

SPONSORSHIP OPPORTUNITIES

4TH ANNUAL
THE BLACK
BOYS & MEN
NATIONAL
SYMPOSIUM

WORKING TOGETHER TO CHANGE CONDITIONS AND ELEVATE LIVES

June 11-13, 2025

**Grand Rapids,
Michigan**



**GRAND VALLEY
STATE UNIVERSITY®**

**DIVISION OF ENROLLMENT
DEVELOPMENT AND
EDUCATIONAL OUTREACH**

2025 EVENT OVERVIEW

JUNE 11

VIP Reception
JW Marriott

Opening Plenary
JW Marriott

JUNE 12

Plenary and Breakout Sessions
Amway Grand Plaza Hotel

Impact Award and Benefit Event
New Vintage Place

JUNE 13

Breakout Sessions

Closing Plenary
Amway Grand Plaza Hotel

Go online for schedule updates



www.gvsu.edu/bbms



ABOUT THE CONFERENCE

We are excited to host our fourth annual Black Boys and Men National Symposium on June 11-13, 2025. The symposium continues to grow experiencing a record number of over 400 attendees in 2024. We hope you can join us!

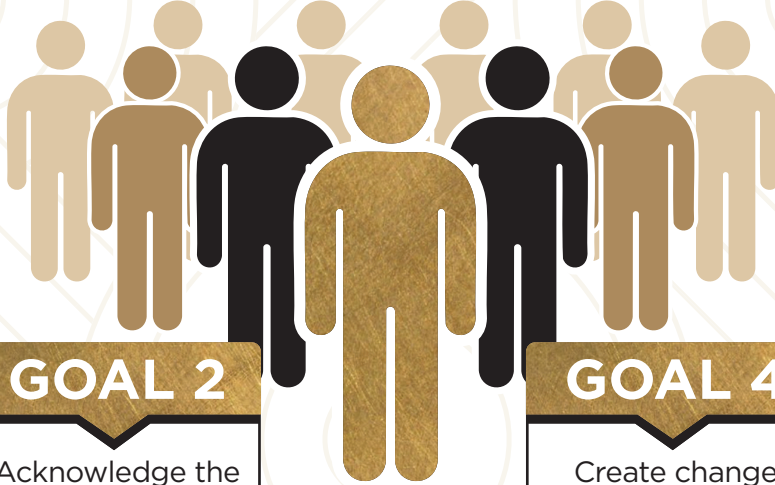
Grand Valley State University seeks to bring together youth service providers, K-12 educators, higher education faculty and staff, and community leaders to understand and interrogate the “systems” that impact the lives of Black boys & men in order to deconstruct and rebuild for their success.

Through a lens of intersectionality, the Black Boys & Men National Symposium looks holistically at the lives of Black boys & men in a variety of educational and other contexts. The symposium is focused on creating a vision for equitable transformation throughout the educational pipeline, from K-12 to higher education and beyond. The symposium is designed to be a place of personal and professional growth for those who walk alongside Black boys & men to engage in discussion, learning, and action.

GOALS FOR SYMPOSIUM

GOAL 1

Bring national partners together to outline a plan for success and create a pipeline to include K-12, higher education, and beyond.



GOAL 2

Acknowledge the historical realities that have shaped outcomes for Black boys and men to create new realities.

GOAL 3

Identify systemic barriers in order to generate discussion, ideas, and solutions for equity.

GOAL 4

Create change agents by sharing leading practices and creating the capacity to create new and better outcomes.

GOAL 5

Deconstruct and rebuild systems to create the conditions necessary for the success of Black boys & men.



KEYNOTE SPEAKERS

Judge Mathis

Judge Mathis is a national figure known for his advocacy for urban youth and equal justice. His journey from street youth and incarceration to becoming a judge has inspired millions who watch his Emmy®-nominated court show *Judge Mathis*.

Judge Mathis's public service career began in college, where he led Free South Africa and voter registration campaigns while working nights at McDonald's. After graduating in 1983, he joined the staff of Detroit City Councilman Clyde Cleveland and worked with Reverend Jesse Jackson's PUSH Excel, where he currently serves as Chairman. He has also served on the national boards of the NAACP and Morehouse School of Medicine. Dedicated to empowering youth and ex-offenders, Judge Mathis opened the Mathis Community Center in Detroit and founded Young Adults Asserting Themselves (Y.A.A.T.), a nonprofit offering career training, business opportunities, and college enrollment assistance.

