

# Sponsorship Proposal

Summer 2022

**Bl@ck**  
**EsriUC**

From





## Connecting People of African Descent in GIS

[Learn More.](#)

# About Us

Too often, Black people are left out of conversations that directly impact them. This is true in the world of GIS, where our voices and experiences are essential to creating a more racially just world.

The lack of Black voices in GIS creates policies and outcomes that are not reflective of our communities and ourselves. We know that when we center Black experiences in GIS, we can create change for the better.

NorthStar of GIS is committed to promoting talented Black GIS students, educators, and professionals. We also work to create positive practices for racial justice, equity, and belonging within the GIS community. With your help, we can continue this important work.

# What we Do

Black people are under-represented in GIS and at the Esri User Conference. That means that we're missing out on opportunities to connect with experts and explore exciting new technology. GIS offers great opportunities for career growth, so it's important that we make sure everyone knows about these opportunities.

Black@EsriUC helps to create connections, grow community, and foster collaboration for Black people in the GIS community. We introduce Black technologists in the San Diego area to great opportunities in GIS, and let everyone know that Black people belong in GIS and at the Esri User Conference. We need your help to make this happen!



# Mission

Opportunity and belonging for Black people at the Esri User Conference



*belongingness (n.)*

*the feeling that a person and those who share a thier social identities are a valued part of a group without the need to assimilate*

*equitable representation (n.) [in GIS]*

*when the percentage of a group in GIS matches the percentage of the group globally*

# The Plan



## Pre-Conference

Growing community and connections and generating energy thought online engagement and social media marketing



## Sunday



**Sunday Brunch** celebrating the Black GIS and tech communities in Redlands and San Diego at Chefs SD, a Black-owned restaurant in the Gaslamp

## Monday

**Meetups and micro-mixers** for Plenary, Socials, Breakfast, Lunch, and Dinner



## Tuesday

**NorthStar and Blacks In GIS** Special Interest Group Meeting (SIG), Map Gallery meetup, and a mixer at Sucker Free, a Black-owned restaurant in the Gaslamp



# Wednesday

Meetups and micro-mixers for Socials, Breakfast, Lunch, and Dinner

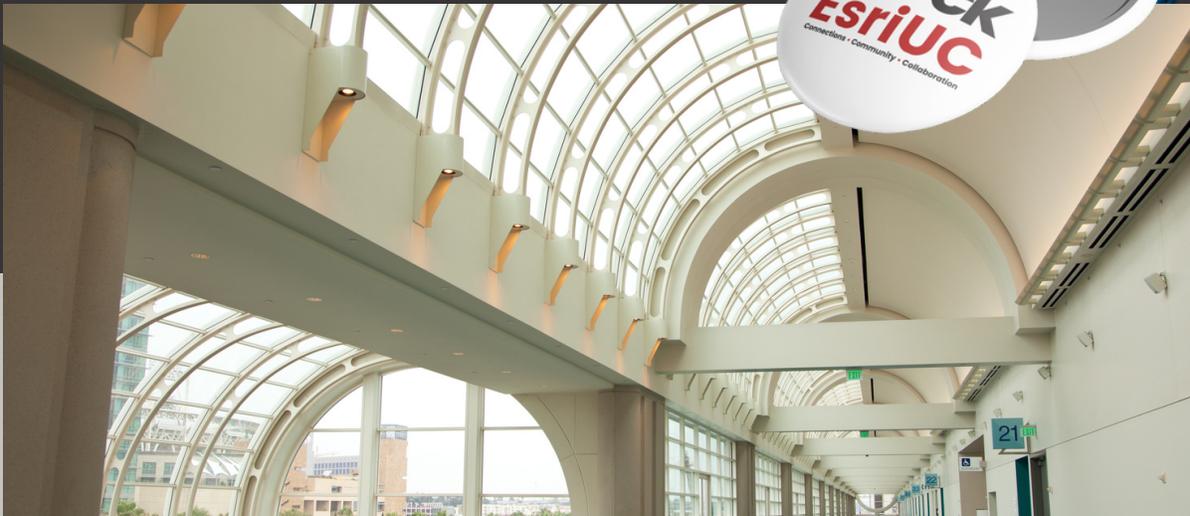
# Thursday

Meetups for Breakfast, Lunch, Dinner, and the Thursday Night Party



# Post-Conference

Continued engagement and bringing the energy to the next conferences with Black@ merch and networks



# Sponsorship

## Levels

## Benefits



### Gold

Leading the Change  
\$5,000

- Silver Benefits+
- Logo on NorthStar of GIS website
- Logo on nonprofit program materials



### Silver

Life of the Party  
\$2,500

- Bronze Benefits+
- Logo on event T-shirts



### Bronze

Bringing the Swag  
\$1,000

- Honorable mention during activities
- Logo on marketing materials
- Tax Deductible

Donate  
Today.



# Thank You



[gisNorthStar.org](http://gisNorthStar.org)



[sponsor@gisnorthstar.org](mailto:sponsor@gisnorthstar.org)