

A THINK SPACE FOR BLACK INNOVATORS

# mvmnt50

AT SXSW INTERACTIVE 2017



## SPONSORSHIP OPPORTUNITIES

MARCH 10-14 2017

[MVMNT50.COM](http://MVMNT50.COM)

# VIDEO REEL



**WELCOME RECEPTION - 3/11/16**

George Washington Carver Museum

**mvmt50**



“

The future is not being written by laws in Washington.  
It's being written by coders in Silicon Valley.

”

**VAN JONES**

President, Rebuild the Dream

mvmt 50

# ABOUT MVMT50

## A THINK SPACE FOR BLACK INNOVATORS

MVMT50 is a coalition of Black thought leaders committed to sustained and systematic improvement in employment diversity, cultural representation and leadership development in the innovation, technology and digital sectors. MVMT50 represents a dimension of the 21st Century's civil rights movement, with intent to expand opportunity, elevate the value of diversity and disrupt the traditional culture and practices associated with the innovation sector. Our partners and participants gather annually during South By Southwest (SXSW) Interactive to connect, collaborate and build consensus around disruptive and innovative solutions to empower and elevate Black thought leadership.

## BUILD COHESION

The conversation and consequences of diversity and inclusion deficiencies across the technology sector influence a wide variety of industry sectors; from large Fortune 500 companies and small, local businesses, to the service providers that keep tech companies running and relevant. Seeing the needle move requires cohesion on priorities and the use of resources amongst these community members. MVMT50's partnership with SXSW, "the most important interactive event in the world" (CNET), is a conduit to build cohesion and cooperation amongst the many needed voices. SXSW Interactive is where we connect, collaborate and create consensus on how to elevate and empower our individual and collective spaces of influence.

## DEFINE THE CONVERSATION

While conversations and efforts surrounding diversity shortcomings in the technology and digital space have increased, systemic and sustainable solutions continue to be fragmented and ineffective. MVMT50 is a community of resources that serves to centralize conversations and efforts to ensure a comprehensive approach to diversify the tech industry, driven by the insights and the intellectual capital of Black thought leaders.

## SUSTAIN ACTION

SXSW serves as MVMT50's annual convening of thought leaders, advocates and practitioners. Programming and information shared throughout the four-day festival serve to better equip leaders to lead cooperative action in their communities throughout the year. As a part of "the movement" participants have access to the many efforts and resources being developed in this space.



**mvmt50**

**AT SXSW INTERACTIVE 2017**

**DATES** MARCH 11-13, 2017

**LOCATION** JW MARRIOTT 110 E 2ND, AUSTIN, TX

**mvmt50 @SXSW INTERACTIVE 2017**

“

Today's American mainstream is rapidly changing, and that change can be attributed, in part, to the growth and activities of African-Americans in the marketplace. Social media and the Internet have become go-to communications platforms for African-American stories and content. Blacks have shifted the conversation about civic and social justice—drawing national and even world attention to events led by everyday people with a passion to bring about change.

”

## 2015 NIELSEN REPORT

Increasingly Affluent, Educated and Diverse:  
African American Consumers—The Untold Story

# 2016 SPEAKERS + PANELISTS



**KERRY WASHINGTON**

Actress + Activist



**MAXINE WILLIAMS**

Global Director of Diversity at Facebook



**ANTHONY FOXX**

United States Secretary of Transportation



**CASEY GERALD**

Co-founder + CEO of MBAs Across America



**HENRY LOUIS GATES, JR.**

Fletcher University Professor, Harvard University



**KIMBERLY BRYANT**

Founder + Exec. Director of Black Girls CODE

FEATURED

# 2017 SPEAKERS + PANELISTS



**MAGIC JOHNSON**

Retired NBA Player, Entrepreneur, Philanthropist,  
Broadcaster + Motivational Speaker



**CANDICE MORGAN**

Diversity and Inclusion Leader at Pinterest



**CHERYL BOONE ISAACS**

President of the Academy of Motion Picture Arts  
and Sciences



**LEE DANIELS**

Film and Television Producer and Director



# div360

Despite large demographic shifts in the college-educated population, throughout its history, the tech sector has attracted, recruited and funded a narrow segment of the American population: primarily white, and to a lesser extent Asian (often Asian national) men. The leadership, boards, staff, and founders of technology companies and investors as well as participants in accelerators/incubators continue to be largely white, upper middle-class, and male.