In 2009, the city of Detroit honored him by naming Mathis Avenue in a housing development that replaced the projects where he grew up. He has received numerous awards, keys to the city, and honorary doctorates from Florida A&M University and Eastern Michigan University. Recognized by national media, Judge Mathis has appeared on *The Tonight Show*, *The Today Show*, *Larry King Live*, and *The Ellen DeGeneres Show*. He is married, the proud father of four children, and a grandfather.



Reginald Beaty & Tony Owens Two Men and a Stool

Reginald Beaty and Tony Owens stand as the visionary founders of the Foundation for Educational Success, bringing together an impressive cumulative experience of over 50 years in educational and military leadership. Revered for their expertise, they are affectionately recognized as “2 Men and a Stool,” symbolizing their collaborative approach to educational excellence.

At the heart of their foundation lies a three-pronged strategy, aptly represented by the legs of a stool. Firstly, they prioritize Student Asset Development Mindset, recognizing the inherent strengths and potential within each individual student. Secondly, they emphasize deliberate Parent Engagement at-home, understanding the pivotal role parents play in supporting their children's educational journey. Lastly, they focus on Creating A High-Performing Culture And Climate at School, fostering an environment conducive to academic and personal success. With their collective dedication and strategic approach, Beaty, Owens, and their team are committed to driving positive change and nurturing a culture of excellence in education.

Their consulting firm offers a comprehensive three-legged systematic approach to school and college improvement, leveraging the expertise of a diverse team of educators, counselors, administrators, and professors across elementary, middle, high school, and college levels.



KEYNOTE SPEAKERS

Steve Pemberton

Steve Pemberton is a visionary leader, bestselling author, and Founder & CEO of The Lighthouse Academy, a consultancy transforming workplace cultures and leadership practices. As a former HR executive at Monster.com, Walgreens, and Workhuman, Steve has built award-winning organizational environments, emphasizing talent recognition, human connection, and workplace purpose.

