



THE MADE MAN

Past Honorees from organizations like:

Advocacy for Black Male Engagement Conference

May 30th - June 1st 2024

Gaylord National Resort & Convention Center
201 Waterfront St., National Harbor, Maryland, USA, 20745





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Who We Are: The Made Man Foundation

The Made Man Foundation (TMM) is an unprecedented alliance and collaborative network of 350+ local and national influential Black Male engagement organizations, 200+ corporations, community organizations, and government entities. Through our Black Male Imagery campaign, TMM has created a network with leaders that are at the center of influence for Black Male engagement strategies, collaboration and solutions.

More than 51% of our group sit as decision makers in their respective organizations and industries. TMM embodies the reality of the need to be innovative and not operate within the status quo, by understanding the power of driving action through collaboration and engagement from the grassroots to the C-suites.

Vision



TMM was established in 2015 and has built a robust and collective network dedicated to global socioeconomic and community advancement.



The Made Man Foundation (TMM) addresses critical challenges faced by Black males while highlighting their contributions to society.

Mission

Our mission is to advocate for Black male engagement by advancing in:



Public Policy



CSR (Corporate Social Responsibility)



DEI (Diversity Equity & Inclusion)



Voting Engagement



Education through:

- Think tank engagement
- Community action initiatives
- Reporting tools



Goals

TMM is committed to:



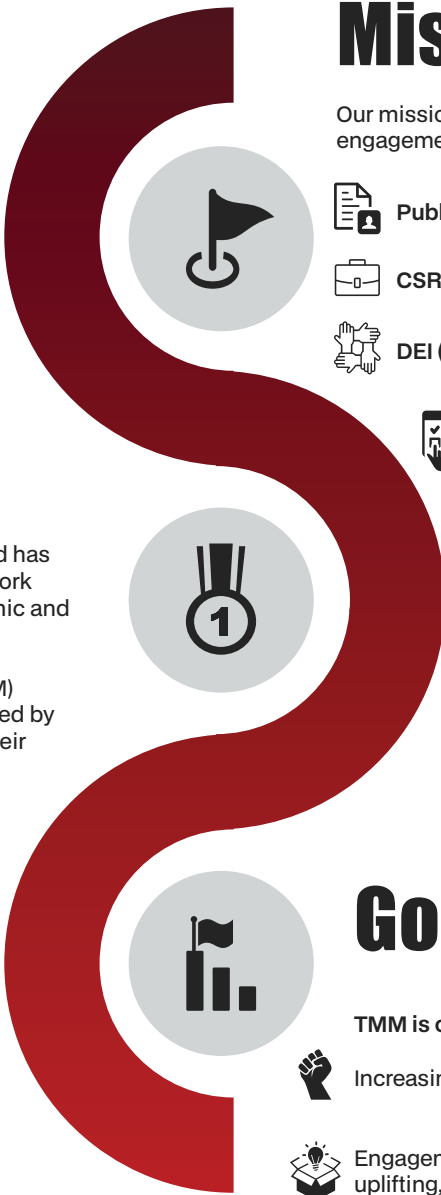
Increasing equity, while amplifying Black male voices



Engagement with society in a positive, productive, uplifting, and sustainable way.



Advancing impactful engagement programs that affect Black men, their families, and communities.





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Who We Have Worked With (partial list)





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What We Have Accomplished

The Made Man Foundation (TMM) execution model was built on strategically producing national in market tours in major US cities and engaging accountable influential black male leaders. By highlighting and honoring these leaders as role models, we were able to provide them with a platform to inspire and extend resources in communities we serve.