The problems surrounding lack of diversity in the tech sector are deeply entrenched, highly complex, systemic, and structural in nature based on many factors including but not limited to access to hiring and developmental networks, unconscious bias, unwelcoming organizational cultures, and a fundamental lack of understanding of how to recruit and retain more diverse segments of the population.

An unbiased, and open space for conversations and consensus building regarding the absence of people of color and women in the

tech sector is needed. MVMT50 believes comprehensive and uniform measurement of diversity throughout the sector, analysis of the factors which contribute to or dampen the diversity in an ecosystem, and a toolkit based on detailed practices with proven efficacy are required to address the underrepresentation of women and people of color in the technology and digital space.

## ANNUAL STATE OF DIVERSITY IN TECHNOLOGY REPORT

The report is the cornerstone of Div360 and focuses on diversity within three main parts of the technology sector: (1) technology companies, (2) investors (with primary emphasis on angel investors, venture capital, and corporate capital firms), as well as (3) company accelerators and incubators.





# SCHEDULE

---

## WELCOME RECEPTION

The Welcome Reception features the awarding of the 5th Annual **Top 10 Black Innovator Awards**, which recognizes the top ten national African American innovators of 2015.

## INNOVATORS DINNER

Fifty innovators, entrepreneurs, investors, influencers, celebrities and wealth managers will join us in an intimate dinner setting for super networking and discussing national trends and opportunities in the startup space.

## DAY PARTY

After a weekend of networking and working hard, we will come together for a day party event designed for everyone let their hair down.

## PANELS PROGRAMMING

We are currently curating Panel Sessions and Core Conversations designed to provide conference attendees a unique opportunity for intimate engagement with the most connected black minds and names in the technology arena.

# <div> HACK

Hackathons encourage coders, developers, creatives and innovators to brainstorm, design, then build a web or mobile app capable of solving a real-world issue. While open to anyone, <div>Hack is specifically targeted to black and Latino students enrolled in junior, senior and post-secondary schools. Hackathons teach valuable computer science, design and problem-solving skills so that our next generation of leaders and innovators can experience the transformative power of approaching a problem with only

an idea and the potential to turn it into a product or service with measurable impact on the community around them. We connect <div>Hack participants with local nonprofit organizations and minority-owned businesses with specific operational issues then give each team 24 hours to develop an implementable solution. With 80% of jobs in the next decade requiring coding and technology skills, Hackathons provide the next generation with essential hands-on workforce preparedness.



# PAST MEDIA + COVERAGE

## NBC BLK

2016 MEDIA PARTNER  
75m monthly page views  
107k Facebook Fans  
22.2k Twitter followers

## THE GRIO

2015 MEDIA PARTNER  
1.17m monthly page views  
540k Facebook Fans  
50k Twitter followers

## EBONY.COM

2014 MEDIA PARTNER  
30k monthly page views  
96k Facebook Fans  
105k Twitter followers  
1.2M Print Circulation

## BLOGALICIOUS

2014 MEDIA PARTNER  
23k monthly page views  
2,500k Facebook Fans  
7k Twitter followers

## BLACK ENTERPRISE

Former NBA Great Shaquille O'Neal  
Trades In Sneaks for Gadgets at SXSW

Developing a 'New Minority' Entrepreneur

'Social Mayor' Cory Booker Talks  
Waywire, Civic Engagement and  
the Power of Twitter at SXSW

SXSW: Levar Burton Brings 'Reading  
Rainbow' Brand Into 21st-Century

The 'Scandal' Influence: How Social  
TV and Engagement Can Drive  
Audience Viewership

New Tech HBCU Initiative In Support of  
President Obama's My Brother's Keeper

Blacks in Technology Celebrates the  
Contribution of African-American Tech  
Leaders at SXSW

## NBC BLK

Tech Report Proposed to Solve  
Diversity Problem

Annual SXSW Hackathon Exposes  
Students to Tech Possibilities

NBCBLK's Ultimate Guide To SXSW

Tech Coalition Will Honor 10 Black  
Innovators at SXSW

## BET.COM

Black Girls Code Founder Hopes to  
Mold the Next Mark Zuckerberg

## MADAME NOIR

SXSW w/ Dr. Mae Jemison:  
The First African-American In Space  
is Taking The World Into The Future