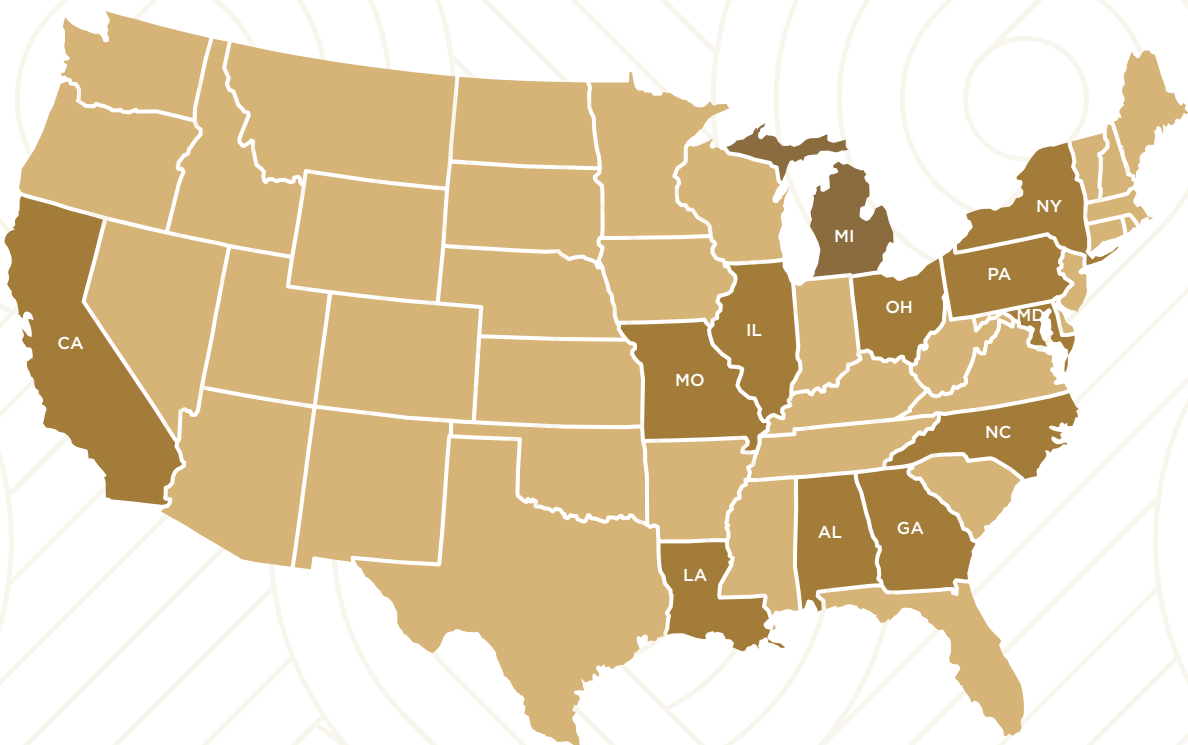
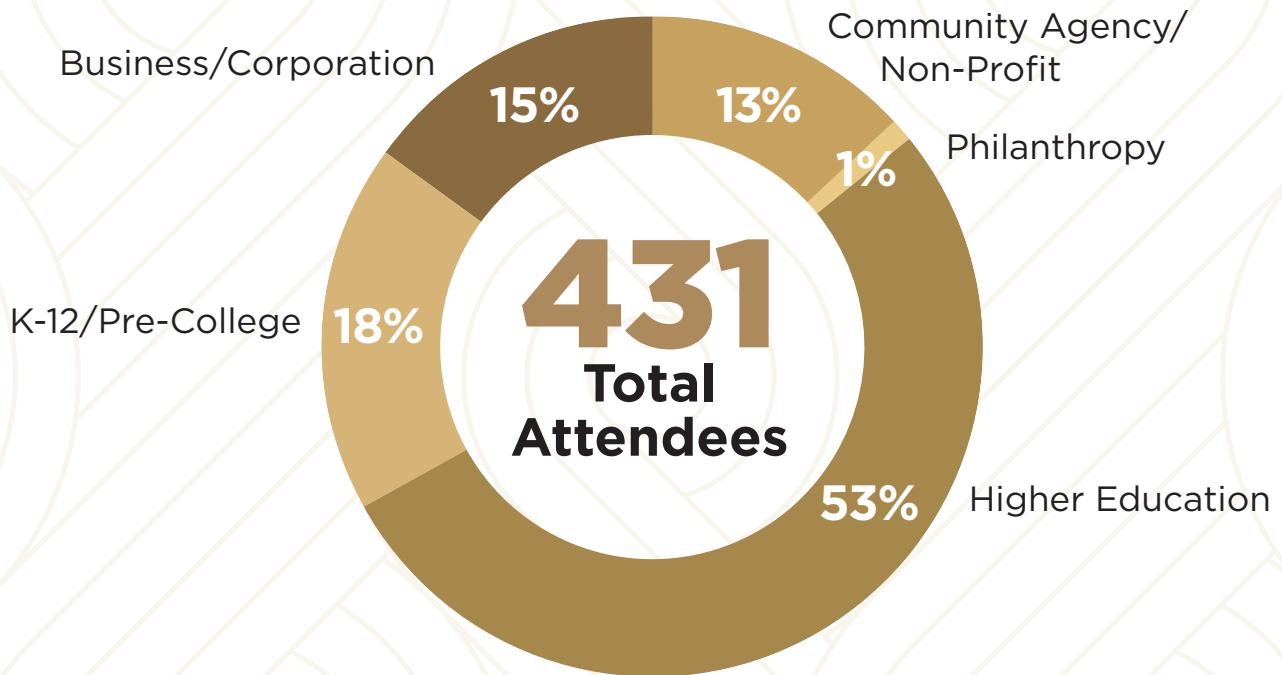
Steve's extraordinary life journey from foster care to becoming a nationally recognized leader inspired his first book, *A Chance in the World*, later adapted into a film and educational curriculum. His second book, *The Lighthouse Effect*, empowers readers to find purpose in personal struggles and impact others positively, leading to the creation of The Lighthouse Academy. A sought-after speaker, Steve engages audiences across corporate, nonprofit, healthcare, and education sectors, sharing practical strategies for leadership and human capital development. He frequently speaks at global HR conferences and appears in media discussing workplace trends.

Steve's contributions have earned him the Horizon Award from the U.S. Congress and the Lifetime Achiever Award from the New England Opportunity Association. He holds honorary doctorates from Boston College, Providence College, and Winston-Salem State University. Committed to community wellbeing, Steve serves on multiple nonprofit boards, including Disability: IN and Boys Hope Girls Hope. Through his work and advocacy, Steve continues to fulfill his mission for all to have "A Chance in the World," embodying the transformative principles of The Lighthouse Effect.



