LEADERSHIP NEEDED FOUNDATION, INC.

NATIONAL PRESIDENTIAL POLICY FORUM · HBCU ENTREPRENEURSHIP & INNOVATION

Building America's Next Generation of Founders, Innovators & Industry Talent

2027 Partnership & Sponsorship Prospectus

April 15–18, 2027 · Westin Atlanta Airport Hotel · Atlanta, Georgia

Hosted by Florida A&M University, Southern University and A&M College, and Tuskegee University

49 HBCUs · 17 States & D.C. · 250 Top Students · hbcumiei.org

THE OPPORTUNITY IN 60 SECONDS

A Proven Engine for Talent, Innovation & Growth

HBCUs educate a deep pool of the founders, engineers, and technical talent the U.S. economy needs. This is where the strongest are identified, tested under pressure, and introduced to employers.

25+

years of continuous impact

49

HBCUs in 2027, across 17 states and D.C.

5,000+

students served by the national program

~250

pre-screened top students at the Recruitment Event

20+

Fortune 500 companies have hired from the program

21

student-founded businesses launched and operating

Five Reasons Leading Companies Partner With Us



Talent pipeline

Meet business, engineering, and computer science students selected for GPA, communication, analytical, and leadership skills — and watch them perform live before you hire.



Innovation and new markets

Engage student ventures, campus leadership, and communities across 49 institutions and their cities in a single week.



Workforce competitiveness

Support hands-on training in laser technology and advanced manufacturing — skills American industry is short on today.



Executive access

Sit at the table with presidents and chancellors from 49 HBCUs shaping curriculum and workforce strategy.



Credible, efficient giving

A Charity Navigator Four-Star and Candid Platinum 501(c)(3). Contributions are tax-deductible and go directly to programs.

OUR HISTORY AND EVOLUTION

From Five Campuses to a National Network

2000
Founded with 5 HBCUs and one business plan competition

2002
First Deans & Faculty Development Seminar

2004
First corporate Recruitment Event

2005
First National Presidential Policy Forum

2025
Columbus Laser Technology & Advanced Manufacturing Institute opens

2027
49 HBCUs convene in Atlanta

IN 2000

0
HBCUs with entrepreneurship programs

5
HBCUs participating

TODAY

40+
HBCUs with programs

50+
HBCUs in the network

5,000+
students served

300+
deans & faculty trained

2027 AT A GLANCE

Four Days in Atlanta, One Full Program Year

Dates	April 15–18, 2027
Venue	Westin Atlanta Airport Hotel, Atlanta, Georgia
Hosts	Florida A&M University, Southern University and A&M College, and Tuskegee University
Key events	Recruitment Breakfast: Fri., April 16 · Awards Dinner: Sat., April 17

WHO ATTENDS

- HBCU presidents and chancellors
- Business and engineering deans and faculty
- ~250 top students (GPA 3.3+) from 49 HBCUs
- Corporate, government, and military leaders
- Established entrepreneurs, including veteran-owned businesses

Aug 2026
Campus competitions launch

Winter–Spring
Campus winners and top students selected

Apr 15–18, 2027
National finals, forum, seminar, and recruitment

After April
National winner advances to international competition

THE 2027 PROGRAM

Six Integrated Components, One Powerful Week

National Business Plan Competition

Campus winners compete in Atlanta; the national winner advances internationally.

Nominate judges; set the focus area; name an award

National Presidential Policy Forum

Presidents and chancellors tackle pressing HBCU issues with national leaders.

Keynote or panel seat with leaders of 49 HBCUs

Deans & Faculty Development Seminar

Leading scholars help build entrepreneurship into HBCU curricula.

Shape curriculum with industry-relevant skills

Entrepreneur Training, Mentoring & Leadership

Entrepreneurs, including veteran-owned firms, train and network; students are coached.

Executive mentors; supplier and partner discovery

HBCU Recruitment Event

~250 pre-screened students; résumés in advance; Friday breakfast; live presentations.

Priority hiring access by sponsorship level

Laser Technology & Advanced Manufacturing

Hands-on training at the 34,500 sq. ft. Columbus, Ohio Institute.

Build a technical pipeline; lab naming rights

FEATURED PROGRAM

National Presidential Policy Forum

THE PROGRAM

A national platform focused on the most pressing issues facing HBCUs across the country.

HBCU Presidents and Chancellors engage in intellectual and practical dialogue with their peers and with high-level leaders from the academic, business, philanthropic, entrepreneurial, and government sectors.

Leaders also cultivate programmatic and fundraising relationships with subject matter experts, corporate executives, top-ranking military officers, and successful entrepreneurs.

