



**BlackCareerFair.com**

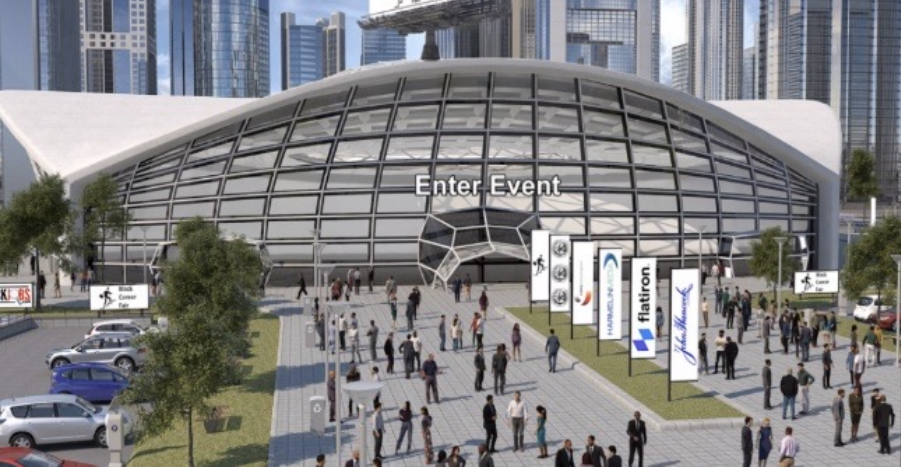
# **Virtual Black Career Fairs**



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**MAY 13, 2021**

**NOVEMBER 11, 2021**



# BlackCareerFair.com

To connect corporations with diverse job candidates through a virtual, interactive experience that includes insightful content, networking, knowledge-enhancing workshops and expo center booths.

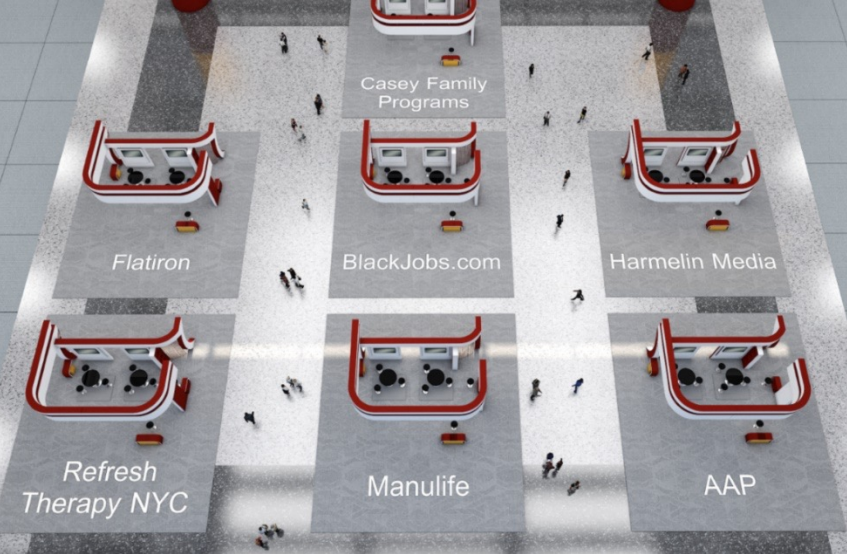
## Virtual Event Experience

- Visually rich and immersive virtual event
- User friendly interface with engaging atmosphere
- Custom branded virtual booths in Jobs Expo
- Virtual job board and resume database
- Interactive panels and workshops
- Real time interviews
- Networking community post event



## December 10, 2020 Event Recap

- Registrations – 2,714
- Booth Visits – 4,584
- Document Views - 636
- Auditorium Views – 1,206
- Sponsor Video Views - 535



# BlackCareerFair.com



**When: May 13, 2021 and  
November 11, 2021**

Virtual Career Fair event that  
aims to deliver the same in  
person results



## Expected Attendees:

Diverse group of recent grads and current professionals looking for new career opportunities

- Over 5,000 participants expected
- 50/50 Men and Women
- Average age 31
- 90% College / 40% graduate school



