

DREAMBEACON

STUDENT ACHIEVEMENT & CAREER SUCCESS

SPONSORSHIP OPPORTUNITIES

About DREAMBEACON

DREAMBEACON is a unique, dynamic, and fully integrated ecosystem whose sole purpose is to support student achievement and career success through purpose-driven programming and outcomes.

The initiative was developed out of necessity for student success in a rapidly changing, highly competitive marketplace, and value-based economy.

A team of dynamic students, business leaders, and educators collaborated to determine the key elements needed for students to not only succeed, but to thrive in this modern environment.

As costs for education soar and students are increasingly saddled with debt, it is even more essential that they find the keys to develop a more competitive value proposition as employees or entrepreneurs.

LEADERSHIP TEAM



ANTHONY G. STEPNEY

Founding Partner |
Strategic Planning
& Development



JABIR A. MCKNIGHT

Founding Partner |
Campus Recruitment
& Development



KHALIYAH PUGH

Associate Partner |
Student Engagement
& Development



BARBARA DUNN

Senior Director |
Strategic Planning
& Development



DOMINIC C. CLARK, MBA

Director |
Marketing
& Communication



RENEE SCOTT BLOUNT

Senior Director |
Campus Recruitment
& Development



DAQUAN THOMPSON

Associate Director |
Student Engagement

About The Professional Development Symposium Series

The Professional Development Symposium is a premier networking experience. Participants will have the opportunity to hear personal experiences and industry insight from highly accomplished professionals who have chosen various career paths and who share reality-based insight and personal perspectives in specific industries. Through this experience, attendees will gain a greater sense of guidance, self-awareness, confidence, and mentorship.



EVENT HIGHLIGHTS



Student Achievement Since Attending the Symposium

100% of student participants expressed an increased desire to stay in school.

90% of participants agreed that the symposium was a necessary component of their own success and that of other participants.

After engaging with industry professionals at the symposium 93% of students level of classroom engagement increased.



Career Success **Since Attending the Symposium**

94.5% of students have experienced an increase in their career preparation and outlook.

91% of students said their level of preparedness to apply for internships in their field had increased.

86% of students have become more focused on their academic and career goals since completing their 10 year plan.

86% of students feel their education and career goals are more clear.

Companies Represented at Professional Development Symposium

Council on Legal Education
Opportunity
1Alpha Group



The American Association of Blacks in Energy

ALW Sourcing LLC
AT&T



Carter White & Shaw

DC Water
EA sports



ElevateApp

Elyte Universal Network

HandwrittenCulture

HBCUPrideNation

JP Morgan Chase

LaVeist Enterprises, LLC

Motown Records

Novartis

Peds in a Pod Pediatrics

PGA of America (Member)

PhillyMag



State Street

The Inclusion playbook

Wake Up Flims LLC

Wieden + Kennedy



Internship & Employment Opportunities Secured by DreamBeacon Fellows

African American Policy Forum
 Altria
 Aramark
 AT&T
 Baha Mar
 Barclays
 Beacon Fellows
 Cardinal Health
 CBS Baltimore
 Children's Hospital of Philadelphia
 Council on Legal Education
 Opportunity
 Deloitte
 Drexel (Law School Immersion
 Fellows)
 Emory University
 Enterprise
 Boston Centers for Youth & Family
 Johns Hopkins Univ Applied Physics
 Lab
 Johnson and Johnson
 JP Morgan Chase
 Live Nation
 Mil Mujeres
 NextGen America
 Penn State Univ (Explore Fellow)
 Philadelphia International Airport
 Price Waterhouse Coopers
 ScribeAmerica
 T Rowe Price
 The Fund for American Studies
 The Office of Senator Cory A. Booker
 United States House of
 Representatives



Student Testimonials



DREAMBEACON has been instrumental in changing my mindset so that I look towards the future and don't get stuck in the day to day. Throughout this process, I've learned how unclear I was about my vision and my purpose. As a rising junior, I wish I would've started this as an incoming freshman. We, as young people, are not asked these big questions enough. Any college or university that wants to give their students an edge, should utilize this model.