Below are some of TMM in recent years, Youth Mentoring

The leaders provided youth roundtables and discussions with high school black male students



Collegiate Empowerment

The leaders provided thought leadership roundtables with collegiate black male students



Education Enhancement

TMM sponsored thousands of HBCU college applications for high school students to support education advancement



Gender Equity Building Together

TMM hosted gender-equity -building together conversations by engaging black male leaders in equitable conversations with women leaders across the nation



Recruitment

The leaders provided youth roundtables and discussions with high school black male students



Workforce Employability Support

TMM leaders donated thousands of suits to support workforce employability development in across the nation

1 BILLION +
NATIONAL MEDIA IMPRESSIONS



Black Male Imagery (BMI)

The TMM dedicated media and digital campaign has garnered features with over 1 billion media impressions with prominent international, national and local media showcasing Transformational Black male thought Leadership development and positive black male representation



Corporate social responsibility (CSR) & Diversity Equity Inclusion (DEI) enhancement

TMM engaged thousands of leaders and organizations to actively engage in CSR and DEI programming provided through our network



Think Tank Engagement

TMM created local and national think tanks to address community challenges and developed action plans



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Where We Have Been Featured

The Made Man has been featured on over 100 media outlets, including:





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The Made Man has received national and local acknowledgments, citations and proclamations for excellence in community impact and service noted by the following:



Office of The Mayor
City of Philadelphia



Office of The Mayor
City of Washington



Office of The Vice Mayor
City of Charlottesville



The Michigan State
City of Michigan



Office of The Council
City of Philadelphia



Office of The Mayor
City of Atlanta



Office of The Mayor
City of Detroit





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How We Have Evolved

TMM has advanced its mission by utilizing the power of our network to accelerate advocacy for Black Male engagement.

In 2024, **TMM will be introducing an annual conference and several Think Tanks advancing equity priorities** in Public policy, Corporate Social Responsibility (CSR), Diversity , Equity and Inclusion (DEI) and Voting Engagement.

We are striving to increase equity and amplify black male voices in a way to foster environments where black men, their families and our communities can thrive.



Business Case ···· Our Goal

Black men vote at a significantly lower rate than Black women in both Presidential and midterm elections, **diminishing their impact as a portion of their population.**

Raising the number of Black men to equal Black women will increase the output of African American elected officials and **the return on electoral benefits for African American communities.**



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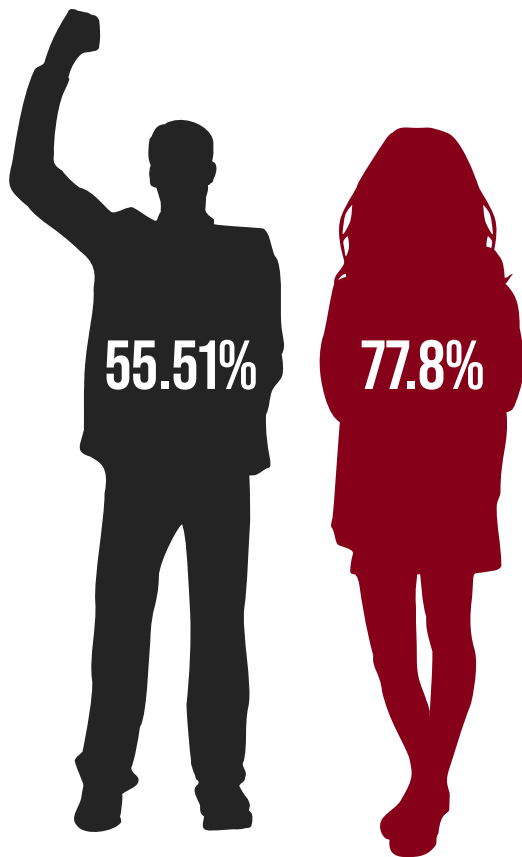
Let's Look At The Numbers

20,398,563
voters

Which was the highest turnout for African Americans in any election.

