at the Department of State, focusing on International Internet Privacy, Social Media and Cyber Security. Ms. Perry has also interned at the House of Representatives Energy and Commerce Committee and the Department of Transportation. Ms. Perry is a graduate of Howard University, where she majored in Political Science and minored in Economics.



2011 HONORARY CO-CHAIRS



MS. YVETTE CLARKE



MR. EMANUEL CLEAVER



MR. ANDRÉ CARSON



MR. GREGORY MEEKS



MR. G.K. BUTTERFIELD

PREVIEW 2011

IMPACT LEADER OF THE YEAR AWARDS

Quarterly IMPACT publishes the IMPACT Your World Newsletter. The Newsletter features an IMPACT Leader of the Month — a young professional making significant contributions professionally and philanthropically.

In the month leading up to PREVIEW, individuals are encouraged to vote for the IMPACT Leader of the Month who most embodies IMPACT's three core principles (civic engagement, political involvement, and economic empowerment) as demonstrated through their professional accomplishments and community engagement. IMPACT recognizes the IMPACT Leader of the Month who has earned the most votes by presenting him or her with the IMPACT Leader of the Year Award at PREVIEW.

For more information about this year's change agents, click on the IMPACT Leaders tab at www.impact-dc.com.

IMPACT DIRECTOR JOE BRIGSS



PREVIEW provides IMPACT with an opportunity to recognize and celebrate IMPACT leaders, young elected officials and other young professionals of color.

PREVIEW WILL:

- Celebrate the 2011 IMPACT Leaders and Award the IMPACT Leader of the Year
- Provide networking opportunities with Members of Congress, other elected officials and notable and national leaders
- Strategically connect young professionals from myriad industries
- Recognize key initiatives championed by young professionals
- Feature live jazz, an art gallery, and other unforgettable entertainment



THE VENUE

The Ronald Reagan Building and International Trade Center is a landmark building in Washington, DC. On the night of Thursday September 22, 2011 the Ronald Reagan Building and International Trade Center will be home to PREVIEW: A Red Carpet Affair.

The Ronald Reagan Building and International Trade Center
1300 Pennsylvania Avenue, N.W.
Washington, D.C. 20004

ABOUT IMPACT

IMPACT is a 501(c)(3), nonprofit organization, founded by a group of young professionals to foster civic engagement, to increase knowledge in the political and legislative processes, and to enhance economic empowerment opportunities for other young professionals ages 21 to 40.

IMPACT's three core principles:

CIVIC ENGAGEMENT

POLITICAL INVOLVEMENT

ECONOMIC EMPOWERMENT

IMPACT is governed in all its activities by three core principles: civic engagement, political involvement and economic empowerment. Focusing on ECONOMIC EMPOWERMENT provides unique opportunities for IMPACT leaders to accumulate and preserve wealth while imparting the skills and experiences needed to enable others to do the same. CIVIC ENGAGEMENT activities identify and enable IMPACT leaders to utilize resources to ensure the preservation and advancement of our communities. Through POLITICAL INVOLVEMENT, IMPACT facilitates and supports the engagement of our peers in politics, policy development and advocacy. By connecting young leaders to one another and to resources that can assist them in creating positive change in the communities from which they come, we collectively strengthen the IMPACT that our generation makes on the world today, tomorrow, and in the future.

IMPACT's target demographic consists of corporate executives, legislative and policy professionals, non-profit and community leaders, and elected officials. IMPACT partners with businesses, organizations, and leaders to host candidate forums, round table discussions, lecture series, workshops, and strategic networking events to support and empower emerging leaders and young professionals of color.

ACTIVITIES & PARTNERSHIPS



2010 NATIONS BEST ADVOCATES

IMPACT THE COMMUNITY

IMPACT believes that to whom much is given, much is required and puts this into action by giving back. The projects listed below are but a few of IMPACT's initiatives.