EBONY

the **grio** 

JET

THE ROOT

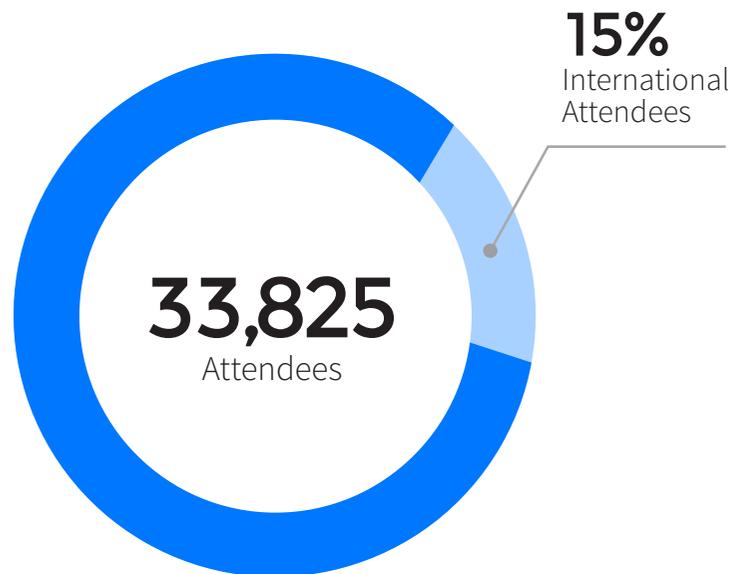
BLACK  
ENTERPRISE

NBC  
BLK

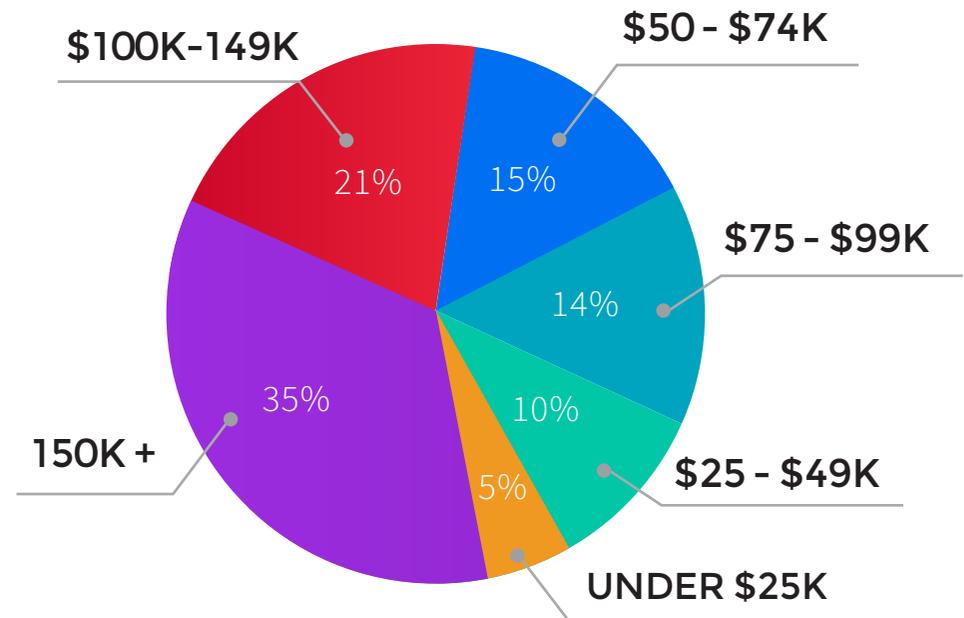
# WHY SXSW + MVMT50?