2005
first Forum held

49
HBCUs

100+
presidents & chancellors engaged

Why It Matters

- Presidents face urgent, shared challenges: AI, fundraising, federal funding, enrollment, and campus safety.
- Here they work through them together, with peers and with the leaders who can help.
- Relationships built here can grow into programs, partnerships, and funding.

The Impact

- **For HBCUs:** practical strategies and new partners to put to work on campus.
- **For students:** stronger institutions, enrollment pipelines, and affordability.
- **For sponsors:** a keynote or panel seat before the presidents and chancellors of 49 HBCUs.

The Pressing Issues on the Table

AI & Academic Innovation

- Using AI in smaller institutions
- Reimagining liberal arts education in the age of AI
- Developing summer research experiences
- Student and faculty exchange (shared tuition and scholarships)

Fundraising & Philanthropy

- Cultivating donors from out of region
- Fundraising with new techniques

Federal Grants & Contracts

- Current federal priorities and opportunities for HBCUs
- How HBCUs can stay on track
- HBCUs with shared resources

Leadership & Governance

- Government relations
- How boards work with HBCUs
- Networking with presidents

Campus Operations

- Vendor exchange: food service and supplies
- Campus safety and security
- Facilities management and campus master plan

Enrollment & Student Success

- Enrollment pipeline: K–12 and higher education partnership
- Enrollment management, retention, and graduation
- College affordability and Pell Grant
- Student services

MEASURABLE OUTCOMES

Results That Speak for Themselves

40+	HBCUs now run E&I programs (from zero in 2000)
5,000+	students have competed nationally
Thousands	received leadership and career coaching
200+	faculty members trained
100+	business and engineering deans trained
100+	presidents and chancellors engaged
21	new businesses launched and operating
20+	Fortune 500 companies recruited hundreds
1	national Laser Technology & Advanced Manufacturing Institute

Hear it from an employer: senior HR executive testimonial video

LEADERS WHO HAVE TAKEN OUR STAGE

A Platform Trusted by Leaders at the Highest Level

Business Leaders

Robert F. Smith (Vista Equity Partners) · Earvin “Magic” Johnson (Magic Johnson Enterprises) · Robert L. Johnson (Founder, BET) · David Steward (World Wide Technology) · David Grain (Grain Management) · Stephen A. Smith (ESPN)

Fortune 500 CEOs

Southern Company . The Home Depot · UPS · The Hershey Company · Sam’s Club · Chick-fil-A · Campbell Soup Company · OfficeMax . Rockwell Collins

Public Service & Global Leaders

Professor Muhammad Yunus (2006 Nobel Peace Laureate) · Valerie Jarrett (former Senior Advisor to President Obama) · House Majority Whip James Clyburn . General William “Kip” Ward (former Commander, U.S. Africa Command) .

University Leaders

Presidents of Dartmouth College, UNC–Chapel Hill, Babson College, The Ohio State University, and Indiana University · Chancellors of the University System of Georgia, North Carolina, Tennessee, and other state systems

PARTICIPATING INSTITUTIONS

49 HBCUs, 17 States & D.C.

2027 Hosts: Florida A&M University · Southern University System · Tuskegee University

Alabama
Alabama A&M University, Alabama State University, Miles College, Talladega College, Tuskegee University

Arkansas
University of Arkansas at Pine Bluff

Delaware
Delaware State University

District of Columbia
Howard University, University of the District of Columbia

Florida
Florida A&M University

Georgia
Albany State University, Clark Atlanta University, Fort Valley State University, Morehouse College, Savannah State University

Kentucky
Kentucky State University

Louisiana
Dillard University, Grambling State University, Southern University and A&M College, Xavier University of Louisiana

Maryland
Bowie State University, Morgan State University, University of Maryland Eastern Shore

Mississippi
Alcorn State University, Jackson State University, Mississippi Valley State University, Rust College

Missouri
Lincoln University

New York
Medgar Evers College

Ohio
Central State University, Wilberforce University

North Carolina
Fayetteville State University, Johnson C. Smith University, Livingstone College, North Carolina A&T State University, North Carolina Central University, Shaw University, Winston-Salem State University

South Carolina
Benedict College, Denmark Technical College, South Carolina State University

Tennessee
Tennessee State University

Texas
Jarvis Christian University, Prairie View A&M University, Texas Southern University

Virginia
Hampton University, Norfolk State University, Virginia State University, Virginia Union University

IN THEIR OWN WORDS

University Leaders on the Program's Value

This initiative brings presidents, industry leaders, and government leaders into the same room to focus on one goal: preparing students to build companies and lead industries. Every year, our deans and faculty return with new ideas we put to work on campus. I encourage every company that wants top talent to be part of it.