7,860,190
voters

Black Men of the total African American turnout



Black Men

Black Women

4,678,138
voters

The turnout difference between Black men and Black women

22.19%
Black men turnout was lower than Black women

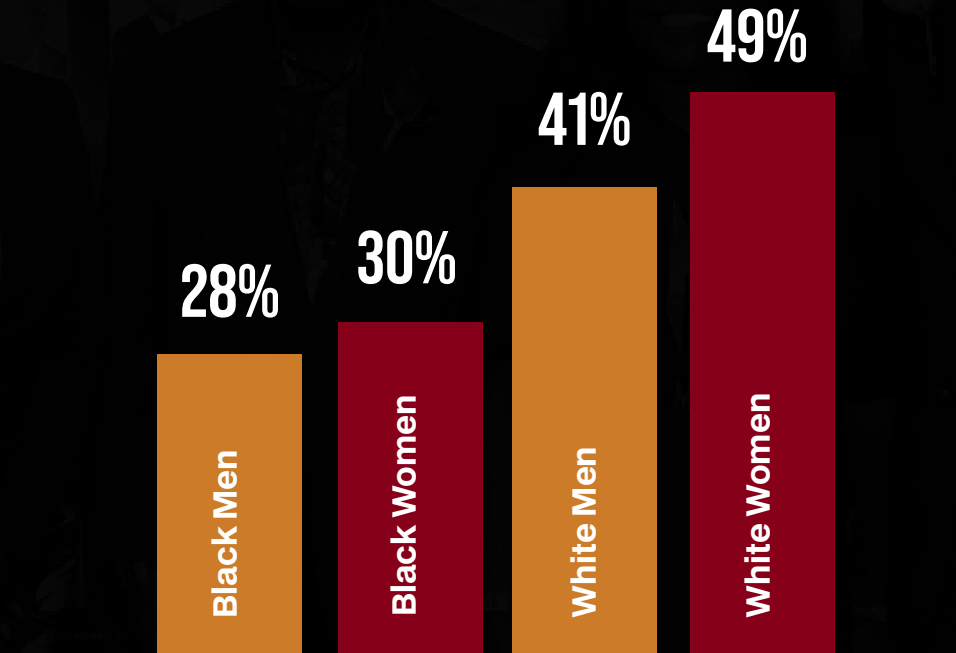


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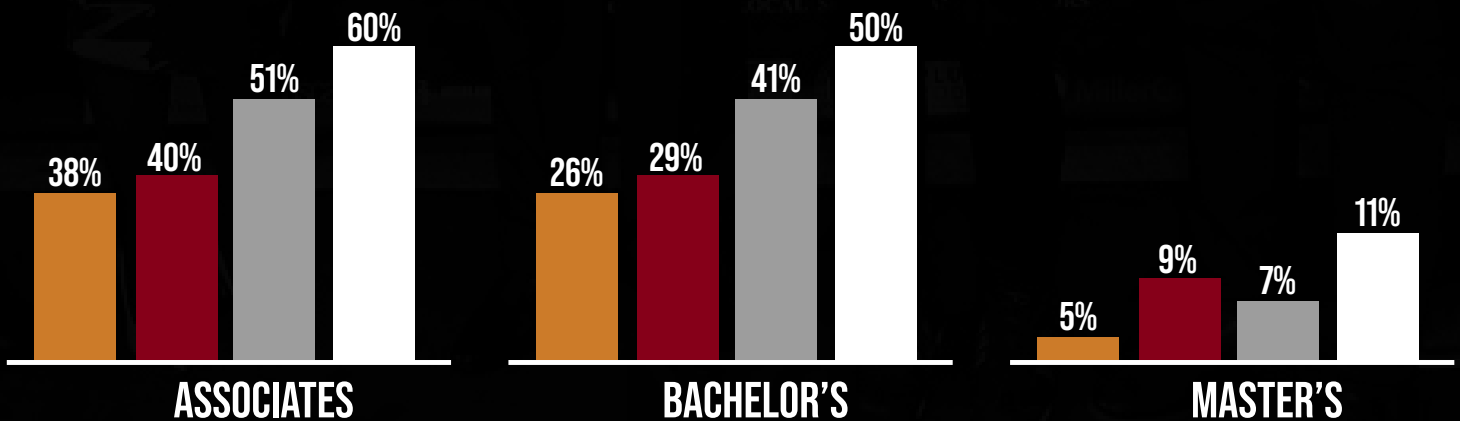


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The Statistics For Education



According to the [National Center of Education Statistics](#), in 2019



Black Men Black Women White Men White Women

Percentage of 25 to 29 year olds with select levels of educational attainment or higher, 2019



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20 MILLION

Americans born between 1978 and 1983

19%

Black boys raised by
low-income parents

20%

Black women

38%

Stuck in
intergenerational
poverty

Note however that **Black women fare worse in terms of household income than in individual income**, especially compared to whites—itself a reflection, in part, of the worse outcomes for Black men.



