

WNC BLACK BUSINESS EXPO

APRIL 8-10, 2022 | CROWNE PLAZA HOTEL
ASHEVILLE, NC

WORKSHOPS NETWORKING SESSIONS TRADESHOW FOOD ENTERTAINMENT

Dear Potential Sponsor,

The WNC Minority Business Association is proud to announce its plans to host the region's first Black Business Expo, April 8-10, 2022, at the Crowne Plaza Hotel in Asheville, NC.

This unique three-day event will include a networking social event, multiple workshops led by prominent business leaders, and a day-long vendor trade show allowing entrepreneurs and businesses to market and sell their products and services.

With up to 1,000 participants expected, the Black Business Expo will be Western North Carolina's largest networking and educational event for black and minority businesses.

To ensure the success of this event, we are asking for your support via a donation or sponsorship. Various levels of sponsorships are available to meet every budget. Please see the attached Sponsorship flyer for details on how your organization can help in the production of the Black Business Expo, and promote your support in the development and success of local minority-owned businesses throughout Western North Carolina.

The Minority Business Association is a non-profit organization created to advocate and promote the development of minority-owned businesses in Western North Carolina through networking events, workshops, and annual business expos.

For information about sponsorships, tickets, or vendor participation, contact Rika Harrison at rika@wncblackexpo.com or 828-435-5918.

Sincerely,

Rika Harrison
Executive Director

www.wncblackexpo.com



THEME

*Inspiring and Motivating
the Next Generation of
Entrepreneurs*

CONTACT

rika@wncblackexpo.com

Ph: 828-435-5918

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✓ WORKSHOPS ✓ NETWORKING SESSIONS ✓ TRADESHOW ✓ FOOD ✓ ENTERTAINMENT

KEYNOTE SPEAKER

DAYMOND JOHN

Star of "The Shark Tank" on ABC, CEO/Founder of FUBU and The Shark Group,
and Presidential Ambassador for Global Entrepreneurship

The 2022 WNC Black Business Expo is set to become the premier networking and professional development event for black-owned businesses in the Western North Carolina region. With visionary guest speakers, educational workshops, and networking sessions, this Expo will be unlike any other in the region, offering entrepreneurs and business owners the opportunity to learn and share ideas, develop new vendor relationships, and introduce and sell their products and services to new clientele.

SPONSORSHIP OPPORTUNITIES

The WNC Minority Business Association is currently soliciting sponsors who would like to add their support to this new event. Four levels of sponsorship are available:

SUPPORTER : \$1,000

Logo on all printed promotional materials and online ♦ Inclusion of one promotional piece in Expo attendee bags ♦ 10% off advertising in The ENVOY
♦ One copy of special Expo edition of The ENVOY

ALLY: \$3,000

Logo on all printed promotional materials and online ♦ Vendor booth at Expo tradeshow
♦ Inclusion of one promotional piece in Expo attendee bags
♦ 20% off advertising in The ENVOY ♦ One copy of special Expo edition of The ENVOY

ADVOCATE: \$5,000

Logo on all printed promotional materials and online ♦ Vendor booth at Expo tradeshow ♦
Inclusion of one promotional piece in Expo attendee bags ♦ Two tickets to Keynote Luncheon ♦
Full page ad in special Expo edition of The ENVOY ♦ Five copies of special Expo edition
of The ENVOY

BENEFACTOR: \$10,000

Logo on all printed promotional materials and online ♦ Recognition in all radio and/or TV ads
♦ Prime location vendor table at Expo tradeshow ♦ Inclusion of up to two promotional pieces
in Expo attendee bags ♦ Four tickets to Keynote Luncheon ♦ Four tickets to VIP Sponsors
Celebrity Social Event ♦ Two-page ad in special Expo edition of The ENVOY ♦ One-page
Entrepreneur or Business Feature Spotlight in The ENVOY ♦ 10 copies of special Expo edition
of The ENVOY

PREMIERE SPONSOR: \$25,000+

Logo on all printed promotional materials and online ♦ Recognition as Premiere Sponsor in all
radio and/or TV ads ♦ Prime location vendor booth at Expo tradeshow ♦ Inclusion of up to four
promotional pieces in Expo attendee bags ♦ 12 tickets to Keynote Luncheon ♦ 12 tickets to VIP
Sponsors Celebrity Social Event ♦ Two-page ad in special Expo edition of The ENVOY
♦ Two-page Entrepreneur or Business Feature Spotlight in The ENVOY ♦ 25 copies of special
Expo edition of The ENVOY

TRADESHOW VENDOR BOOTH

\$250

Includes one 6' skirted table and two chairs. Location chosen by Planning Committee.



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TARGET AUDIENCE

WNC BLACK POPULATION
(21 COUNTIES)

57.1%

CONTACT

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DONATION OR SPONSORSHIP PLEDGE CARD

I pledge to support the WNC Black Business Expo.

COMPANY: _____ CONTACT PERSON: _____

ADDRESS: _____

PHONE: _____ EMAIL: _____

FULL PLEDGE OF \$ _____ ENCLOSED.

WILL PAY \$ _____ PER _____ (Please indicate monthly, quarterly, or other specific timeframe.)

