



THE WOMEN'S ECONOMIC INSTITUTE PRESENTS

5<sup>th</sup> ANNUAL CNY 2025  
BLACK WOMEN'S EXPO

The Women's Economic Institute

2025 CNY Black Women's Expo Sponsor Deck



# WELCOME



Welcome to the 5th Annual CNY Black Women's Expo & Teen Summit!!!!

***Our Purpose:*** To build a stronger economic landscape across New York State in support of BIPOC women entrepreneurs and MWBEs through training, coaching, mentoring, and direct marketplace opportunities.

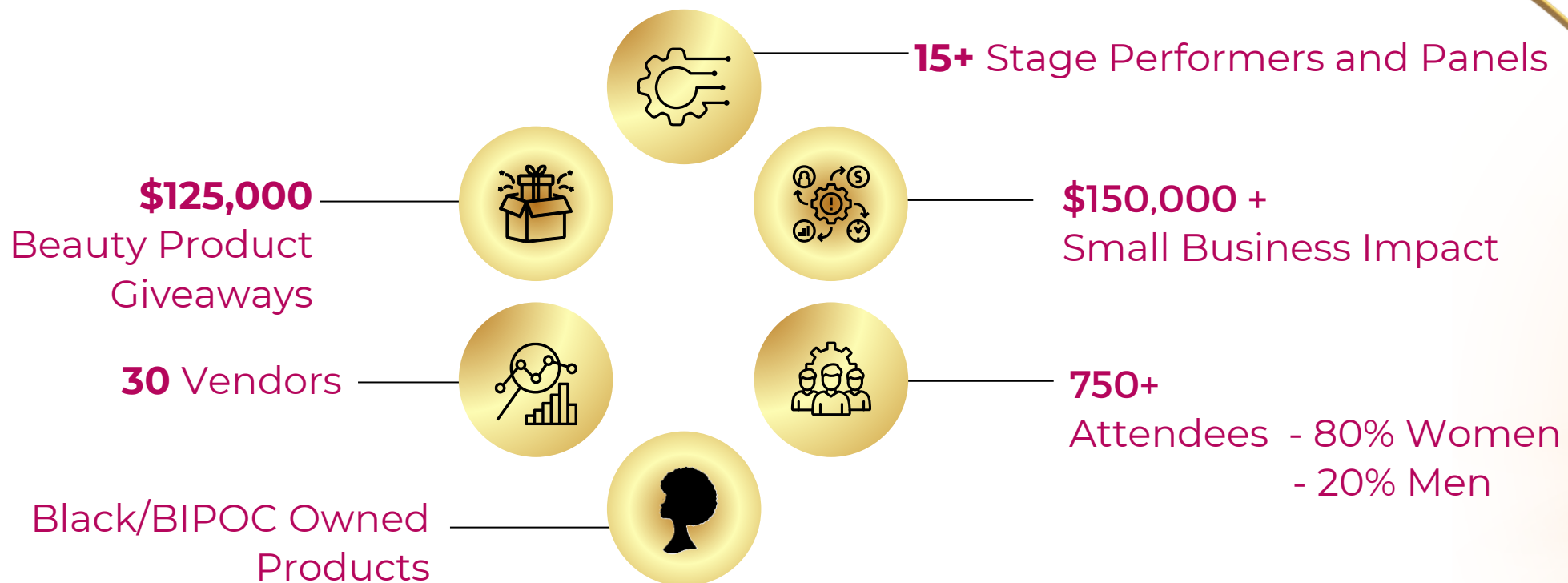
***Why Sponsor?:*** The Expo is a dynamic 2-day cultural *experience* promoting corporate and governmental procurement opportunities and brand/culture awareness to a diverse consumer base. Come share your company's career and contract opportunities, merchandise, and commitment to community engagement.

Friday, September 12th and Saturday, September 13th Expo attendees will experience empowerment panels, the Wellness Pavilion, the Small Business Marketplace, the luxe Fashion Show, and the Taste of Expo.