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Our Solution

Through an annual weekend conference and a series of Think Tanks, **The Made Man Foundation will focus on crucial issues and topics related to Black Male Advocacy and Engagement.**

About The Conference

The Advocacy for **Black Male Engagement Conference** is a groundbreaking event focused on addressing the unique challenges faced by black males in society.

Our conference serves as a platform for thought leaders, experts, and community members to come together, exchange ideas, and develop strategies for meaningful change.



Raise awareness about the challenges and opportunities for black males in various areas of life, including education, career, health, and social justice.



Provide a supportive environment for networking, mentorship, and collaboration among attendees.



Equip participants with the tools, resources, and knowledge to advocate for and empower black males within their communities.



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What You Can Expect?

Keynote Speeches

Renowned speakers, industry leaders, and influential figures will inspire and motivate attendees with their insights and personal experiences.

Panel Discussions

Engaging panel discussions led by experts will delve into critical topics related to black male engagement, addressing issues such as education, entrepreneurship, mental health, and criminal justice reform.

Workshops and Skill-Building Sessions

Interactive sessions will provide practical tools, strategies, and resources to empower participants to make a difference in the lives of black males.

Networking Opportunities

Structured networking sessions will foster connections among attendees, allowing for collaborations, mentorship opportunities, and the sharing of best practices.



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Who Will Attend

Black Men will make up 60%

The conference focuses on empowering and engaging black males, **making them the primary target audience.**

Other Groups will make up 10%

Black Women will make up 30%

The conference will include **women that support the ongoing efforts** and engagement of black men.

The conference will include other demographics that support the ongoing efforts and engagement of black men.

It's important to note that while the conference primarily targets black males, it also welcomes **allies, supporters, and individuals from diverse backgrounds** who are interested in supporting, and advocating for the empowerment of black males.



Professionals and Educators

The conference attracts professionals and educators **who are committed to supporting black males in their respective fields.**

This includes educators, administrators, social workers, mentors, and professionals from various industries such as education, healthcare, business, law, and nonprofit sectors.



Elected Officials, Community Leaders, and Advocates

The conference draws community leaders, activists, and advocates who **are passionate about addressing the challenges faced by black males and driving positive change.**

These individuals may be affiliated with community organizations, non-profits, social justice initiatives, and advocacy groups.



Thought Leaders and Experts

The conference invites thought leaders, scholars, researchers, and experts who **have expertise in areas relevant to black male engagement**, such as education, social justice, mental health, entrepreneurship, and criminal justice reform.

These individuals contribute to panel discussions, deliver keynote speeches, and facilitate workshops to share their knowledge, and insights.



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What's The Opportunity



Targeted Reach, and Visibility

Sponsoring the conference provides your organization with **targeted exposure to a diverse audience** of professionals, educators, community leaders, and advocates passionate about black male engagement.

It offers an **opportunity to showcase your brand, products, or services** to a specific demographic and demonstrate your commitment to diversity, equity, and inclusion.



Thought Leadership and Influence

By sponsoring the conference, **your organization can position itself as a thought leader and advocate** for black male empowerment.

Speaking opportunities, panel discussions, and workshops allow you to share your expertise, insights, and solutions, **contributing to the dialogue on critical issues and influencing** the future of black male engagement.



Networking and Partnerships

The conference provides ample networking opportunities with influential speakers, experts, and community leaders.

