



Minority Business Expo 2016

Dear Prospective Sponsor:

The purpose of this letter is to invite you to join us as a Corporate Sponsor for the 2016 Minority Business Expo & Conference, to be held on Friday, April 22, 2016. Entrepreneurs and organizations throughout Virginia, Maryland, Washington D.C. and North Carolina will be represented. The event is free and open to the public. The general public will have the opportunity to visit vendor tables for information on various products/services and attend workshops.

The Minority Business Expo and Conference mission is to give minority business owners a platform to showcase their businesses, build relationships the spur innovation and greater economic engagement, both regionally and nationally. Furthermore, the event's mission is to also offer attendees a classroom environment, with workshops that help increase business knowledge and understanding for best practice business decisions.

This event will provide an opportunity for Corporate Sponsors to:

- Gain or expand brand visibility in the business community
- Participate in a successful community/business event
- Support an event that directly benefits the small, women and minority businesses in Central Virginia and the State.

Our April 2015 Expo and Conference saw over 100 participants. We are expecting an even greater turnout for this year's Expo.

The Expo will once again be held at the Kirkley Hotel & Conference Center located in Lynchburg, VA from 8:00 am until 3:00 pm. It will begin with a special plenary session, followed by workshops and a special luncheon with a guest speaker.

We hope that you will join our partnership in helping minority businesses gain the exposure and assistance that will help them fully engage in the economic prosperity of our region and state. Below are the sponsorship levels.

Thank you,
Victor J. McCoy Sr.
President/Event Coordinator

Sponsorship Levels

Gold - \$2,500.00

- Your Corporate logo/banner on the event website
- Your Corporate logo/banner on all of the event marketing material
- Mention of your corporate sponsorship on all advertisements (radio, television, billboards, printed materials, website, social media)
- Six (6) luncheon tickets
- Exhibitor table, includes chairs, electricity in the event lobby
- Your product/services marketed to all event attendees
- Your product/services marketing via live streaming of select workshops
- Full page color ad in the event booklet

Silver - \$1,500.00

- Your Corporate logo/banner on the event website
- Your Corporate logo/banner on all of the event marketing material
- Mention of your corporate sponsorship on all advertisements (radio, television, billboards, printed materials, website, social media)
- Your product/services marketed to all event attendees
- Four (4) luncheon tickets
- Exhibitor table, includes chairs, and electricity in the event lobby
- Half page color ad in the event booklet

Bronze - \$1,200.00

- Your Corporate logo/banner on the event website
- Your Corporate logo/banner on all of the event marketing material
- Mention of your corporate sponsorship on printed materials, social media, website
- Two (2) luncheon tickets
- Your product/services marketed to all event attendees
- Exhibitor table, includes chairs, and electricity in the event lobby
- Quarter page black and white ad in the event booklet

Copper - \$500.00

- Your Corporate logo/banner on the event website
- Your Corporate logo/banner in the event booklet
- Your product/services marketed to all event attendees

CORPORATE SPONSORSHIP PAYMENT FORM

(You can also pay online at www.minoritybusinessexpo.com/sponsorship-payment)

Company Name

Contact Name

Address, City, State & ZIP

Phone Fax

E-mail

Website

CREDIT CARD PAYMENTS: (2.5% convenience fee will be added)

Name on Card

ZIP Code Total to bill to credit card \$

Billing address for credit card (if different from above)

Signature

VISA/MC# Exp. date

3-dig CVV Code (4dig for AMEX)

Check Payment - Check Number / Total Amount Enclosed

PLEASE MAIL THIS FORM WITH CHECK TO:

THE MINORITY BUSINESS EXPO 2016
PO BOX 1171, LYNCHBURG, VA 24505-1171

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www.minoritybusinessexpova.com • www.facebook.com/minoritybusinessexpova