Mail this form with check payable to: WNC Minority Business Association, 638 Spartanburg Hwy, Ste 70-124, Hendersonville, NC 28792

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☑ WORKSHOPS ☑ NETWORKING SESSIONS ☑ TRADESHOW ☑ FOOD ☑ ENTERTAINMENT



KEYNOTE SPEAKER DAYMOND JOHN

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MEDIA SPONSORSHIP OPPORTUNITIES

The WNC Minority Business Association is currently soliciting media sponsors who would like to add their support to this new event. Four levels of sponsorship are available:

MEDIA SUPPORTER: \$1,000

Logo on all printed promotional materials and online • Inclusion of one promotional piece in Expo attendee bags • Two tickets to Keynote Luncheon • One copy of special Expo edition of The ENVOY

MEDIA ALLY: \$3,000

Logo on all printed promotional materials and online • Vendor booth at Expo tradeshow • Inclusion of two promotional pieces in Expo attendee bags • Three tickets to Keynote Luncheon • Three copies of special Expo edition of The ENVOY

MEDIA ADVOCATE: \$5,000

Logo on all printed promotional materials and online • Vendor booth at Expo tradeshow • Inclusion of three promotional pieces in Expo attendee bags • Four tickets to Keynote Luncheon • Full page ad in special Expo edition of The ENVOY • Five copies of special Expo edition

MEDIA PARTNER: \$7,000

Logo on all printed promotional materials and online • Recognition in all radio and/or TV ads • Prime location vendor table at Expo tradeshow • Inclusion of up to four promotional pieces in Expo attendee bags • Six tickets to Keynote Luncheon • Two-page ad in special Expo edition of The ENVOY • Seven copies of special Expo edition of The ENVOY

TRADESHOW VENDOR BOOTH

\$250

Includes one 6' skirted table and two chairs. Location chosen by Planning Committee.

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(21 COUNTIES)
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SPONSOR REGISTRATION FORM

SUPPORTER : \$1,000

Logo on all printed promotional materials and online ♦ Inclusion of one promotional piece in Expo attendee bags ♦ 10% off advertising in The ENVOY
♦ One copy of special Expo edition of The ENVOY

ALLY: \$3,000

Logo on all printed promotional materials and online ♦ Vendor booth at Expo tradeshow
♦ Inclusion of one promotional piece in Expo attendee bags
♦ 20% off advertising in The ENVOY ♦ One copy of special Expo edition of The ENVOY

ADVOCATE: \$5,000

Logo on all printed promotional materials and online ♦ Vendor booth at Expo tradeshow ♦
Inclusion of one promotional piece in Expo attendee bags ♦ Two tickets to Keynote Luncheon ♦
Full page ad in special Expo edition of The ENVOY ♦ Five copies of special Expo edition
of The ENVOY

BENEFACTOR: \$10,000

Logo on all printed promotional materials and online ♦ Recognition in all radio and/or TV ads
♦ Prime location vendor table at Expo tradeshow ♦ Inclusion of up to two promotional pieces
in Expo attendee bags ♦ Four tickets to Keynote Luncheon ♦ Four tickets to VIP Sponsors
Celebrity Social Event ♦ Two-page ad in special Expo edition of The ENVOY ♦ One-page
Entrepreneur or Business Feature Spotlight in The ENVOY ♦ 10 copies of special Expo edition
of The ENVOY

PREMIERE SPONSOR: \$25,000+

Logo on all printed promotional materials and online ♦ Recognition as Premiere Sponsor in all
radio and/or TV ads ♦ Prime location vendor booth at Expo tradeshow ♦ Inclusion of up to four
promotional pieces in Expo attendee bags ♦ 12 tickets to Keynote Luncheon ♦ 12 tickets to VIP
Sponsors Celebrity Social Event ♦ Two-page ad in special Expo edition of The ENVOY
♦ Two-page Entrepreneur or Business Feature Spotlight in The ENVOY ♦ 25 copies of special
Expo edition of The ENVOY

COMPANY NAME: _____

CONTACT PERSON: _____ PHONE: _____

EMAIL: _____

SPONSORSHIP LEVEL (Check one):

PREMIERE BENEFACTOR ADVOCATE ALLY SUPPORTER
 MEDIA SUPPORTER MEDIA ALLY MEDIA ADVOCATE MEDIA PARTNER

PAYMENT INFO: *Registration and payment must be received by **JANUARY 1, 2022**

SPONSORSHIP FEE ENCLOSED: \$ _____

CHECK (Make payable to: WNC Minority Business Association)

CREDIT CARD: NAME ON CARD: _____

NOTE: A \$10 processing fee will be added to credit card order.

CARD #: _____ EXP: _____ CSV: _____

BILLING ADDRESS: _____

MAIL THIS FORM WITH PAYMENT MADE OUT TO:

WNC Minority Business Association
638 Spartanburg Hwy, Ste 70-124, Hendersonville, NC 28792

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**IF REGISTRATION AND PAYMENT
ARE NOT RECEIVED BY
JANUARY 1, 2022, YOU WILL NOT
BE RECOGNIZED AS A SPONSOR
IN PRINTED PROMOTIONAL ITEMS
OR PROMOTIONS.**

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PARTNERS



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