NATIONS BEST ADVOCATES: 40 LAWYERS UNDER 40 AWARDS GALA

In 2010 IMPACT partnered with the National Bar Association (NBA) to establish the annual Nations Best Advocates: 40 Lawyers under 40 Awards Gala. Hundreds of votes were cast for talented individuals (age 40 and under) within the African American legal community who have achieved prominence and distinction at the inaugural Gala held during the 85th Annual NBA Convention in New Orleans, Louisiana. The top 40 were honored at this inaugural event where prominent members of the legal community and other distinguished guests dined while Judge Glenda Hatchett emceed an unforgettable evening, which was complete with an afterglow featuring renowned DJ Kid Capri.

Winners of the Nations Best Advocates Award demonstrate a strong commitment to empowering, uplifting, and advocating within the legal community and represent a cross-section of legal professionals: solo practitioners, government lawyers, judges, academicians, corporate counsels, young elected officials, and other lawyers who are using

their law degrees in innovative ways.

IMPACT INTERNS OF COLOR RECEPTION

In three years, IMPACT has hosted four Interns of Color Receptions. Hundreds of interns, from myriad sectors, gathered to network and to learn about resources to support them during their time in Washington. The reception provides an effortless and elegant way for interns and potential employers to network with one another. The Interns of Color Reception is among the many programs IMPACT is developing to further enhance the experience of college students and young professionals working and learning in the Washington, D.C. area.

IMPACT YOUNG ELECTED OFFICIALS RECEPTION

In 2010, IMPACT, in collaboration, with the Young Elected Officials Network hosted the IMPACT Young Elected Officials Reception. Held in the Nation's Capitol during the Young Elected Officials 5th Annual Convening, this event enabled young elected officials to strengthen and establish relationship with other young professionals, political appointees, and campaign professionals. By bringing together this diverse group, IMPACT was able to both honor Young Elected Officials and provide a forum for Young Elected Officials and other young professionals to connect and discuss ways to make an impact.

ACTIVITIES & PARTNERSHIPS

WORLD VISION YOUTH ADVOCACY PANEL

Each summer, IMPACT hosts World Vision's Youth Empowerment Summit providing student leaders from across the country with the opportunity to discuss, with professionals working in policy and politics, the importance of advocacy in the quest to improve the conditions plaguing urban and rural communities in America.

BREAKTHROUGH

IMPACT, in conjunction with the Congressional Black Caucus Foundation, produced a reception to draw attention to the burgeoning cadre of young black professionals influencing policy in the Nation's Capital and throughout the world. BREAKTHROUGH facilitated dialogue about how the Beltway's change agents can develop policy and support programs to help young people continue in this legacy. The event also celebrated the release of "Barrier Breakers", a report authored by Dr. Ivory Toldson, recognized the young professionals dubbed "The Black Pack" in an article featured on TheRoot.com, and highlighted the publication of "Hot on the Hill", a list of Capital Hill movers and shakers featured on BET.com.

THE EVOLUTION OF POLITICS & EMPOWERMENT: EMERGING LEADERS TOWN HALL

Since 2007, IMPACT has provided strategic direction for and produced the Emerging Leaders Town Hall. Hosted during the Congressional Black Caucus Foundations Annual Legislative Conference, the Emerging Leaders Town Hall is designed to engage political leaders, corporate executives, community activists, entertainers, and young professionals in honest and informal discussions about the tough issues facing low-income and minority communities.

At the 2010 Emerging Leaders Town Hall: The Evolution of Politics and Empowerment, Charles Blow (New York Times) moderated a discussion highlighting the significant contributions African Americans continue to make to our country's economic, political and social conditions. The event was hosted by Congressman Bennie G. Thompson, Chair of the Congressional Black Caucus Institute and included participants such as: Rev. Al Sharpton, Jonathan Capehart (Washington Post), NASA Astronaut, Dr. Mae Jemison, and Donna Byrd (Publisher, TheRoot.com).

The Emerging Leaders Town Hall continues to be one of the most successful Annual Legislative Conference events consistently drawing large and engaging crowds.

ROUNDTABLE WITH YOUNG ELECTED OFFICIALS, POLICY PROFESSIONALS AND THE ADMINISTRATION

"For the past four years, IMPACT has consulted in the development and production of a roundtable discussion among young professionals of color working in policy related professions and other young professionals desiring to learn tools and strategies for getting engaged in politics and policy making."

