



CONNECTICUT  
BLACK EXPO



## SPONSORSHIP PACKAGE

*Action Driving Black Excellence*



# THE CONNECTICUT BLACK EXPO IS BACK!

The 2022 Connecticut Black Expo is a memorable and enriching community experience, focusing on entrepreneurship, education, health, youth, and the economic and cultural empowerment of the Black community.

This entertainment-packed, two-day event has served thousands of residents and hundreds of small businesses throughout Connecticut and New England.

**We invite you to support Connecticut's Black community at this historic event by becoming a sponsor today!**

With a mission to drive long-lasting, meaningful, and positive change for the underserved, the 2022 Connecticut Black Expo is needed now more than ever. For centuries, insurmountable racial, health, economic, and social injustices have plagued the Black community, and these inequities were amplified during the Coronavirus (COVID-19) pandemic. Devastating impacts from COVID-19 also include the closing of more than 40% of Black-owned businesses and the magnification of the digital divide - exposing the significant technology disparities impacting the education of Black children. Despite these challenges and barriers, we've remained resilient and navigated many adversities.



These experiences emphasize the need to uplift the Black community. The 2022 Connecticut Black Expo responds to this need by empowering and motivating the Black people to take action.

The 2022 Connecticut Black Expo will take place on Saturday, **October 29, 2022**, and Sunday, **October 30, 2022**, at the Floyd Little Athletic Center, 480 Sherman Parkway, New Haven.

The weekend will include:

- Exhilarating musical performances
- Distinguished federal, state, and local officials
- Impactful Keynote speakers
- Renowned exhibitors
- Riveting panel discussions
- Connecticut-based health and community organizations

Please review our various sponsorship opportunities to identify and select your level of support, which will help heal the Black community while amplifying Black excellence.

We are excited to partner with your organization, and your tax-deductible sponsorship is greatly appreciated. Please contact us at [info@theblackexpo.com](mailto:info@theblackexpo.com) or visit [theblackexpo.com](http://theblackexpo.com) to learn more about the 2022 Connecticut Black Expo.

*Sincerely,*  
Torrance Flowers  
President/CEO  
2022 Connecticut Black Expo



**CONNECTICUT  
BLACK EXPO**

## CONNECTICUT BLACK EXPO MISSION

The Connecticut Black Expo creates a gathering of the Black community and our allies to empower, enrich, educate, inspire, build, and act through an exhibition of commerce, wellness, political advocacy, and entertainment while focusing on the resiliency of our community.

### GOALS:

#### **EMPOWER**

through consistent, relevant information and action.

#### **EDUCATE**

on the realities of the inequities plaguing the Black community and showcase solution-driven leaders, entrepreneurs, and activists actively combating these inequities.

#### **INSPIRE**

using spoken and visual arts and entertainment to create an atmosphere of aspiration and affirmation.

#### **ENRICH**

with relevant and impactful panels, workshops, and forums.

#### **BUILD**

and promote an ongoing ecosystem of Black businesses, networks, and political empowerment.

#### **ACT**

on shared information by developing an engaging annual political agenda that inspires empowered mobilization that affects change for the betterment of all communities.





**TITLE SPONSOR:**

**\$30,000**

**ENTERTAINMENT  
STAGE SPONSOR:**

**\$15,000**

## SPONSORSHIP LEVELS

### The benefits include:

- Company name included in event title (i.e., "Company Name" Presents the 2022 CT Black Expo)
- Company logo on:
  - » Expo badges and t-shirts
  - » Promotional and marketing materials
  - » CT Black Expo website sponsor page
- Company name mentions:
  - » Entertainment stage
  - » Press releases
  - » Advertising
  - » Social media promotions
- 20 x 20 exhibitor space (entrance location on Expo floor)
- Two 6' tables covered & skirted, 4 chairs, and 8 exhibitor badges
- Banner with hyperlink on CT Black Expo website
- Product or promo item included in gift bag
- 30 VIP Admission Passes

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### The benefits include:

- Exclusive company banner placement on expo stage
- Company logo on:
  - » Expo badges and t-shirts
  - » Promotional and marketing materials
  - » CT Black Expo website sponsor page
- Company name mentions:
  - » Entertainment stage
  - » Press releases
  - » Advertising
  - » Social media promotions
- Prime 10 x 20 exhibitor space (on Expo floor)
- Two 6' tables covered & skirted, 4 chairs, and 6 exhibitor badges
- Banner with hyperlink on CT Black Expo website
- Product or promo item included in gift bag
- 20 VIP Admission Passes



**CORPORATE  
SPONSOR:  
\$10,000**

**The benefits include:**

- Company logo on all Expo badges and t-shirts
- Company logo on all promotional and marketing materials
- Company logo on sponsor page on CT Black Expo website
- Company name mentions on Entertainment Stage
- Mention in all press releases, advertising, and social media promotions
- Prime 10 x 20 exhibitor space (on Expo Floor)
- Two 6' tables covered & skirted, 4 chairs, and 4 exhibitor badges
- Banner with hyperlink on CT Black Expo website
- Product or promo item included in gift bag
- 16 VIP Admission Passes

**ASSOCIATE  
SPONSOR  
\$5,000**

**The benefits include:**

- Company logo on all Expo badges and t-shirts
- Company logo on all promotional and marketing materials
- Company logo on sponsor page on CT Black Expo website
- Company name mentions on entertainment stage
- Mention in all press releases, advertising, and social media promotions
- Prime 10 x 10 exhibitor space (on Expo floor)
- One 6' table covered & skirted, 2 chairs, and 2 exhibitor badges
- 10 VIP Admission Passes

**PATRON SPONSOR  
\$2,500**

**The benefits include:**

- Company logo on all Expo badges and t-shirts
- Company logo on all promotional and marketing materials
- Company logo on sponsor page on CT Black Expo website
- Mention in all press releases
- Prime 10 x 10 Exhibitor space (on Expo floor)
- One 6' table covered & skirted, 2 chairs, and 2 exhibitor badges
- 6 VIP Admission Passes