

4<sup>th</sup>  
ANNUAL

THE WOMEN'S ECONOMIC INSTITUTE

*presents*

**CNYBLACK**

WOMEN'S EXPO 2024

**The Women's Economic Institute**

**2024 CNY Black Women's Expo Sponsorship Deck**

## WELCOME

Dear Sponsor,

We're excited to welcome you to the 4th Annual CNY Black Women's Expo & Teen Summit—*Driving Education, Innovation, and Entrepreneurism in the Age of AI.*

**Our Purpose:** To build a stronger economic landscape across Central and Western New York by supporting Black and women-owned businesses through increased exposure and direct marketplace opportunities.

**Why Sponsor?:** The Expo is a dynamic 2-day platform allowing procurement officers from major corporations and governmental agencies to promote their brand, leadership, and DEI culture while equipping you to engage an influential consumer base. We encourage you to share your company's career and procurement opportunities, merchandise, and commitment to building viable relationships with Black/BIPOC and women-owned businesses.

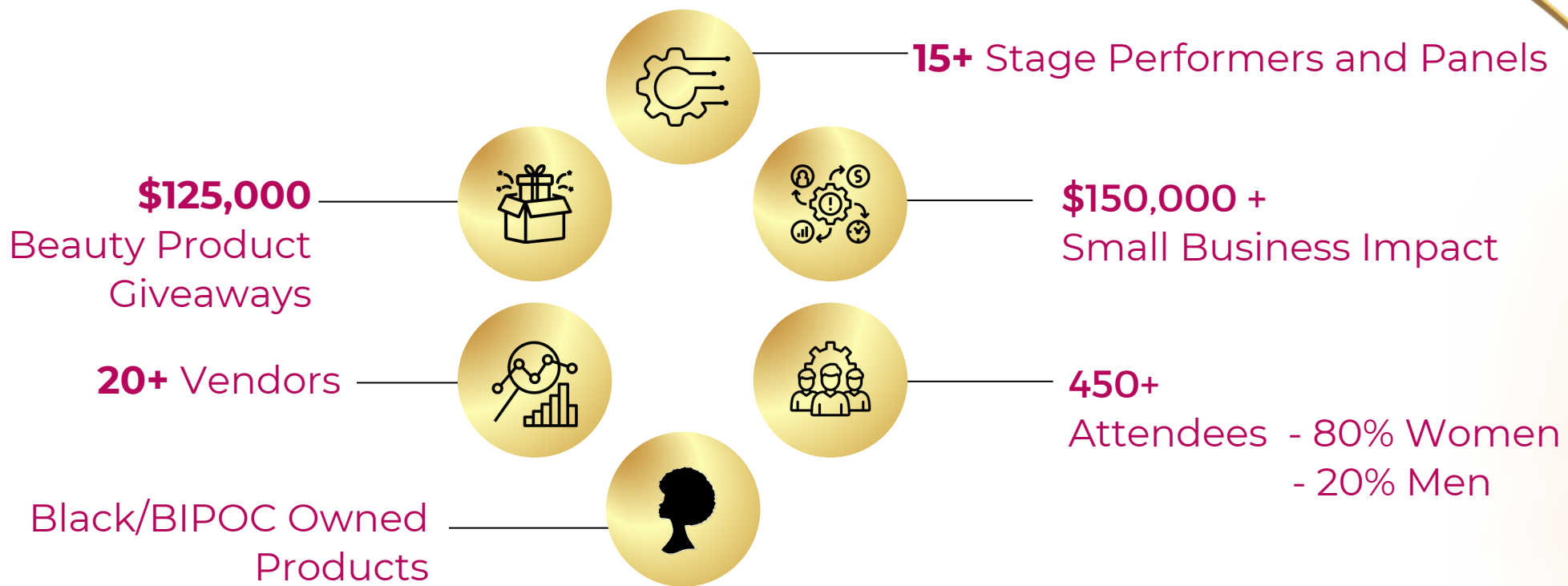
On Friday, September 27 and Saturday, September 28, Expo attendees will experience two evenings and one full day of empowerment panels, a STEM Corner, our Wellness Pavilion, the Teen Summit, the evening Gala and Fashion Show, and our first ever Taste of Black Expo.

Your generous sponsorship enables The Women's Economic Institute to continue our year-round economic impact through the small business incubator, prominent networking events, and strategic community-building—all centered around today's Black/BIPOC communities. We look forward to your 2024 investment.