In 2010, Andrew Gillum, Florida City Commissioner, moderated a candid and informative discussion about, among other things, successfully building and sustaining careers in the policy realm and becoming more engaged in policy making. Additional panelists included: Michael Blake, of the White House Office of Intergovernmental Affairs; Democratic Strategist Jamal Simmons; Alisha Thomas Morgan, Georgia State Legislator; and Mayor Kasim Reed of Atlanta, Georgia.



DEVELOPING THE NEXT GENERATION'S LEADERS TODAY

IMPACT Leaders Internship Fund

The knowledge gained and relationships formed while interning on the Capitol are invaluable and can often lead to full time employment. However, for too many low-income, minority and first generation college students the opportunity to work for free is not a viable option. This is especially true during the summer when students often work to save money for the upcoming school year.

To strengthen the pipeline of young leaders who are prepared to pursue policy making positions in our nation's capital, IMPACT will provide summer stipends to qualified college students of color with a demonstrated interest in effectuating change in policy. These summer stipends can be applied toward the scholar's living expenses, making it possible for more students to take advantage of professional development opportunities offered through internship placements.

Contributing to the success of IMPACT Leaders Internship Fund (ILIF) is easy and will make a significant difference in the lives of hard working college students interested in policy making. To make a contribution to the ILIF or for more information, contact David Johns at david.johns@impact-dc.com

2010-2011 IMPACT LEADER OF THE YEAR CANDIDATES

5 Years of Connecting & Celebrating Young Professionals

For more
information about
this year's cadre
of change makers
please visit:
www.impact-dc.com.

Each month, IMPACT acknowledges young professionals of color who are making significant contributions professionally and philanthropically. These young professionals are bound by the shared responsibility they feel to improve the communities from which we come.

In the month leading up to PREVIEW, individuals are encouraged to vote for the IMPACT Leader of the Year—an IMPACT Leader of the Month who embodies IMPACT's three core principles – civic engagement, political involvement, and economic empowerment – as demonstrated through their professional accomplishments and community engagement. IMPACT recognizes the IMPACT Leader of the Month who has earned the most votes by presenting the IMPACT leader of the year award at Preview.

This year marks the sixth anniversary of the IMPACT Leader of the Year award recognition. Coinciding with the 40th Anniversary of the Annual Legislative Conference this is one celebration that should not be missed.



Natalie Cofield 2010 IMPACT Leader of the Year

Natalie Cofield is President of the NMC Consulting Group a boutique consulting firm that specializes in business development, program management and public affairs. She operates her company with the mission of increasing entrepreneurship and business development opportunities and improving business programs for people of color, women and youth. Her firm has worked with clients including Carnegie Mellon, University of Rochester, the Congressional Black Caucus Foundation, and the United Negro College Fund, among others.



Reverend Matthew Watley 2009 IMPACT Leader of the Year

Reverend Matthew L. Watley is Executive Minister to the more than 8,000 members of the Reid Temple African Methodist Episcopal Church, one church in two locations where the Reverend Dr. Lee P. Washington is the Senior Pastor. He led in the design and development of a \$32 million facility, which was completed in December 2004, housing a worship center, elementary school, credit union, bookstore, banquet facility and music and video recording studios. Each Sunday Rev. Watley preaches at Reid Temple's North location as well as the evening service at the Glenn Dale location, which is attended by hundreds of students from Howard University, the University of Maryland, and Bowie State University.



Amelia Cobb 2008 IMPACT Leader of the Year

Amelia Cobb is President of The Wright Group (TWG), a strategic health and human services consulting agency bringing “theory-to-practice” based solutions to the challenges and opportunities facing health care and nonprofit organizations. In this capacity Ms. Cobb leads the development of new research and demonstration projects for underserved populations.



Andrew Gillum 2007 IMPACT Leader of the Year

Andrew Gillum found a lack of support for young progressive leaders when he was first elected to the Tallahassee City Commission. After meeting other young elected officials (YEO) facing a similar dilemma, he decided to search for an organization designed for elected leaders his age, and turned to People For the American Way Foundation (PFAWF). Gillum, a founder and now, National Director of the Young Elected Officials Network with PFAWF, spearheads this program that seeks to unite elected officials age 35 and under. About the network, Gillum states, “Our generation of leaders is not only young, but innovative, forward thinking, dynamic, inclusive, and experiencing the need for democracy like no other group.” Ready to run the country in the future, this group of leaders recognizes the dire need for change now.