Engaging in discussions, workshops, and social events allows you to build relationships, establish collaborations, and connect with potential partners, clients, and stakeholders who **share a common interest in supporting and empowering black males.**



Positive Brand Association

Sponsorship aligns your organization with a prestigious event focused on promoting equity, diversity, and inclusion. By supporting initiatives that directly impact the lives of black males, you **enhance your brand's reputation and demonstrate social responsibility.**

This association can strengthen customer loyalty, attract like-minded employees, and foster positive relationships with the communities you serve.



Media Exposure and Public Relations

Sponsoring the conference provides your organization with **targeted exposure to a diverse audience** of professionals, educators, community leaders, and advocates passionate about black male engagement.

It offers an **opportunity to showcase your brand, products, or services to a specific demographic** and demonstrate your commitment to diversity, equity, and inclusion.



Community Impact

Supporting the conference allows your organization to contribute to meaningful change in the lives of black males.

By investing in initiatives, workshops, and programs that address their unique challenges and promote their empowerment, **you actively participate in creating a more equitable, and inclusive society.**

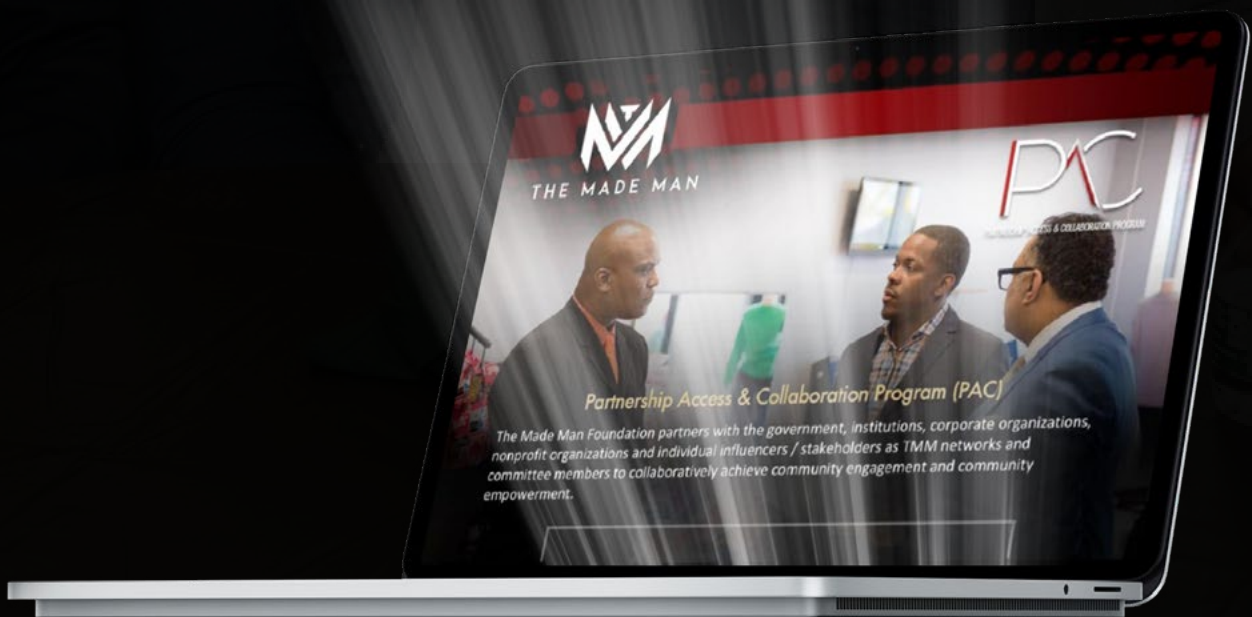


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Sponsorship Packages

We offer a range of customizable **sponsorship packages tailored to suit your organization's goals and budget.**

These packages include various levels of sponsorship, each offering unique benefits and opportunities for exposure.