**Charlene Tarver, CEO**  
**The Women's Economic Institute**  
**CNY Black Women's Expo**



## EXPO STATS



At the WEI, we're empowering women through:



- A Small Business Incubator
- The Closet (Work attire / hygiene prods)
- The CNY Black Women's Expo



- Senior Affordable Living Site (SRP)
- A Public Facing Food Hall (SRP)
- A Retail Incubator (SRP)



- Young Women's Mentoring Initiative (12-26)
- KidsPlace (An onsite drop-off for ages 4-7)

## PROGRAM EVENTS

### **Taste of Black Expo**

The Taste of Black Expo offers a cultural culinary experience featuring food and wine pairings that highlight local Black chefs, caterers, and restaurateurs. This event will feature a chef competition dedicated to promoting and championing Black culinary artists. The Taste promises not only a platform for high-level networking but a vibrant atmosphere for exceptional music, art, and community engagement.

### **2024 CNY Black Women's Expo**

The CNY Black Women's Expo celebrates Black women's leadership, empowerment, and networking in a culturally rich environment. With engaging seminars led by subject matter experts, a dedicated Women's Wellness Pavilion, a dynamic STEM Corner, a bustling small business marketplace, and corporate exhibitions, the Expo offers a comprehensive experience to educate, enlighten, and inspire the entire community. Expo admission is free and open to everyone.

### **The Teen Summit (Hosted at The Expo)**

The Expo Teen Summit aims to empower girls of color aged 13 to 19 while instilling a sense of beauty and intelligence. Through the Summit, girls refine their superpowers, enhance their communication skills, and strategize on overcoming barriers to employment and entrepreneurship. The Summit offers valuable resources for college and career readiness, youth entrepreneurship, and essential well-being and self-care.

### **Gala & Fashion Show**

The Gala and Fashion Show is the perfect culmination to the 4th Annual 2024 CNY Black Women's Expo. Bringing boutique owners, designers, and fashionistas together to celebrate the culture of fashion while recognizing and celebrating current and rising icons.

## SPONSORSHIP OPPORTUNITIES

The WEI's mission is to foster greater community economic development and sustainability for women, girls, and BIPOC (Black and Indigenous People of Color) communities through workforce development, small business growth, public policy, and affordable housing. Your sponsorship helps to support this mission and the WEI's annual operations and programming.

**\$30,000**

### Expo Presenting Sponsor (1)

- ▶▶ Company name and logo listed as Expo Presenting Sponsor
- ▶▶ (2) 6'x3' Display booths at the Expo
- ▶▶ Panel on Empowerment Stage
- ▶▶ Introduction of Keynote Speaker at Gala 5 min or company video
- ▶▶ VIP seating for 10 at evening Gala
- ▶▶ Logo branding on expo bag
- ▶▶ Logo inclusion with Expo publicity

**\$8,000**

### Taste of Black Expo Sponsor (4)

- ▶▶ Reserved seating for (5) at the Taste
- ▶▶ Logo recognition as the VIP Sponsor during Taste of Black Expo
- ▶▶ Company name and logo listed as VIP Sponsor
- ▶▶ (4) Tickets for evening Gala & Fashion Show
- ▶▶ Logo inclusion with Taste of Black Expo publicity

**\$15,000**

### Empowerment Stage Sponsor (3)

- ▶▶ Company name and logo listed as Empowerment Stage Sponsor
- ▶▶ (1) 6'x3' Display booth at the Expo
- ▶▶ Logo recognition during the Expo
- ▶▶ Preferred seating for (10) at evening Gala
- ▶▶ Choice of expo bag swag or merchandise
- ▶▶ Logo inclusion with Expo publicity

**\$5,000**

### Partner Sponsor Level (8)

- ▶▶ (2) Tickets for evening Gala & Fashion Show
- ▶▶ Logo recognition as a Partner Sponsor during Expo
- ▶▶ Company name and logo listed as a Partner Sponsor
- ▶▶ Logo inclusion with Expo publicity

# PROGRAM PARTNERS



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COMMUNITY  
FOUNDATION



CENTRAL NEW YORK  
COMMUNITY FOUNDATION



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# Thank You!

The Women's Economic Institute is a federally recognized 501c3. For more information on how you can support our mission or The 2024 CNY Black Women's Expo and Teen Summit, please call 315-551-2500, email [Ctarver@womenseconomicinstitute.com](mailto:Ctarver@womenseconomicinstitute.com), or visit us on the web at [www.womenseconomicinstitute.com](http://www.womenseconomicinstitute.com).