IMPACT THE NEXT GENERATION

IMPACT welcomed its inaugural class of interns in the summer of 2009. These dynamic young professionals are committed to making a difference in their communities and throughout the world.

In addition to working on projects developed by IMPACT Directors, interns are empowered to and supported in pursuing independent projects related to IMPACT’s core principles: Economic Empowerment, Political Involvement, and Civic Engagement.

IMPACT’s interns not only help to execute the mission of IMPACT, but are granted additional opportunities for professional development including:

- Exposure to executives in community development, business, media, politics and policy
- Access to high ranking elected officials and policy advisors
- Help sourcing a mentor in the intern’s career or field of interest
- Opportunities to participate in national conferences

ENTERTAINMENT

Additional Entertainment To Be Announced

THE MARCUS MITCHELL PROJECT

www.marcushmitchell.com

Marcus Mitchell is not only a rising saxophone artist in smooth jazz, he is also CEO and President of 24th Music, a division of MHM Entertainment Group - a multi-faceted entertainment company based out of Maryland. Marcus, and his company 24th Music, is committed to the company's motto of "Creative Music with Substance" which is demonstrated in all of his works and other artists under 24th Music.



ARTIST - RACHEL CROUCH

"Every good painter paints what she is." - Jackson Pollock, American

Abstract Expressionist artist.

This short phrase speaks to the long soulful journey of artist, Rachel D. Crouch. This Chicago native was born an artist. She produces work in varied media using color, texture, movement, and flow. Her pieces are about the impossible and the discovery of promise. Music, life, limits, and change are just a few of the themes prevalent in Rachel's work. Her poignant pieces are not only beautifully intoxicating stories, but also timeless works of art. Of her many accomplishments, the most recent was her performance at the Annual Mayors Arts Award in Washington DC, where she and her twin sister painted a live mural in eight minutes. Rachel is also devoted to educating young people. She serves as a charter school administrator in Washington DC. Her passion for children and her passion for art are one in the same.

Indulge in the art of Rachel D. Crouch, where she tells her story, one painting at a time.



WHY SPONSOR PREVIEW 2011?

A sponsorship with IMPACT is more than just a donation to the organization. It is an investment in both IMPACT and your organization. By sponsoring PREVIEW, your company will receive:

- **PUBLIC RELATIONS:** PREVIEW is predominantly attended by members of the Congressional Black Caucus, young elected officials and other notable national leaders. A PREVIEW sponsorship includes shared benefits from media attention generated by the event. In particular, a PREVIEW sponsorship is sure to increase visibility among Young Professionals of Color.
- **RECRUITMENT:** PREVIEW is attended by the premier members of the Young Professionals of Color community. In this competitive market, a top-notch work force is necessary. The qualified and stellar candidates your company seeks are sure to be in attendance at PREVIEW.
- **MARKETING OPPORTUNITIES:** A sponsorship of PREVIEW provides marketing opportunities electronically (through IMPACT TV and IMPACT's newsletter, which has a readership of over 60,000), in print through the Preview souvenir journal, and during the reception (including logo placement on the Step and Repeat banner along the red carpet and formal acknowledgment during the program).
- **COMMUNITY INVOLVEMENT:** Many companies are including social responsibility as a part of their business plan. A sponsorship of PREVIEW will help the communities that your organization serves.
- **ACCESS:** A Sponsorship of PREVIEW provides the opportunity to make connections with businesses owned and operated by young professionals of color, which can provide investment and expansion opportunities for your organization.
- **TAX DEDUCTIBLE CONTRIBUTION:** IMPACT is a 501(c)(3) organization! Your donation is a write-off whether you are an individual or corporation.

A PREVIEW SPONSORSHIP MEANS A GUARANTEED RETURN ON INVESTMENT.

Your sponsorship will afford your organization the resources to enhance your organization.

Just as IMPACT will benefit invaluablely from your Sponsorship,

IMPACT assures that we will afford your organization as many opportunities to benefit from your investment as possible.