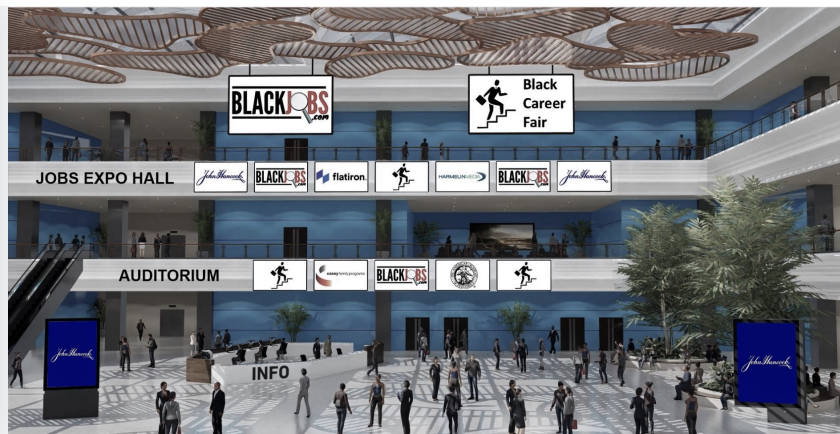
## Post Event Data:

- Complete list of attendees for post-marketing efforts
- Survey results of workshop participants
- Targeted list of prospective candidates



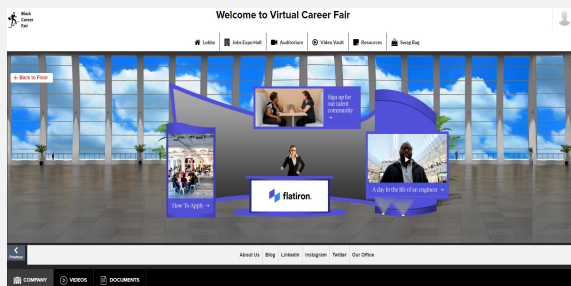
May 13

BlackCareerFair.com will help your company recruit from a rich pool of over 10,000 highly qualified diverse applicants that will help you exceed your organizational growth and profitability goals.



November 11

BlackCareerFair.com will help your company recruit from a rich pool of over 10,000 highly qualified diverse applicants that will help you exceed your organizational growth and profitability goals.











## 2021 Virtual Events Schedule



# Demographics Overview

BCF.com  
BlackBusiness.com  
HispanicJobs.com  
BlackJobs.com

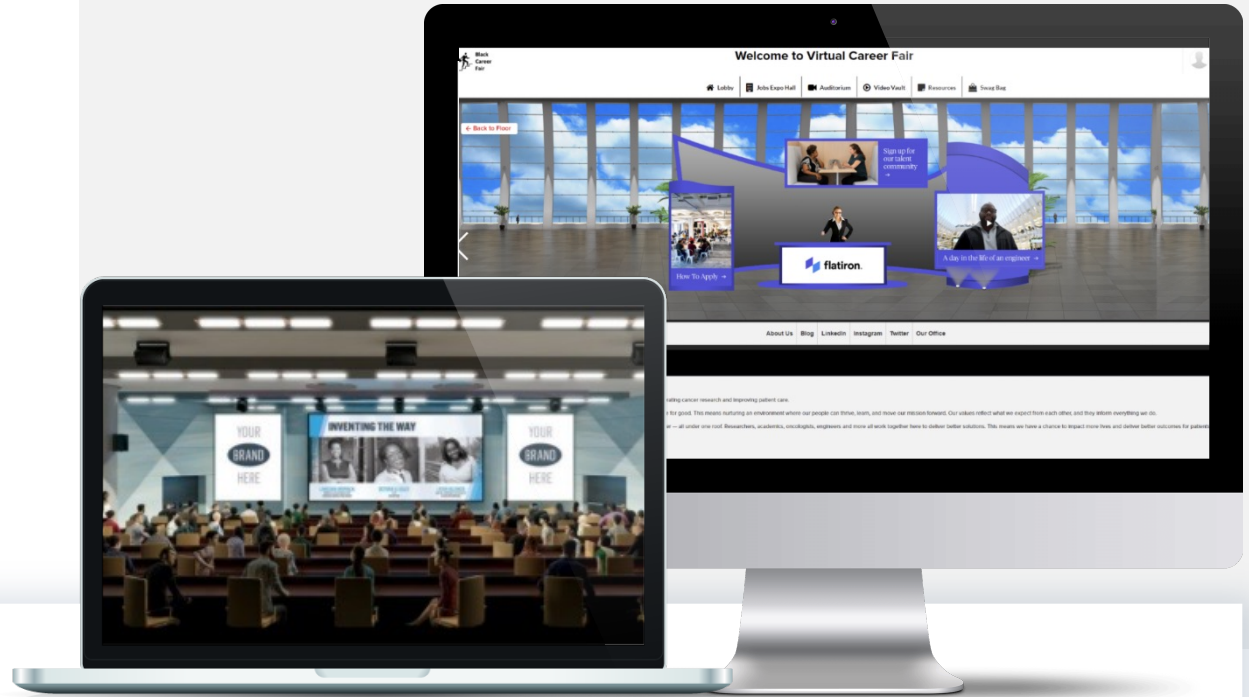
	Social Media Followers	1,000,000
	Unique Visitors	2,000,000
	Email Subscribers	700,000
	Average age	32
	Gender <ul style="list-style-type: none"> <li>Female 57%</li> <li>Male 43</li> </ul>	
	Average Income	\$96,000
	Marital Status <ul style="list-style-type: none"> <li>Single 55%</li> <li>Married/Partner 45</li> </ul>	
	Education <ul style="list-style-type: none"> <li>College 91</li> <li>Post Grad Studies 42</li> </ul>	
	Ethnicity <ul style="list-style-type: none"> <li>African Amer/Black 74</li> <li>Hispanic 14</li> <li>White 8</li> <li>Other 4</li> </ul>	