Dr. Bill Pollard
President, University of the District of Columbia

This is one of the best programs, and each year it gets better. Best one ever.

Dr. Donald Andrews
Dean, School of Business, Southern University and A&M College

IN THEIR OWN WORDS

Students and Employers See the Results

I met my future employer at the recruitment breakfast. The next day, the same recruiter watched my team present our business plan and answer the judges' questions. Two weeks later, I had an offer. The program opened doors I didn't know existed.

Jonathan Eves
Southern University, Class of 2010

The students we meet through this program are prepared, confident, and ready to contribute from day one. Because we review résumés in advance and then see candidates perform live, our hiring decisions are faster and better. We have hired over 100 graduates through this program, and it remains one of our most productive recruiting investments.

Sharon Orlopp
Former SVP and Chief People Officer, Walmart / Sam's Club

YOUR RETURN ON INVESTMENT

What Your Company Gains



Talent Pipeline

Advance résumés of ~250 pre-screened students, a private breakfast, and live presentations before you make an offer.



Brand Visibility

Logo on signage, materials, advertising, and the website; recognition at the Awards Dinner; reach into 49 campuses.



Executive Access

Keynote, dinner-speaker, and presentation roles before presidents, deans, and senior leaders.



Community & Markets

Partnership with HBCU communities nationwide; networking with clients, suppliers, and entrepreneurs.



Measurable Impact

A tax-deductible investment in a Four-Star, Platinum-rated charity, with results reported back to you.

ACCOUNTABILITY

Your Sponsor Impact Report

60

days

After the event, every sponsor at the Gold level and above receives a short report documenting what its investment delivered.

Reach	Students, institutions, and leaders reached, by component
Recruiting activity	Résumés shared, candidate meetings held, interviews and offers reported
Brand exposure	Logo placements, recognitions, website and social media mentions
Competition results	Student ventures your judges and mentors supported
Content you can use	Photos and approved quotes for your communications team

PARTNERSHIP LEVELS

Choose Your Level of Impact

NAMED SPONSOR · $500,000 All Lead Partner benefits plus options such as naming the 2027 program, naming rights at the Columbus Institute, and setting the competition's theme.

Benefit	Lead Partner $100,000	Partner $50,000	Title $25,000	Gold $10,000
Complimentary registrations	20	10	5	2
Awards Dinner seating (Apr. 17)	2 tables	1 table	1 table*	½ table*
Competition judges	4	3	2	1
Recruitment Event access	1st priority	2nd priority	3rd priority	Included
Speaking opportunity	CEO keynote	CEO keynote	Friday Dinner Greetings	—
Presentations to attendees	Exclusive	✓	—	—
Logo position in materials	Top	Top	Top	Lower-mid
Large on-site logo signage	✓	✓	✓	—
Recognition & Impact Report	✓	✓	✓	✓

Saturday Nights Awards Dinner Sponsorship is Special. The Full Sponsor will receive Special Recognition, and the night will be called "Sponsor Night" with remarks from the CEO

** Table shared with a participating university — a built-in opportunity to connect with its students.*

MORE WAYS TO PARTNER

Flexible Options, Trusted Stewardship

Underwrite a campus team
Fund a full team from a school of your choice, including your local or alma mater HBCU.

Employee matching gifts
Registered on Benevity and match-ready, so employee gifts can be doubled.

Lend your experts
Executives serve as judges, mentors, panelists, or seminar faculty.

Special and in-kind gifts
Equipment for the Columbus Institute, custom amounts, or multi-year commitments.

GIVE WITH CONFIDENCE





Leadership Needed Foundation, Inc.

501(c)(3) public charity

EIN 83-0508963 · Benevity ID 840-830508963

All contributions go directly to programs and are tax-deductible as allowed by law.

Experienced, Accountable Leadership



General (Ret.) Larry R. Ellis

HONORARY CHAIR

Retired four-star general, U.S. Army



Mohammad Bhuiyan, Ph.D.

CHIEF EXECUTIVE OFFICER

Former EVP, VP, dean, and endowed chair professor at U.S. universities

BOARD OF ADVISORS

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CEO, WDS, Inc.

NEXT STEPS

Invest in the leaders of tomorrow — and the economy they will build

1. **Choose your level**
   From Gold ($10,000) to Named Sponsor ($500,000), or a custom gift.
2. **Return the commitment form**
   Priority, signage, and logo placement go in the order received.
3. **Meet the talent**
   April 15–18, 2027, Westin Atlanta Airport Hotel.

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