

BLACK  
business  
& COMMUNITY  
EXPO

**“TOGETHER WE RISE!”**

Saturday, September 21, 2024

## Sponsorship for the 2nd Annual Black Business & Community Expo 2024

Sponsor the largest gathering of African-American business owners, community organizations, and corporate professionals in Central Georgia scheduled for [Saturday, September 21, 2024](#). Showcase your commitment to diversity, equity, and inclusion and connect with our vibrant community. The Standard Vendor Fee for the BB&C Expo is \$175. Premium Vendor Fee \$350. Food Trucks \$200



**Crystal Moore**

Aug 19, 2023 · 🌐

Such an AMAZING event to have for US by US. 🙌 To the committee for the Black Business and Community Expo, Thank you.

Ms. Moore

# Event Overview



## Venue

The Macon Coliseum 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.



## Community Resources

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

# Goals for the Expo

## Promoting Entrepreneurship

Showcasing new and established black-owned businesses that create jobs and stability in the community.

## Educational and Training Opportunities

Providing access to resources and education to support the growth and development of African-American businesses and entrepreneurs, including workshops, seminars, and presentations from experts in various fields.

1

2

3

4

## Diversity, Equity, & Inclusion

Fostering new connections and collaborations between African-American business owners, community organizations, and professionals to promote a more diverse, equitable, and inclusive economy.

## Cultivating a Cohesive Community

Providing opportunities for community organizations to connect with one another and with the constituents they serve –especially the population of constituents identified as hard-to-reach.



**Christele Parham**

Aug 7, 2023 · 🧑

**Excited for the Black Business and Community Expo happening next Saturday. This introvert will be outside**



# "Together We Rise"

The theme for the 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.

# Honoring Our Humanitarians: A Legacy of Excellence

During the inaugural Black Business & Community Expo, we celebrated the extraordinary contributions of three local humanitarians who have made an undeniable impact on our community. Commissioner Elaine Lucas, Mr. Billy Pitts, and Ms. Muriel M. Jackson were honored for their outstanding commitment to service, leadership, and empowerment. Their recognition not only highlighted their remarkable achievements but also set a powerful precedent for the future of our community. As we look ahead to the 2nd Annual Expo, we are excited to continue this tradition of honoring excellence and inspiring new generations of leaders. Join us in celebrating and supporting the pillars of our community who make a lasting difference every day.



**Muriel McDowell Jackson**

Aug 19, 2023 · 🌐

I am delighted to be one of three to receive the 2023 Black Business and Community EXPO Humanitarian Award.



# A Cross-generational Approach to Community



# 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.



**Vernon K King is with Paul Little and 5 others at Macon Centreplex.** · Follow

Aug 19, 2023 · Macon ·

**A great day of fun, fellowship, and networking at the Black Business Community and Expo!!!**

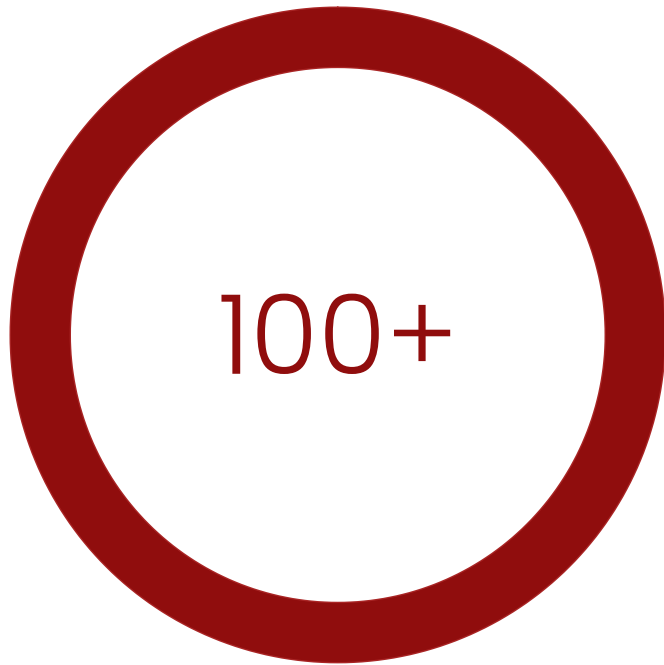


# Past Sponsors

We work with our sponsors to communicate with our community leading up to and during the BB&C Expo. Our sponsors' brands are integrated into the fabric of our event!

