THE ONE CLUB
HERE ARE ALL THE BLACK PEOPLE
INCLUSION & DIVERSITY

A MULTICULTURAL CAREER FAIR
& MID-LEVEL PROFESSIONAL CONFERENCE

THE ONE CLUB FOR CREATIVITY

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NEW YORK NY 10001

ONECLUB.ORG
212 979 1900
“Where are all the black people?!”

The place, a Christmas party at famed San Francisco agency Goodby Silverstein & Partners, where a young black creative asked founder Jeff Goodby this tongue-in-cheek but definitely not tongue-in-cheek question.

After many conversations on creating job opportunities for minority students and graduates pursuing careers in advertising and design, Goodby and fellow creative legend Jimmy Smith spearheaded a panel in 2011, with that attention-grabbing question as its title. This led to The One Club for Creativity developing this panel into a full-day career fair later that fall. The success of these two events ensured this would become an important annual touchpoint for everyone in advertising for whom cultural diversity isn’t just a checkbox, but a crucial fact of professional life. By 2014, and hundreds of attendees later, it was no longer a question of “where” were all the black people — they were right here, ready to be counted.

2019 marks the ninth exciting year of HAATBP, and although the conference warmly welcomes attendees of all cultures and races, and has grown to include programming for those with more experience on their resumes, its name remains as unapologetically bold as ever.
Every year, Here Are All The Black People attracts more than 800 participants from across the US for a full day of inspiring keynotes, informative panels and numerous opportunities to network, recruit and get noticed.

Three kinds of participants make up the majority of all HAATBP attendees:

**AGENCY & COMPANY REPRESENTATIVES**
Those looking to engage, mentor and hire talent, as well as to learn from other companies in attendance.

**STUDENTS, RECENT GRADS & JOB-SEEKERS**
A new generation hoping to make some of the first connections of their young careers and gain insight from the various speaking sessions.

**JUNIOR & MID-LEVEL INDUSTRY PROFESSIONALS**
Connecting with others at similar stages in their careers to discuss the concerns of those who have already managed to get their proverbial foot in the door.

Although most HAATBP attendees come from the New York area, a significant number travel from across the US and beyond to participate. For young creatives who qualify, HAATBP provides a travel stipend to help offset the costs of coming to the Big Apple to be involved.
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- **KEYNOTES, PANELS & SESSIONS**
  The hallmark of HAATBP is the series of speakers throughout the day. From inspirational keynotes by such notables as Dr. Cornel West and Issa Rae, to meaningful panels and sessions where industry professionals discuss issues that affect people of color within the creative community, HAATBP seeks to inspire action in all attendees.

- **PORTFOLIO REVIEWS**
  For a young creative in the fledgling stages of their career, getting honest face-to-face feedback on their portfolio is an invaluable experience. HAATBP features top creative leaders from some of the most respected agencies and studio in New York and across the country, reviewing the portfolios of students and juniors who are eager for their insights.

- **LIVE TALENT PITCH**
  Sometimes it takes more than a portfolio to show just how talented you are. A gem on the HAATBP crown, the annual Live Talent Pitch gives a select group of creatives the opportunity to showcase their skills in front of a live crowd, with a panel of industry creatives and recruiters serving as judges. Beyond being a tremendous amount of fun, the top scoring contestants earn themselves interviews with the judges’ companies and even a cash prize for the overall winner!
WHAT HAPPENS

- **RECRUITING BOOTHS**
  It’s not just the attendees who are looking to put their best foot forward. HAATBP also features room for more than twenty agencies, schools, and consultancies to showcase themselves and the opportunities they provide. Whether a young creative is just looking for information or seriously seeking their first big break, the recruiting booths are a perfect way to make that next step.

- **NETWORKING OPPORTUNITIES**
  Throughout the day, there are many opportunities for networking to occur between attendees, speakers, agency recruiters, brand leaders, and leading industry professionals. HAATBP provides an informal environment for natural connections, whether it’s during the pre and post-event receptions, or even the exclusive kick-off party for sponsors and mid-level attendees.
SPONSORSHIP OVERVIEW

As wonderful as Here Are All the Black People is, this multicultural conference and career fair would not be possible without the gracious and fervent support of our sponsors. From production costs to travel stipends, your financial contributions go a long way towards making this such an important event year after year.

Sponsorship has four levels (Platinum, Gold, Silver, and Bronze) to promote your agency, brand or product to HAATBP attendees even before event day.