SPONSORSHIP LEVELS

CHAMPION (\$50,000)

The Champion Sponsor is the title sponsor of all IMPACT PREVIEW EVENTS & will receive:

- An opportunity to deliver opening remarks during the event or to present the IMPACT Leader of the Year Award
- Champion recognition during PREVIEW by emcee
- Champion sponsorship recognition on IMPACT website
- Inclusion in Promotional Materials, including:
 - Videos produced by IMPACT TV
 - Preview marketing materials and announcements
 - Premier placement in announcements communicated through the IMPACT Your World... Newsletter (60,000 subscribers)
 - Premier placement on event materials, including PREVIEW Souvenir Journal, PREVIEW Invitations, red carpet step and repeat and other signage
- Fifteen (15) Invitations to VIP cocktail hour
- A dedicated information table at Preview

PARTNER (\$25,000)

The Partner Sponsor is the title sponsor of PREVIEW and will receive:

- An opportunity to deliver brief remarks at Preview
- Partner recognition during PREVIEW by emcee
- Partner sponsorship recognition on IMPACT website
- Inclusion in Promotional Materials, including:
 - Videos produced by IMPACT TV
 - Preview Marketing materials and announcements
 - Premier placement in announcements communicated through the IMPACT Your World... Newsletter (50,000 subscribers)
 - Premier placement on event materials, including PREVIEW Souvenir Journal, PREVIEW Invitations, red carpet step and repeat and other signage
- Ten (10) Invitations to VIP pre-reception
- A dedicated information table at Preview

SPONSORSHIP LEVELS

COLLEAGUE (\$10,000)

The Colleague Sponsor will receive:

- Colleague recognition during PREVIEW by emcee
- Colleague sponsorship recognition on IMPACT website
- Placement in announcements communicated through the IMPACT Your World... Newsletter (50,000 subscribers)
- Placement on event materials, including PREVIEW Souvenir Journal, red carpet step and repeat and other signage
- Five (5) Invitations to VIP reception pre-reception lounge

FRIEND (\$5,000)

The Friend of IMPACT Sponsor will receive:

- Recognition during PREVIEW by emcee
- Recognition on IMPACT website
- Two (2) invitations to VIP reception

To sponsor Preview or for additional information please contact David J. Johns, Director of Development at david.johns@impact-dc.com.

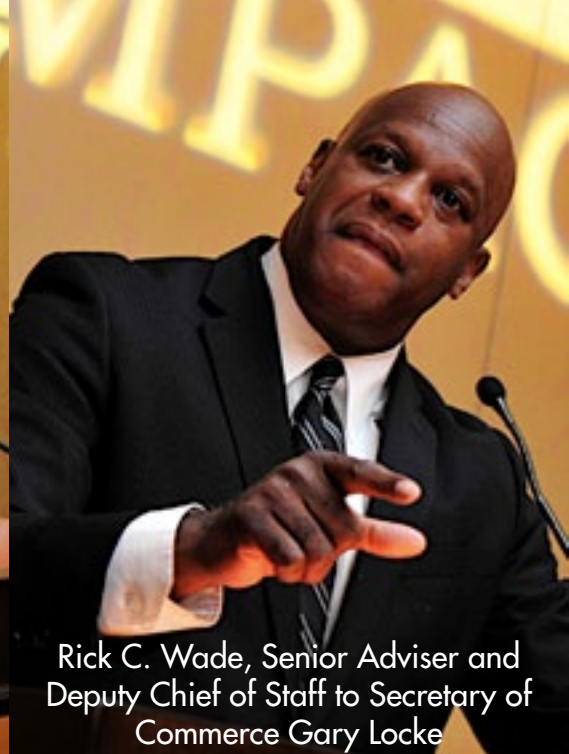
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Congressman André Carson



Congresswoman Laura Richardson



Rick C. Wade, Senior Adviser and Deputy Chief of Staff to Secretary of Commerce Gary Locke

THANK YOU

For more information, please contact David Johns, Director of Development:
david.johns@impact-dc.com



Congresswoman Yvette Clarke



Congressman Gregory Meeks