Etana Laing | Lincoln University '22



I was overjoyed when I was accepted to my dream school, Columbia University. However, I was worried that I would not be able to afford the school. During this period of anxiety, I met with members of the DREAMBEACON team and we discussed my goals and aspirations. Most importantly, I wrote down the scholarships I intended to pursue and the grades I hoped to earn. No amount of planning could have prepared me for the rigorous academic environment I met at Columbia or the unpredictability of New York. However, writing my core goals down kept me grounded during my first year.

In spite of the many distractions, I made the Dean's List and I have been successful in my pursuit of scholarships. At a school where every student was a high achiever previously, I do not attribute my success to greater intelligence. Rather, I trace the amount of success I have had so far to planning to the MY Career GPS planning guide. Having direction from the career plan kept me focused during times of difficulty.

Charles Bradley Lockett | Columbia University '23



My experience with DREAMBEACON has been amazing. As a first generation college student who navigated through college and had no idea what I actually wanted to do, this experience was necessary. My Career GPS has helped me do a lot of self-reflection and allowed me to recognize my strengths and weaknesses. Had I known about this as a freshman in college, I would have saved time and money by studying STEM from the onset because I would have taken the time to actually pick a major that aligned with my values.

Now that I am matriculating into my career field, the program has allowed me to align my goals and purpose with my vision, which is essential to my development and success. Although I have completed graduate school and I am currently transitioning into my doctoral program, I believe this was the right moment to have this experience with DREAMBEACON.

Fatoumata Sankare | Marymount University, Doctoral Candidate



This program has truly helped me better recognize my core values, strengths, and purpose and how to apply those in navigating my career path going forward. I do wish that I had a program like this when I was starting college. I pursued chemical engineering, took the classes to fulfill my curriculum requirements, and applied to various internships.

After entering the workforce, I found the work to be interesting, I made good money, and got to travel all over the world but I realized that my current industry did not align with my core values and morals. After being laid off, I felt it was a good opportunity to re-evaluate what I wanted to do in chemical engineering as it encompasses a broad spectrum of fields. If I had participated in a program like DREAMBEACON as a freshman, I could have saved myself a lot of stress and heartache. This really allows you to focus on self-reflection as a means to motivate and guide students to achieve their professional goals while also creating a network amongst peers and mentors.

Lindsey Jones | Georgia Institute of Technology '15

PROFESSIONAL DEVELOPMENT SYMPOSIUM SERIES SPONSORSHIP OFFERING
The Investment in Experiential Education and Workforce Development

	SPONSOR LEVELS	PRESENTING \$15,000	BEACON \$10,000	ACHIEVEMENT \$5,000	SUCCESS \$2,500
GENERAL	Exclusive Sponsorship	●			
	Access to pre-screened high potential talent recruitment pipeline	●	●	●	●
	Direct sponsorship of student participant registration	100	70	40	20
PROGRAMMING	Keynote Address: 1 representative ²	●			
	Featured Plenary Panel Discussion: 1 representative	●	●	●	
	Master Class: Up to 5 representatives. 1 per disciplines	●	●	●	●
AWARENESS OFFERING	Company featured in symposium digital program book	Premier	Premier	●	●
	Exclusive customized virtual company educational tour / orientation	●	●	●	●
BRAND INTEGRATION & RECOGNITION	Featured in collateral, digital materials, signage, and programs	Premier	Premier	●	●
	Symposium series public relations announcements to press/ media	Premier	Premier	●	●
	Verbal recognition at the symposium opening and close	●	●	●	●
DIGITAL	30 Second company video during Symposium	Premier	Premier	●	●
	On-Screen Branding During Professional Development Series	Premier	Premier	●	●
	Sponsor corporate logo on web and social media sites	Premier	Premier	●	●
	Tags on event-related key social media posts (pre-approved)	Premier	Premier	●	●
	E-blasts to stakeholder community	Premier	Premier	●	●

INDIVIDUAL SPONSORSHIPS ARE WELCOMED AND APPRECIATED

¹ Based on 500 participant/ fellows subject to change

²Motivational keynote address by company representative (other speaker at company's expense)

[^]Some proceeds support on-going 'Suited for Success' co-curricular programming and work study.

