

8% SUMMIT



**A summit of BIPOC speech-language pathologists and audiologists
August 8-9, 2024 Charlotte, NC
Advertising Prospectus
Submitted by Founder and Director Kendra T. Allison**

The Ask

Partner with the 3rd annual 8% Summit in Charlotte 2024 by:

- 1) Donating to become an event sponsor,
- 2) Buying an ad in the program book, and/or
- 3) Forwarding this prospectus to someone who you think may be interested in partnering.

Event details and partnership opportunities are on the following slides.

OR

Go directly to the [Sponsor commitment form](#)

Sponsorship Opportunities

FEATURES	Advocate \$2000	Partner \$750	Supporter \$350
Event <u>webpage</u> will feature your name, bio, sponsor designation with a link to your website.	✓	✓	
Social media posts and stories with your name, logo, and sponsor designation.	✓ two	✓ one	✓ one
An ad in the program book.	✓ full inside cover	✓ full page	✓ ½ page
Option to set up an vendor table at one event.	✓		
Two Tickets to the events.	✓ All events	✓ One event	

Please select a sponsor package by completing our [Sponsor commitment form](#)

For the first time, there will be an official 8% Summit program book!

This professionally designed book will be a keepsake for guests and stakeholders.

We will send an ad design template by April.




The book will have: :

- A directory of registered guests
- 8% Summit Agenda
- Speaker bios and photos
- Blank Notes Pages
- Actionable Resource
- YOUR AD and Coupon**

Deadlines: Purchase ad by June.
Complete an Ad design template by June.

Advertising Opportunities

AD SIZE		
 Full page in 5.5 x 8.5 inch book (about 5x8 inch ad)	\$250	
Half page in 5.5 x 8.5 inch book (about 2.5x4 inch ad)	\$150	
Logo or business name recognition in 5.5 x 8.5 inch book (about 2x3 inch size)	\$80	
*size and content are rough estimates until a mockup is created		

Advertisements can be any company, product, or service that is in alignment with our mission and the interests of our guests.

Please select a sponsor package by completing our [Sponsor commitment form](#)

Why you should partner with the 8% Summit

Brand awareness - The 8% Summit will highlight your brand to a community of speech, language, and hearing professionals. Our professionals will be business employees and owners, “newbie” professionals and seasoned veterans, students and those interested in our fields who will see how you are partnering with us to make our Speech pathology and audiology fields as diverse as the communities we serve.

Contribution- You will feel good about contributing to the 8% Summit’s mission to spread awareness of the SLP and Audiology fields and increase the representation of BIPOC professionals.

Advertising-Sponsoring the summit or buying an ad could be an advertising business expense.

Mission

About 8% of Speech-language pathologists and Audiologists in the American Speech-language Hearing Association identify as a “person of color or ethnic/racial minority”. It is 14-15% if counting Hispanic/Latino clinicians.

This minimal diversity in our profession is significant because we deliver speech therapy and hearing services to very diverse populations who may not feel culturally “seen”.

The mission of the 8% Summit is to **CONNECT** a community of speech pathologists and audiologists who are Black, Brown, Indigenous, People of Color (BIPOC) in order to **COLLABORATE** and **CONTRIBUTE** to each other and the communication sciences and disorders fields, in a fun engaging way.

The logo for the 8% Summit. It features a large, bold, black "8%" symbol at the top. Below it, the word "SUMMIT" is written in a bold, black, sans-serif font. The entire logo is centered on the right side of the page.

8%
SUMMIT



Our Goals

- ❖ To become a destination for SLPs/Audiologists of color to look forward to attending annually.
- ❖ To connect a community of Black, Brown, Indigenous, and of color SLPs/Audiologists for personal development and networking.
- ❖ To contribute to the diversity in our field through representation, mentorship, advocacy, and scholarship.

Expenses and Budget

Donations of any amount are appreciated. All funds and donations will be applied toward expenses. **THESE ARE APPROXIMATE EXPENSE AMOUNTS.**

Venue Rentals and fees: \$2000

Videographer / Photographer: \$1200

Meal and Refreshment: \$2500

Photobooth and Decor: \$600

Entertainment and Music: \$700

Gift Bag and Giveaways: \$600 + In-kind Donations

Welcome Mixer Sponsor: \$600

Program Booklet: \$300

Please select a sponsor package by completing our [Sponsor commitment form](#)

Payment

Your contribution can be submitted:

1. Check made to: Kendra Allison,
mailed to:
1326 Dean St, Charlotte, NC, 28216

Or

2. Paypal to:
8percentsummit@gmail.com

Or

3. Another mutually agreed upon Charlotte
area location for tangible items.



Event Information

Dates

August 8, 2024 Welcome Mixer
August 9, 2024 8% Summit Day
August 10, 2024 TBD brunch

Location

Charlotte, NC

Summit Day Agenda

930 AM Refreshments and “Connection”
1000-3PM “Collaboration” with speakers
12PM Lunch
3-4PM “Contribution” with vendors,
Giveaways, and a challenge

Guests _____

100-150 BIPOC SLPs & Audiologists, students, people interested in CSD fields



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Links

[2024 8% Summit Highlights](#)

[2023 8% Summit Recap video](#)

[Article Feature](#)

www.8percentsummit.com





Meet our Founder **Kendra T. Allison**

She is a speech pathologist and owner of Speechology communication services PLLC, based in Charlotte NC. Kendra is friendly, welcoming, and has curated several fun and engaging social opportunities over the years. The 8% Summit is her passion project, an event that is fun, engaging, and has an impactful purpose.

“I created the 8% Summit to be what I needed, as the only Black SLP in school and work, a community of belonging and connection. *I am looking forward to building from 2022 and 2023, to a bigger and better 8% Summit in 2024!*”

2023 Events Recap

NEW FEATURES:

Theme: “Expansion”
The Friday welcome mixer
T-shirt Merch!
Vendors

DEMOGRAPHICS:

- Ticket holders: 50 total BIPOC SLPs, AUDs, other professionals such as PT and Therapists.
- Clinical fellows, seasoned practitioners, private practice owners, school-based SLPs, hospital-based SLP and AUD, clinical and home setting SLPs & AUDs.
- 3 table vendors

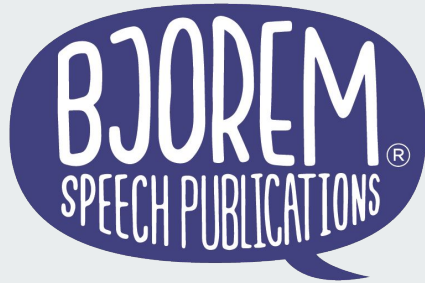


Our 2023 Sponsors

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Pamela Rowe
MA, CCC-SLP LLC



SPEECHOLOGY
COMMUNICATION SERVICES, PLLC

2022 8% Summit Recap

DATE: August 27

LOCATION: Charlotte NC

GUEST DEMOGRAPHICS:

- 32 total SLPs and AUDs of color, (30 SLPs, 2 AUDs)
- Clinical fellows, seasoned practitioners, private practice owners, school SLPs, hospital SLP and AUD, clinical and home setting SLPs & AUDs.



Thank You!

Email: kendratallison@gmail.com

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Facebook/Instagram:
[@kendratallison.slp](#)
[@8percentsummit](#)

www.kendratallison.com/8percentsummit