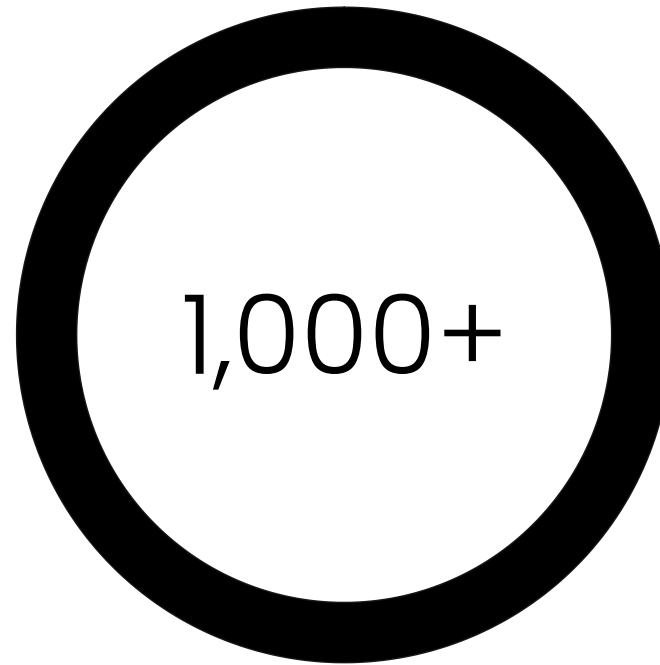


# Inaugural Numbers



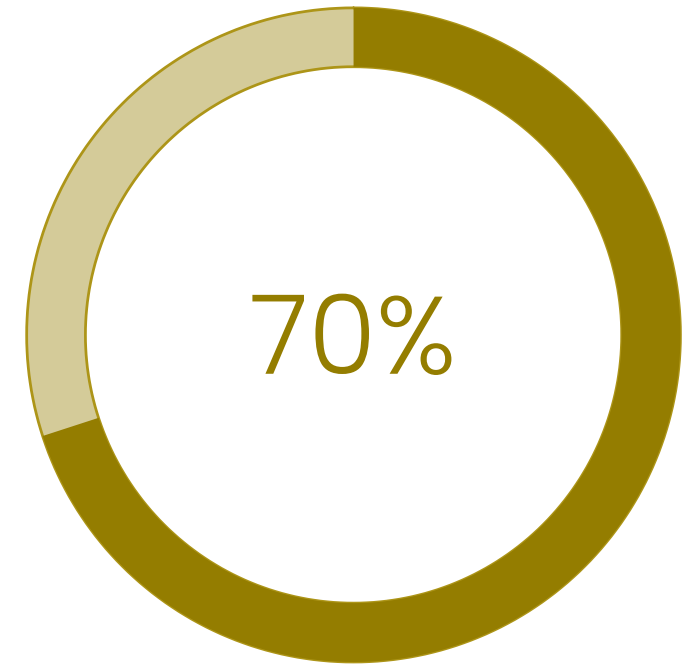
**100+ Vendors &  
Community  
Organizations  
Represented!**

From a Variety of Industries &  
Sectors



**1,000+ Attendees  
Enjoyed shopping,  
learning, &  
connecting!**

Representing 30+ different area  
codes of various cities & States!



**Attendees  
70% Female  
30% Male**

**Ages 1 year - 81 years!**

# 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

# More Sponsorship Packages

## **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



# Conclusion

Become a sponsor for the 2nd Annual Black Business and Community Expo 2024! 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.

# Contact Us

*We look forward to partnering with you!*

**For Inquiries:**

**Email: [admin@CGCBB.org](mailto:admin@CGCBB.org)**

**Website: [www.CGCBB.org](http://www.CGCBB.org)**

TOGETHER WE RISE

# BLACK business & COMMUNITY EXPO

SAVE THE DATE

MACON CENTREPLEX

200 COLISEUM DR, MACON, GA 31217

CENTRALGEORGIACOALITIONOFBLACKBUSINESS

@CGACOALITION

SAT SEP 21 10AM-6PM

SPONSORED BY

CENTRAL GEORGIA COALITION OF BLACK BUSINESSES (CGCBB)

MACON, MIDDLE GEORGIA BLACK PAGES SEARCH • SHOP • SUPPORT

FOR MORE INFORMATION: [WWW.CGCBB.ORG](http://WWW.CGCBB.ORG)