PRESENTING SPONSOR \$15,000

GENERAL

- Exclusive to one brand throughout professional development series.
- Access to pre-screened high potential talent recruitment pipeline.
- Direct sponsorship of student participant registrations: **100**

PROGRAMMING

- Keynote Address: 1 representative
- Featured Plenary Panel Discussion: 1 representative
- Master Class: Up to 5 representatives
(1 representative per session: Business & Finance, Communications & Marketing, Law & Government, STEM, and Education)

BRAND INTEGRATION & RECOGNITION

- Featured in collateral, digital materials, signage and programs.
- Symposium series public relations announcements to press/ media.
- Verbal recognition at the symposium opening and close.

DIGITAL

- 30 Second company video during Symposium.
- On-Screen Branding During Professional Development Series.
- Sponsor corporate logo on web and social media sites.
- Tags on event-related key social media posts (pre-approved).
- E-blasts to stakeholder community.

- AWARENESS OFFERING**
- Company representative(s) and business line(s) featured in symposium digital program book.
 - Exclusive customized virtual company educational tour / orientation event.
-

BEACON SPONSOR \$10,000

GENERAL

- Access to pre-screened high potential talent recruitment pipeline.
- Direct sponsorship of student participant registrations: **70**

PROGRAMMING

- Featured Plenary Panel Discussion: 1 representative
- Master Class: Up to 5 representatives
(1 representative per session: Business & Finance, Communications & Marketing, Law & Government, STEM, and Education)

BRAND INTEGRATION & RECOGNITION

- Featured in collateral, digital materials, signage and programs.
- Symposium series public relations announcements to press/ media.
- Verbal recognition at the symposium opening and close.

DIGITAL

- 30 Second company video during Symposium.
- On-Screen Branding During Professional Development Series.
- Sponsor corporate logo on web and social media sites.
- Tags on event-related key social media posts (pre-approved).
- E-blasts to stakeholder community.

- AWARENESS OFFERING**
- Company representative(s) and business line(s) featured in symposium digital program book.
 - Exclusive customized virtual company educational tour / orientation event.
-

ACHIEVEMENT SPONSOR \$5,000

GENERAL

- Access to pre-screened high potential talent recruitment pipeline.
- Direct sponsorship of student participant registrations: **40**

PROGRAMMING

- Featured Plenary Panel Discussion: 1 representative
- Master Class: Up to 5 representatives
(1 representative per session: Business & Finance, Communications & Marketing, Law & Government, STEM, and Education)

BRAND INTEGRATION & RECOGNITION

- Featured in collateral, digital materials, signage and programs.
- Symposium series public relations announcements to press/ media.
- Verbal recognition at the symposium opening and close.

DIGITAL

- 30 Second company video during Symposium.
- On-Screen Branding During Professional Development Series.
- Sponsor corporate logo on web and social media sites.
- Tags on event-related key social media posts (pre-approved).
- E-blasts to stakeholder community.

AWARENESS OFFERING

- Company representative(s) and business line(s) featured in symposium digital program book.
 - Exclusive customized virtual company educational tour / orientation event.
-

SUCCESS SPONSOR \$2,500

GENERAL

- Access to pre-screened high potential talent recruitment pipeline.
- Direct sponsorship of student participant registrations: **20**

PROGRAMMING

- Master Class: Up to 5 representatives
(1 representative per session: Business & Finance, Communications & Marketing, Law & Government, STEM, and Education)

BRAND INTEGRATION & RECOGNITION

- Featured in collateral, digital materials, signage and programs.
- Symposium series public relations announcements to press/ media.
- Verbal recognition at the symposium opening and close.