## SXSW INTERACTIVE 2016 DEMOGRAPHICS

### ATTENDEE NUMBERS



### HOUSEHOLD INCOME



 **2,700**  
Speakers

 **1,033**  
Sessions

 **3,400**  
Media

# WHY SXSW + MVMT50?

## SXSW INTERACTIVE 2016 DEMOGRAPHICS

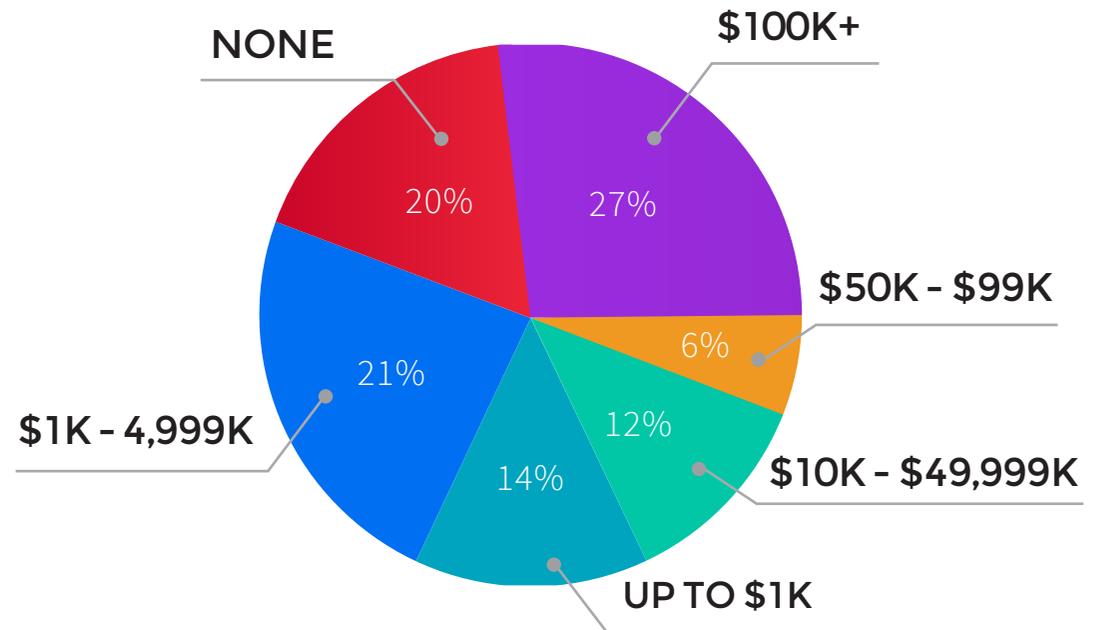
### ATTENDEE GENDER



“Companies come to Texas to compete for attention from venture capitalists, from the press, and most of all, from leading-edge tech customers who might help them build buzz online.”

**WALL STREET JOURNAL**

### PURCHASING POWER



# PAST SPONSORS

## SXSW INTERACTIVE



# SPONSORSHIP LEVELS

## DISRUPTOR: \$25,000

- Full Page B&W Ad in SXSW Interactive Program Guide
- Company profile and logo with link on MVMT50 website
- Dedicated press release
- Company name included in all press releases
- Logo on all print and electronic marketing materials
- Press releases, FB and Twitter mentions
- Verbal recognition at all scheduled events
- Onsite sampling and sales rights
- Exclusive focus group opportunity
- Onsite data collection
- Activation space within MVMT50
- Social Lounge
- 6 SXSW Gold Badges
- Hospitality at all MVMT50 social events
- Permission to use MVMT50 name and marks in marketing efforts
- Provision of content for sponsor's website
- Company logo included on all postevent email blasts for one year

## INNOVATOR: \$15,000

- Company profile and logo with link on MVMT50 Website
- Dedicated press release
- Company name included in all press releases
- Logo on all print and electronic marketing materials
- Press release, FB and Twitter mentions
- Verbal recognition at all scheduled events
- Onsite sampling and sales rights
- Exclusive focus group opportunity
- Permission to use MVMT50 name and marks in marketing efforts
- Company logo included on all post-event email blasts for one year

## CREATOR: \$10,000

- Company profile and logo with link on MVMT50 website
- Press release, FB and Twitter mentions
- Verbal recognition at all scheduled events
- Hospitality at all MVMT50 social events
- Permission to use MVMT50 name and marks in marketing efforts
- Provision of content for sponsor's website

## SUPPORTER: \$5,000

- Opportunity for panel participation
- Press release, FB and Twitter mentions
- Verbal recognition at all scheduled events
- Company name on MVMT50 website

# mvmt50

SPONSORSHIP SALES

[www.mvmt50.com](http://www.mvmt50.com)

**Mike Street** | [mstreet@mvmt50.com](mailto:mstreet@mvmt50.com) | 646.593.6469

**Donell Creech** | [dcreech@mvmt50.com](mailto:dcreech@mvmt50.com) | 512.781.1453

# SXSW

[www.sxsw.com/interactive](http://www.sxsw.com/interactive)

MVMT50 is an African American Diversity & Inclusion community partner for SXSW Interactive 2016. However, MVMT50 is not owned or operated by SXSW. Marketing opportunities outlined in this deck are related to MVMT50 activations only and are not related to SXSW-organized events (such as panels or solo presentations). For more info on SXSW-organized events, contact [inter@sxsw.com](mailto:inter@sxsw.com).