Find diverse employees that help drive measurable company growth



# Preliminary Agenda



## Two 45-minute Main Stage Panel Discussions

- Getting hired during COVID
- Interviewing Virtually
- Increasing Skills for Job Change
- Overcoming the Lack of Internships



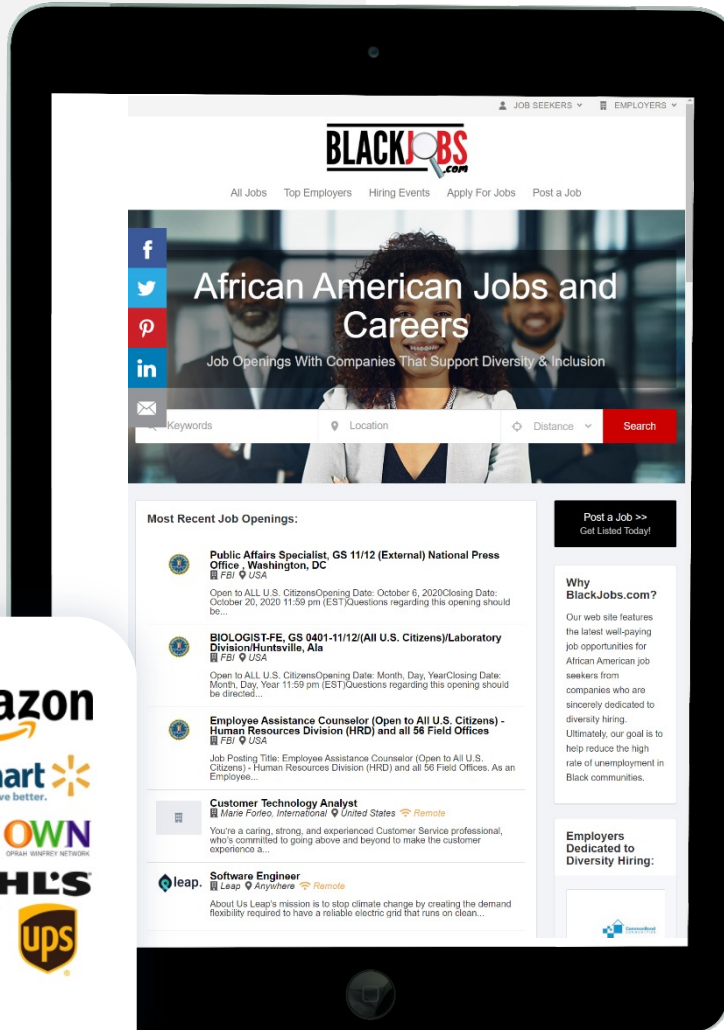
## Three 30-minute Workshops

- Creating a top-flight resume
- Interviewing 101 for diverse candidates
- Navigating job postings
- Post interview etiquette