Your generous sponsorship supports The WEI's year-long impact through the small business incubator, youth programming, prominent networking events, and strategic community-building.— All centered around today's Black/BIPOC entrepreneur and MWBE. Thank you for investing in the 5<sup>th</sup> Annual CNY Black Women's Expo.

**Charlene Tarver, CEO  
The Women's Economic Institute ("The WEI")  
CNY Black Women's Expo Convener**

## 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)



## 2025 PROGRAM EVENTS

### **Taste of Expo- 9/12 (6:30PM-10PM) SU Community Folk Art Center**

The Taste of Expo offers a cultural culinary seafood experience encompassing curated food and wine pairings that celebrate and showcase Syracuse's iconic Oasis Fish House. A perfect backdrop for top tier networking, great wine and food, and some of the best music and art in the 'Cuse.

### **CNY Black Women's Day Expo- 9/13 (10AM-5PM) @ SU Community Folk Art**

The 2025 Expo celebrates Black women's leadership and empowerment, and supports *Class A* networking in a culturally rich environment. Engaging seminars led by subject matter experts, a dedicated Women's Wellness Pavilion, a dynamic STEM Corner, a bustling Small Business Marketplace, the Empowerment Stage, and corporate exhibitions. The Expo offers a comprehensive experience to educate, enlighten, and inspire the entire community, with a focus on small business education, financial literacy, and community health and wellness. **Expo admission is free and open to the public.**

### **Teen Summit (Hosted at The Expo)- 9/13 (11AM-3PM) @ SU Community Folk**

The Expo Teen Summit includes a STEM Corner—an exhibit space that educates and inspires youth and young adults while exploring opportunities in STEM and providing hands on experiences in programming and coding for drones and drone technology, robotics, and exercises in math/science/problem solving.

### **Women's Wellness Pavilion (Expo) 9/13 (10AM-5PM) @ SU Community Folk Art**

The Women's Wellness Pavilion offers a resource fair with agencies that serve and address the health, wealth, and wellness of Black women and communities including employment opportunities along with health resources/awareness around BIPOC breast cancer, HIV/AIDS, Black maternal and infant mortality, metabolic syndrome, mental health, etc.

### **Expo Fashion Show 9/13 (4PM-5PM) SU Community Folk Art Center**

The Fashion Icon Awards is the perfect culmination to the 5th Annual 2025 CNY Black Women's Expo. Bringing boutique owners, designers, and fashionistas together to celebrate the culture of fashion while recognizing and celebrating today's icons 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, and affordable housing. Your sponsorship helps to support this mission and the WEI's annual operations and programing.

**\$35,000**

### **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  
5 min or company video
- ▶▶ VIP seating for ten (10) at Taste of Expo
- ▶▶ Logo branding on Expo bag
- ▶▶ Logo inclusion with Expo publicity

**\$10,000**

### **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 ten (10) Taste of Expo
- ▶▶ Logo inclusion with Expo publicity

**\$8,000**

### **Taste of Black Expo Sponsor (4)**

- ▶▶ VIP seating for five (5) at Taste of Expo
- ▶▶ Logo recognition as the VIP Sponsor during Taste of Expo
- ▶▶ Company name and logo listed as Sponsor
- ▶▶ Logo inclusion with Taste of Black Expo publicity

**\$5,000**

### **Partner Sponsor Level (8)**

- ▶▶ Preferred seating for two (2) at Taste of Expo
- ▶▶ Logo recognition as a Partner Sponsor during Expo
- ▶▶ Company name and logo listed as a Partner Sponsor
- ▶▶ Logo inclusion with Expo publicity



## PROGRAM PARTNERS




CENTRAL NEW YORK  
COMMUNITY FOUNDATION



JPMORGAN CHASE & CO.







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The Women's Economic Institute is a federally recognized 501c3. For more information on how you can support our mission or The 2025 CNY Black Women's Expo and Teen Summit, please contact Charlene Tarver at 480-406-8324 or via email at [Ctarver@womenseconomicinstitute.com](mailto:Ctarver@womenseconomicinstitute.com). You can also visit us on the web at [www.womenseconomicinstitute.com](http://www.womenseconomicinstitute.com).