

2022 Black Business Expo Sponsorship Packet



The Muskegon Black Business Expo is back! In 2021 we made history and we are ready to do it again, with your support. Last year we had over 60 Black Owned businesses as vendors and more than 1,000 attendees. This year we are going even bigger with 80 Black Owned Businesses as vendors and the anticipation of more than 1,500 attendees.

This one-day two-part Business Expo will take place on ***Saturday, June 18th, 2022 at The VanDyk Mortgage Convention Center from 9:00am-6:30pm.***

The Muskegon Black Business Expo is an event aimed at empowering the Black business community through entrepreneurship training, the sharing of community development ideas, and funding. The Muskegon Black Business Expo will provide an opportunity for startups, well established small businesses, business professionals, as well as non-profit organizations to gain direct access to business opportunities, resources, programs, and policies aimed at increasing economic activity and creating shared prosperity.

Our mission is to continue hosting events, such as the BBE that support the development of sustainable Black-owned businesses so that Muskegon County can become more economically inclusive. Additionally, the event will feature live entertainment, raffles, and giveaways.

**Part I: The Symposium- 9:00am- Noon.**

The symposium includes the “Million Dollar Round Table,” and breakout sessions with esteemed entrepreneurs and subject matter experts who offer candid, powerful techniques centered around financing your dream, the basics of entrepreneurship, government procurement, cutting edge marketing techniques and more! This is a private session, geared specifically towards aspiring entrepreneurs, resource organization that can help small start-ups, and established business owners looking to grow their business, network and learn.

**Part II: Vendor Showcase- 1:00pm- 6:30pm. (Public and free to ALL)**

The Vendor Showcase will focus on consumers supporting local black businesses. Vendor Representatives will be available to answer questions and have samples of products they offer. Guests from all over will be exposed to your products and services.

The Muskegon Black Business Expo will conclude with a special Micro Grant awards ceremony to highlight examples of local Black business excellence in Muskegon. While entrepreneurial startup activity is on the rise, entrepreneurs of color remain underrepresented and underfunded. As the country moves closer to becoming more racially diverse, a continued disparity in entrepreneurial rates among people of color will lead to missed opportunities. Similar trends have been shown in our own local Muskegon community:

- More than 39% of our Black residents live in poverty, per data from 2017. Ranking Muskegon in the 90<sup>th</sup> percentile nationally.
- In Muskegon County, there are over 23,000 Black residents, but less than 10 Black-owned businesses with 1 or more employees.
- In the City of Muskegon, White-owned businesses generate on average about \$438,000 in annual revenues and sales compared to just \$25,000 in annual revenue and sales for Black-owned businesses.

To help reverse these trends, Black Wall Street Muskegon, is on a mission to empower the local Black community through Micro grant funding and entrepreneurship. We believe that empowering the Black community to become successful entrepreneurs is a major key to fighting poverty and to creating shared prosperity.

Muskegon Black Business Expo attendees will have the opportunity to network with business owners and leaders from the local community. Participants will be able to enjoy some shopping in our Expo Exhibit where we will have local entrepreneurs sharing their products and/or services. A runway will be created to showcase local designers. Many businesses and organizations are searching for creative and interactive ways to reach new, loyal, and active customers and this expo will help them accomplish those goals.

We invite you to partner with us, Black Wall Street Muskegon, for the 2022 Black Business Expo as we go into our 2nd annual year and help us to meet our goal of \$30,000 raised. By partnering you can increase your business/organization exposure within Muskegon and the Southwest Michigan community as well as increase your customer base and support diversity and equity initiatives. The cross-marketing opportunities will benefit your business/organization and strengthen your roots in the urban community and surrounding areas.

We offer many sponsorship opportunities that can be tailored to fit your marketing goals and budget. The Muskegon Black Business Expo provides wide exposure through a variety of media outlets and marketing channels. Below are the details and the types of advertising, public and community relations opportunities afforded by an Expo sponsorship.

- Website • Social Media • E-Newsletters • Community Email Blast List • Print Advertising • Muskegon Gazette Feature • Radio Advertising • Posters • Event Signage

Please find the following information detailing the Expo as well as the registration documents.

We look forward to a positive response of sponsorship from you to help make this event successful as well as a lasting community collaboration. With an expected 1,500+ people to attend, this is an excellent opportunity to expand your brand awareness and visibility and demonstrate your shared values of economic equity for a more inclusive Muskegon. We ask that sponsorships and logos are received by our team no later than Monday, March 8th, 2022 to assure your organization receives the full benefits of the sponsorship

Lastly, the Muskegon Black Business Expo event was created with the belief that by building onramps to funding, networking, and mentoring and media coverage for Black entrepreneurs, we can break down barriers to economic growth and lift up new innovations that benefit all segments of society, which is both good and smart for America. Intentionality around equal opportunity is a cornerstone to our democracy and increasing data shows it is good for business. If this belief aligns with you or your organization, please consider supporting our efforts.

Thank you for considering our request!

Sincerely,

Lashae Simmons II (Founder & CEO)

& The Entire Muskegon Black Business Expo Team

## SPONSORSHIP BENEFITS & DETAILS

The following opportunities will give your business recognition across the event and will put your company's name, logo and link in front of more than 1,000 Expo participants. We aim to provide value to sponsors by:

- Providing opportunities for you to market your services to our participants
- Providing you with opportunities to become actively involved in community events
- Helping to enhance your profile as an active supporter of a worthwhile initiative that promotes the business, economics, education, unity and the development of the community in Southwest Michigan.

	Platinum	Gold	Silver	Bronze
Value	5,000	3,000	1,000	500
Recognition as title Sponsor on billboards	x	x		
*Sponsorship of Micro Grant Award.	x			
All Vendor Entry Forms (online and paper)	x	x	x	x
Ad space in Magazine	x	x		
Signage at Event	x	x	x	
Social Media Postings	x	x	x	x

\*Microgrant awards will be given to 3 random vendors secret shoppers will grade: Customer Service, Viability, Products and Vendor space set up. Awards will be gifted in honor Platinum Sponsors. (Platinum sponsors are welcome to present the checks to the vendors)