

BLACK business & COMMUNITY EXPO

Sponsorship for the Inaugural Black Business and Community Expo 2023

Sponsor the largest gathering of African-American business owners, community organizations, and corporate professionals in Central Georgia. Showcase your commitment to diversity, equity, and inclusion and connect with our vibrant community.

Event Overview



Venue

The Macon Centreplex provides ample space for the active marketplace, breakout sessions, and cultural entertainment.



The Gathering

An opportunity for African-American people in Central Georgia to build relationships, connect, and collaborate.



Business & Commerce

Buying & Selling products and services. Participants will engage in commerce, connect, and collaborate.



Education & Training

This event will serve as an opportunity to enlighten our community, explore possible careers, exchange contacts, and have courageous conversations.



Cultural Celebration

The expo will offer cultural representation, fashion and art exhibitions, and live performances, promoting African-American artists and entrepreneurs.



Back-to-School resources

In collaboration with various organizations and entities, Back-to-School resources and necessities will be offered to attendees.

Goals for the Expo





Benefits of Sponsorship

1 Promote Your Brand

Gaining exposure for your brand among the African-American community and potential new customers.

2 Networking Opportunities

Connect with other businesses and professionals in Central Georgia, providing opportunities for collaborations and partnerships.

3 Support Economic Growth

Intentional investment in the African-American population in Central Georgia helps to grow and strengthen the economy and creates a more prosperous community for everyone.

Sponsorship Packages

Presenting Sponsor - \$15,000

1. Primary acknowledgement on all marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. Opportunity to host a Breakout session during the Expo
3. 10 Minute presentation on stage at Expo
4. Display Table In Prime Location At Expo
5. Logo included in Sponsor Banner Display
6. Call To Action Radio Show (Discussing Your Community Efforts)
7. Promotional Ads on CGCBB & Macon Black Pages website(s), e-blasts, & social media platforms
8. Presenting Sponsor for one of the CGCBB monthly Networking Mixers
9. 5 minute presentation at a CGCBB Weekly Economic Roundtable meeting (Virtual)
10. Additional benefits not listed here

Platinum Sponsor - \$10,000

1. Major acknowledgement on all marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. Opportunity to host a Breakout session during the Expo
3. 7 Minute presentation on stage at Expo
4. Display Table In Prime Location At Expo
5. Logo included in Sponsor Banner Display
6. Call To Action Radio Show (Discussing Your Community Efforts)
7. Promotional Ads on CGCBB & Macon Black Pages website(s), e-blasts, & social media platforms
8. Presenting Sponsor for one of the CGCBB monthly Networking Mixers
9. 5 minute presentation at a CGCBB Weekly Economic Roundtable meeting (Virtual)
10. Additional benefits not listed here

Diamond Sponsor - \$7,500

1. Major acknowledgement on all marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. Opportunity to host a Breakout session during the Expo
3. 5 Minute presentation on stage at Expo
4. Display Table In Prime Location At Expo
5. Logo included in Sponsor Banner Display
6. Call To Action Radio Show (Discussing Your Community Efforts)
7. Promotional Ads on CGCBB & Macon Black Pages website(s), e-blasts, & social media platforms
8. Presenting Sponsor for one of the CGCBB monthly Networking Mixers
9. 5 minute presentation at a CGCBB Weekly Economic Roundtable meeting (Virtual)
10. Additional benefits not listed here

Gold Sponsor - \$5,000

1. Major acknowledgement on all marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. 3 Minute presentation on stage at Expo
3. Display Table In Prime Location At Expo
4. Logo included in Sponsor Banner Display
5. Promotional Ads on CGCBB & Macon Black Pages website(s), e-blasts, & social media platforms
6. Additional benefits not listed here

Silver Sponsor - \$2,500

1. Brand acknowledgement on marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. Special acknowledgement spotlight during the Expo
3. Display/Vendor Table at the Expo
4. Logo included in Sponsor Banner Display
5. Promotional Ads on CGCBB & Macon Black Pages website(s), e-blasts, & social media platforms
6. Additional benefits not listed here

Supporting Sponsor - \$1,000

1. Brand acknowledgement on marketing and promotional materials and activities (radio, tv, printed materials, websites, social media)
2. Special acknowledgement spotlight during the Expo
3. Display/Vendor Table at the Expo
4. Logo included in Sponsor Banner Display

"Together We Rise"

The theme for the inaugural Black Business and Community Expo is "Together We Rise". Our community is stronger when we connect and collaborate, sharing our experiences, and learning from one another. This theme reflects our focus on how we can come together, work together and rise together as a community.



Community Connection

Connect with other African-American professionals and business owners while exploring new opportunities.



Collaboration

Create new partnerships and collaborations toward shared goals and a brighter future for the Central Georgia region.



Celebration

Celebrate African-American culture through live performances along with traditional and modern showcases of black art.



Conclusion

Become a sponsor for the inaugural Black Business and Community Expo 2023. You will be joining a group of forward-looking businesses and organizations committed to promoting diversity, equity, and inclusion and strengthening the Central Georgia region for everyone, attend workshops and break out sessions, and be treated to high-quality cultural entertainment.

Take advantage of this rare opportunity to connect with the African-American community while showcasing your brand. We appreciate your commitment to our community and look forward to partnering with you.