Not sure which level is right for you? Call (212) 919-1900 or email one-id@oneclub.org. Let’s discuss your goals.
## Sponsorship Options

### Levels & Benefits

<table>
<thead>
<tr>
<th>Platinum $25,000</th>
<th>Gold $15,000</th>
<th>Silver $12,500</th>
<th>Bronze $8,500</th>
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</thead>
<tbody>
<tr>
<td><strong>Logo inclusion on event website, on-site signage, digital screens, event program and other print collateral</strong></td>
<td>●</td>
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<td>●</td>
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<tr>
<td><strong>Promotion on The One Club’s social media (5 million reach)</strong></td>
<td>●</td>
<td>●</td>
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<td><strong>Full-page color ad in event program</strong></td>
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<tr>
<td><strong>Exhibitor / Recruiter table</strong></td>
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<td><strong>Portfolio Review table at AM and/or PM session</strong></td>
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<tr>
<td><strong>Access to Attendee Contact List post event (attendee opt-in)</strong></td>
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<tr>
<td><strong>Submit Talent Pitch judge</strong></td>
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<td><strong>Submit Panelist</strong></td>
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<tr>
<td><strong>Sponsorship of Breakfast / Lunch (may be co-sponsored)</strong></td>
<td>—</td>
<td>●</td>
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<tr>
<td><strong>Out-of-state students sponsored to attend</strong></td>
<td>12</td>
<td>8</td>
<td>6</td>
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<tr>
<td><strong>Individual sponsor attendee tickets</strong></td>
<td>6</td>
<td>4</td>
<td>4</td>
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<tr>
<td><strong>Mid-Level kick-off reception tickets</strong></td>
<td>5</td>
<td>3</td>
<td>3</td>
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<tr>
<td><strong>Featured in The One Club Newsletter</strong></td>
<td>2</td>
<td>1</td>
<td>—</td>
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<tr>
<td><strong>Provide swag to be pre-stuffed in event bag</strong></td>
<td>Optional</td>
<td>—</td>
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<tr>
<td>*<em>À la carte sponsorship item <em>see options</em></em></td>
<td>Choose one</td>
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Platinum level sponsors can choose one of the following à la carte items. Options are first come first serve. Please reach out to The One Club if you’d like to discuss additional options.

- **Talent Pitch Sponsorship**
  - Recognition on the stage, screen and schedule

- **Wi-Fi Sponsorship**
  - Recognition in event program and WiFi signage

- **Headshot Station Sponsorship**
  - Recognition in event program and signage

- **Charging Station Sponsorship**
  - Recognition in event program and signage

- **Mid-Level Kick-off Reception**
  - Co-ownership with The One Club

- **Closing Reception / After Party**
  - Co-ownership with The One Club

- **Junior & Mid-Level Breakout Session**
  - Selection and development of a session

- **Job-Seeking Breakout Session**
  - Selection and development of a session

- **Main Stage Panel**
  - Selection & development of a panel
I’ve never been to an industry event where I felt extremely comfortable being myself. It was refreshing to know that the agencies were looking for people like me. I’ve never felt so accepted and appreciated at any career event. Thank you!

— Kristen Walters
Student, Columbia College Chicago

This was so great, I am so happy that the One Club...has put this on. I will bring more of my creative friends next year. The networking was invaluable and I met so many awesome new friends/advertising peers from all of the US. Everyone was so supportive and positive. It was great to be surrounded by people like this.

— Arielle Jordan
Graduate Student & Copywriter

Thank you so much for producing such an awesome event. We met some awesome talent and are super appreciative!!

— Bertha Deshon
Google
HAATBP 2017 Corporate Sponsor

The HAATBP event was awesome and I’m happy to say [we] identified four great candidates and scheduled their interviews the same week as a result.

— Courtney Burns
Edelman
HAATBP 2017 Agency Sponsor

"...The One Club [is] not just complaining about the lack of diversity in the advertising industry, THEY’RE DOING SOMETHING ABOUT IT."

— Dominion of New York / Kelly Virella

"...The real solution is to just actually FACE UP TO THE PROBLEM — or the opportunity, depending on how you want to phrase it — and do something about it. And just be cognizant of it. Because I think that a lot of agencies just aren’t."

— Adweek / Interview with Jeff Goodby by Jotham Sederstrom

"A plethora of wisdom and insight into the FIGHT FOR DIVERSITY and the setbacks that often deter minority groups from pursuing a career path outside of the ‘norm.’ [It’s] about a push for the recruitment of new and raw talent from all walks of life."

— CLE Magazine / Joshua Taylor

"The One Club having this kind of forum is... about PEOPLE COLLABORATING ON MUTUAL INTERESTS. What is good for the community, what is good for the advertising industry, what is good for the country."

— One Club Interview / Al Sharpton
PAST PARTICIPANTS

8 EVENTS
SINCE THE INAUGURAL CAREER FAIR IN 2011

OVER
5000
ATTENDEES

3400+
COLLEGE SENIORS
& RECENT GRADUATES

REPRESENTING 200+
COLLEGES & UNIVERSITIES

FROM 36
STATES & 11
COUNTRIES

WITH SUPPORT FROM 375
CONTRIBUTING COMPANIES

& 1600
INDUSTRY FREELANCE
& WORKING PROFESSIONALS