## One Expo Center

- Custom Sponsor Booths
- Meeting and Chat functionality
- Presentation Documents
- On-platform interviews



Over 500,000 diverse job seekers visit Blackbusiness.com, JobsForWomen.com, BlackJobs.com and HispanicJobs.com from all over the country each month. Over more than 15 years, we have helped nearly 1,000 companies successfully reach their hiring goals.



Our audience includes potential candidates with backgrounds in IT, engineering, computer science, web development, marketing, communications, management, biotech/pharmaceutical, human resources, accounting, administration, graphic design, nursing, customer service, and many more



Approximately half of the audience for the career fair is expected to be recent college graduates, and the majority of the remainder will likely be mid-career candidates



They mostly range in age from 22 to 45 years old



55% of job seekers are female, and 45% are male



# BCF.com - Connecting on Fertile Ground

## Candidates

Top talent looking for challenging and worthwhile opportunities

- HBCUs/College Seniors
- Recent professionals
- Participate from anywhere



## Companies

- Industry leaders requiring innovative leaders and thinkers to grow and serve changing markets
- Efficient, low-cost platform
- Metrics / High return on investment
- Highly targeted, diverse recruiting tool
- Virtual booth and database
- No geographic barriers

## Career Summit

Unparalleled forum and gathering place to connect, interact and find intersecting pathways

### Real time results

- Attendee data
- Candidates
- Resume downloads





# Investment – Career Fairs



## GOLD SPONSOR

- Sponsor host one main-stage panel session
- Executive to participate in a workshop
- Registration list with resumes before event
- List of registrants that attended main stage
- Virtual Booth/one-on-one meetings
- 20 Job Postings
- Online registration branding
- Website branding
- Social media exposure

**\$25,000\***



## SILVER SPONSOR

- Executive to participate in a workshop
- Registration list with resumes
- List of registrants that attended Workshop
- Virtual Booth/one-on-one meetings
- 10 Job Postings
- Online registration branding
- Website branding
- Social media exposure

**\$15,000\***



## BRONZE SPONSOR

- Booth Only Sponsorship
- Virtual Booth one-on-one meetings
- 5 Job Posting
- Registration list with resumes
- Online registration branding
- Website branding
- Social media exposure

**\$5,000\***



PLACEMENT 	CPM* 	COST (NET) 
ROS_300x250, 300x600, 728x90	\$16.00	\$0
ROS_Interstitial	\$25.00	\$0
ROS_970x250	\$16.00	\$0
ROS_300x400 Video Pre-Roll	\$20.00	\$0
Run of Channel_300x250, 300x600, 728x90	\$16.00	\$0
Run of Channel_970x250	\$18.00	\$0
Run of Channel_Interstitial	\$25.00	\$0
Run of Channel_300x400 Video Pre-Roll	\$25.00	\$0
Run of Site Mobile	\$12.00	\$0
Run of Channel Mobile	\$14.00	\$0
Main Page Takeover	Flat	\$3,500
Email Blast _728x350	Flat	\$3,500
Webinar (6 classes)	Flat	\$100,000
Podcast (6 episodes—video & audio)	Flat	\$75,000
Digital Vignette Series (6 —5-minute videos)	Flat	\$60,000*
Digital Cover/Feature Article	Flat	\$30,000
Sponsored Posts (4) to live within BE Channels	Flat	\$20,000
Twitter/Facebook Posts	Flat	\$2,750
Custom Article (online)	Flat	\$5,000
Third Party Vendor (Survey)	Flat	\$5,000
Value (Survey)	Flat	\$10,000
Prize (Survey)	Flat	\$5,000
Interactive Quiz	Flat	\$2,500

\*Or \$10,000 per video

## Investment – Website

# Contacts



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