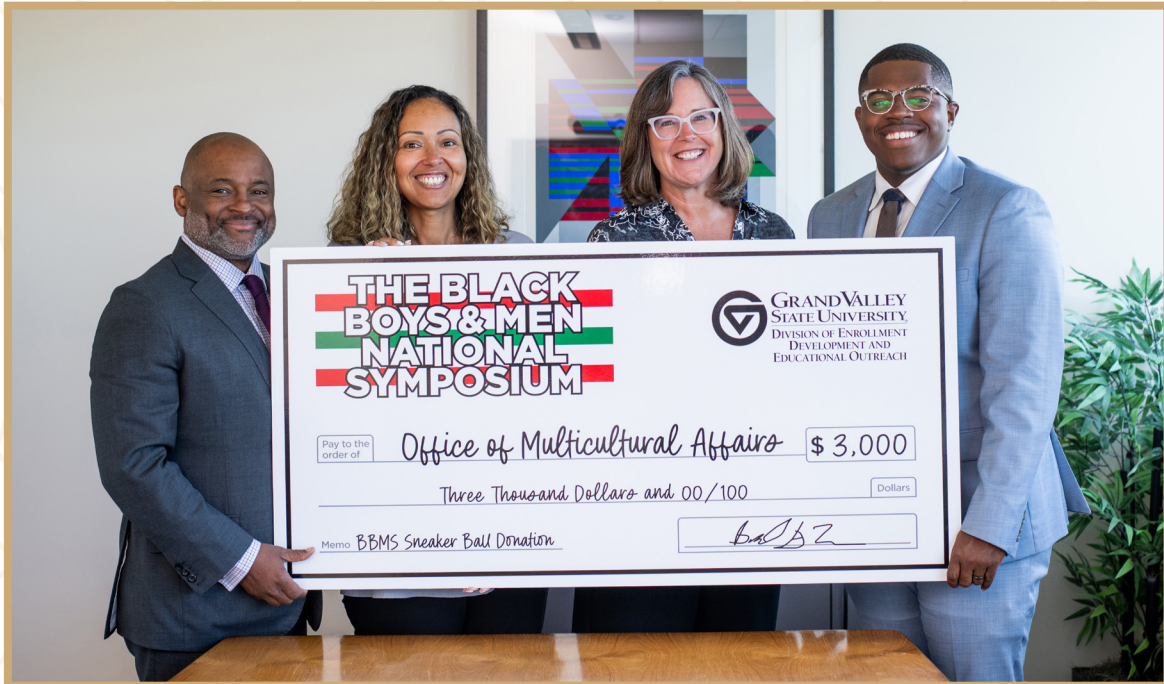
2024 SUMMIT FACTS

ATTENDEE BREAKDOWN



12 States and District of Columbia represented

**Thanks to generous donations raised during the Sneaker Ball,
the Black Boys & Men National Symposium
is able to support these organizations**



\$3,000 to GVSU's Office of Multicultural Affairs to support the Black Male Scholars program.



\$1,500 to the Urban League of West Michigan to support its Urban Fellows program.

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PLATINUM SPONSOR

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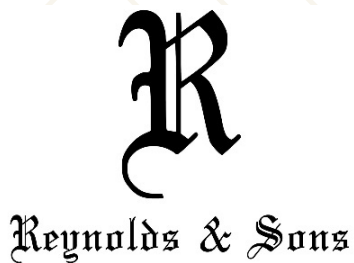


Experience

GRAND RAPIDS

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BRONZE SPONSORS



SPONSORSHIP OPPORTUNITIES

PLATINUM

\$25,000

- Speaker remarks during opening keynote address
- Speaker remarks during the Impact Award and Benefit Event
- Logo recognition on conference app
- 4 invitations to VIP Reception
- 4 conference registrations
- 2 tables (16 tickets) to the Impact Award and Benefit Event
- Logo recognition on symposium website



GOLD

\$15,000

- 2 invitations to VIP Reception
- Verbal recognition during conference opening plenary
- 3 conference registrations
- 1 table (8 tickets) to the Impact Award and Benefit Event
- Logo recognition on symposium website



SILVER

\$10,000

- 2 conference registrations
- 1 table (8 tickets) to Impact Award and Benefit Event
- Verbal recognition during symposium
- Logo recognition on symposium website



BRONZE

\$5,000

- 1 conference registration
- 4 tickets to the Impact Award and Benefit Event
- Verbal recognition during symposium
- Logo recognition on symposium website

LEGACY

\$1,000-\$4,999 gifted for 3 consecutive years

- 2 tickets to the Impact Award and Benefit Event
- Verbal recognition during symposium
- Logo recognition on symposium website

YES, I WANT TO BE A SPONSOR

For information on BBMS Sponsorships, visit:

<https://www.gvsu.edu/bbms/sponsorship-levels-26.htm>



or contact:

Samantha Mayse

maysesa@gvsu.edu

call 616-331-9202

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