DIGITAL

- 30 Second company video during Symposium.
- On-Screen Branding During Professional Development Series.
- Sponsor corporate logo on web and social media sites.
- Tags on event-related key social media posts (pre-approved).
- E-blasts to stakeholder community.

AWARENESS OFFERING

- Company representative(s) and business line(s) featured in symposium digital program book.
 - Exclusive customized virtual company educational tour / orientation event.
-

COST PER YEAR DREAMBEACON FELLOW \$150

- Half-day virtual 'Professional Development Symposium'
- Career exploration masterclass
- Personalized career planning electronic workbook
- 10-year plan
- Three virtual 90-Minute education / career planning sessions
- Pairing with education /career development mentorships
- Access to planning, retention, internship & employment resources.

Professional Development Series Components

I. Symposium

- Plenary Session
- Panel Discussion
- Master Class
- Keynote Address

II. Alignment with Beacons (Mentors)

- Screening
- Alumni Mentors
- Career Professionals

III. My Career GPS (Goals, Purpose & Sustainability)

- Part 1: Choose Your Destination— Introspective Assessment
- Part 2: Plan Your Journey— Goals, Objectives, 10 Year Plan
- Part 3: Sustainability—Soft Skills Analysis & Core Strengths

IV. Career Development

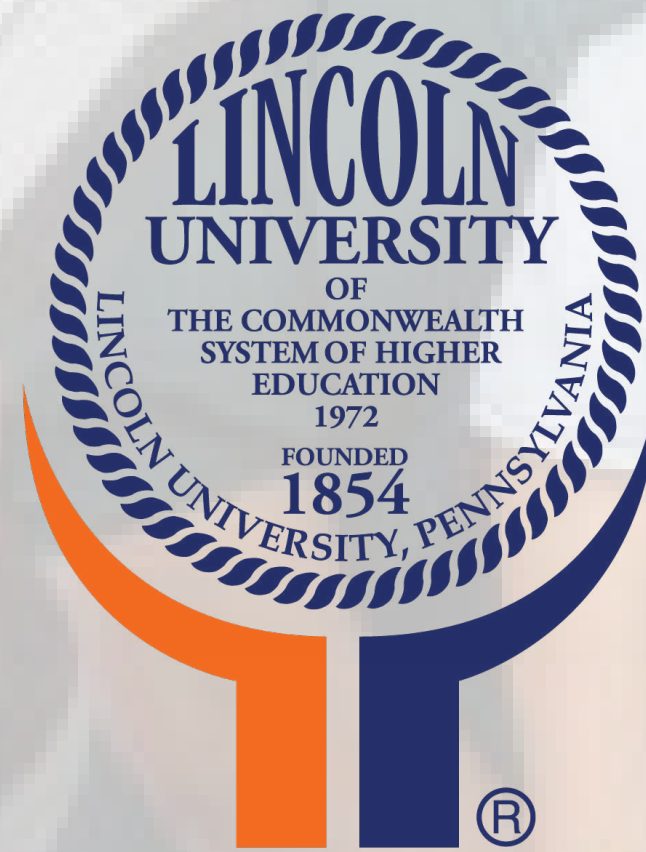
- Internship Alignment
- Employment (Post Graduation)

“The success of the symposium, in part, was that it offered our students an opportunity to display leadership. This is a program that should be continued and supported, as it increases student engagement and experiential learning.”

Leonie Walters, M.Ed. | First Year Class Dean | Lincoln University



THANK YOU TO OUR PAST SPONSORS





2019 Professional Development Symposium (Lincoln University, PA)

Presented by The DreamBeacon Company, LLC ©

Please contact us to discuss sponsorship opportunities

ANTHONY G. STEPNEY

Founding Partner
Strategic Planning & Development
(443) 226-4279
AGStepney@mydreambeacon.com

JABIR A. MCKNIGHT

Founding Partner
Campus Recruitment & Development
(215) 432-9734
JMcKnight@mydreambeacon.com

<https://mydreambeacon.com/>



LinkedIn

Medium

YouTube