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PLATINUM Sponsorship

PACKAGE \$50,000

Includes:

- Prominent recognition as the Platinum Sponsor of the Advocacy for Black Male Engagement Conference.
- Logo prominently displayed on all conference materials, including promotional materials, website, social media platforms, and event signage.
- Exclusive speaking opportunity at a keynote session or panel discussion.
- VIP access and reserved seating for your organization's representatives.
- Opportunity to host a dedicated workshop or breakout session.
- Customized branding opportunities and visibility throughout the conference.
- Recognition in press releases, media coverage, and post-conference materials.
- Complimentary booth space in the exhibit area.
- Five complimentary conference registrations for your organization's representatives.
- Two VIP Tables at meal functions.





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GOLD Sponsorship

PACKAGE \$25,000

Includes:

- Recognition as a Gold Sponsor of the Advocacy for Black Male Engagement Conference.
- Logo displayed on conference materials, including promotional materials, website, social media platforms, and event signage.
- Speaking opportunity in a panel discussion or workshop session.
- VIP access and reserved seating for your organization's representatives.
- Customized branding opportunities and visibility throughout the conference.
- Recognition in press releases, media coverage, and post-conference materials.
- Complimentary booth space in the exhibit area.
- Three complimentary conference registrations for your organization's representatives.
- One VIP Table at meal functions.





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SILVER Sponsorship

PACKAGE \$10,000

Includes:

- Recognition as a Silver Sponsor of the Advocacy for Black Male Engagement Conference.
- Logo displayed on conference materials, including promotional materials, website, social media platforms, and event signage.
- Speaking opportunity in a workshop session or lightning talk.
- VIP access and reserved seating for your organization's representatives.
- Customized branding opportunities and visibility throughout the conference.
- Recognition in press releases, media coverage, and post-conference materials.
- Complimentary booth space in the exhibit area.
- Two complimentary conference registrations for your organization's representatives.
- Two VIP seats at all meal functions.





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BRONZE Sponsorship

PACKAGE \$5,000

Includes:

- Recognition as a Bronze Sponsor of the Advocacy for Black Male Engagement Conference.
- Logo displayed on conference materials, including promotional materials, website, social media platforms, and event signage.
- VIP access and reserved seating for your organization's representatives.
- Customized branding opportunities and visibility throughout the conference.
- Recognition in post-conference materials.
- One complimentary conference registration for your organization's representative.
- VIP Access to all meal functions.





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Additional Sponsorship Opportunities

In addition to the above packages, we offer a range of customizable sponsorship options, such as supporting specific sessions, workshops, networking events, or providing branded giveaways.

These opportunities can be tailored to suit your organization's interests and budget.





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Let's Talk Return On Investment

When evaluating the return on investment (ROI) for sponsoring the Advocacy for Black Male Engagement Conference, **it's important to consider the potential benefits and outcomes your organization can gain.** While the specific ROI can vary depending on your objectives, and the execution of your sponsorship, here are some potential returns.



Brand Visibility and Exposure

- **Increased brand recognition among a diverse audience**, including professionals, educators, community leaders, and advocates.
- **Enhanced brand visibility through** logo placement on conference materials, website, social media platforms, and event signage.
- **Positive association with a prestigious event** focused on equity, diversity, and inclusion.



Thought Leadership, and Industry Influence

- **Opportunity to position your organization** as a thought leader and advocate for black male engagement.
- **Speaking engagements** in panel discussions or workshops to share expertise and insights.
- Access to influential speakers, experts, and community leaders, **fostering connections and collaborations.**



Networking and Partnerships

- **Engagement with a wide range of attendees**, including potential partners, clients, and stakeholders.
- **Networking opportunities** during structured sessions, workshops, and social events.
- **Building relationships** with individuals and organizations passionate about making a difference in the lives of black males.



Media Coverage and Public Relations

- Possibility of media coverage, press releases, and interviews, **increasing brand visibility, and awareness.**
- **Recognition in post-conference materials**, showcasing your organization's commitment to social responsibility.



Community Impact, and Social Responsibility

- Demonstrating your organization's dedication to **diversity, equity, and inclusion.**
- **Making a tangible difference in the lives of black males** through supporting initiatives, workshops, and programs.
- **Strengthening your brand's reputation** as a socially responsible entity.



Contact Us

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