



# MBE

Lexington Bluegrass Area Minority Business Expo



## 2021

It is our pleasure to offer your organization an opportunity to become a valuable sponsor of the 19<sup>th</sup> Annual Lexington Bluegrass Area Minority Business Expo (MBE) presented by Fifth Third Bank. Your sponsorship will help bring quality programming, business collaborations, and educational forums to hundreds of entrepreneurs! The prominent speakers along with our information-packed workshops will equip business owners with resources to grow their brand. It is exciting to announce that the Minority Business Expo continues to grow (over 600 attendees) and will be a virtual conference this year. We are ecstatic about the creative and resourceful programming curated for our sponsors and participants.

The 19<sup>th</sup> Annual Minority Business Expo will be held August 5-6, 2021 on our Hopin Virtual Platform. Our sponsors are an integral part of the success of the Expo and we appreciate and encourage your involvement. We need you to help us continue to pave the way as we transition from *Taking Businesses into the Future*, to helping them *Innovate, Diversify, Sustain!*

Enclosed is information on sponsorship opportunities available to you. You may reserve your sponsorship by returning this reservation form to Michael Adams. Be sure to visit our website [LexingtonMBE.com](http://LexingtonMBE.com) for more information and updates concerning the conference. If you have questions regarding sponsorships, please contact Michael by email at [miadams@forchtbank.com](mailto:miadams@forchtbank.com).

Thank you for your consideration and support of one of Kentucky's premier business events. We look forward to seeing you virtually on August 6<sup>th</sup>!

Sincerely,

Tiffany A Masden  
2021 Minority Business Expo, Co-Chair

Darlene Barber  
2021 Minority Business Expo, Co-Chair



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## SPONSORSHIP LEVELS

### **Presenting Sponsor (SOLD) \$8,500**

- Ads on all digital platform (High Resolution JPEG).
- Prominent sponsor recognition on every available Core area of virtual expo, all event related marketing, and promotional collateral: Registration and Reception Areas, Bourbon Tasting, inclusion in all radio, TV, press releases, website and social media platforms.
- Logo on Conference App with link to company website.
- Recognition from stage at morning/afternoon speaker sessions, and bourbon tasting.
- Company representative to introduce stage keynote speaker.
- Twenty expo tickets included.
- Three reserved tickets to the private bourbon tasting with keynote speakers on August 5th, 2021.
- Exhibitor booth included (pre-recorded videos, live virtual interactions).

### **Gold Sponsor \$5,000**

- Ads on all digital platform (High Resolution JPEG)
- Gold sponsor recognition on every available Core area of virtual expo, all event related marketing, and promotional collateral: Registration and Reception Areas, Bourbon Tasting, inclusion on all press releases, website and social media platforms.
- Logo on Conference App with link to company website
- Recognition from stage at morning/afternoon speaker sessions, and bourbon tasting.
- Twenty expo tickets included.
- Two reserved tickets to the private bourbon tasting with keynote speakers on August 5th, 2021.
- Exhibitor booth included (pre-recorded videos, live virtual interactions).

### **Silver Sponsor \$2,500**

- Ads on all digital platform (High Resolution JPEG)
- Silver sponsor recognition on every available Core area of virtual expo, all event related marketing, and promotional collateral: Registration and Reception Areas, Bourbon Tasting, inclusion on all press releases, website and social media platforms.
- Logo on Conference App with link to company website
- Recognition from stage at morning and afternoon speaker sessions.
- Ten expo tickets included.
- Two reserved tickets to the private bourbon tasting with keynote speakers on August 5th, 2021.
- Exhibitor booth included (pre-recorded videos, live virtual interactions).



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## **Morning Session Sponsor     \$2,000 (2 Available)**

- Ads on all digital platform (High Resolution JPEG)
- Logo on Conference App with link to company website
- Recognition from stage at morning and afternoon speaker sessions.
- Company representative to give greeting at morning session.
- Four expo tickets included.
- Exhibitor booth included (pre-recorded videos, live virtual interactions).

## **Bronze Sponsor                     \$1,000**

- Ads on all digital platform (High Resolution JPEG)
- Logo on Conference App with link to company website
- Recognition from stage at morning session and afternoon speaker sessions.
- Four expo tickets included.
- Exhibitor booth included (pre-recorded videos, live virtual interactions).

## **Exhibit Booth Only                     \$250 (Corporate) / \$150 (Small Business)**

(Organizations with up to 499 employees is a small business, over 500 is corporate.)

- Exhibitor booth in Expo hall (pre-recorded videos, live virtual interactions).
- Includes two expo tickets.



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Make reservations early as this has been a sold out event every year! Send ads to [Martinez@graphicds.com](mailto:Martinez@graphicds.com) – (jpg file with minimum 150 resolution) To ensure your placement in marketing and program materials please respond no later than Friday, July 5<sup>th</sup>, 2021.

**Yes, we will support the 2021 Lexington Bluegrass Area Minority Business Expo!**

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Contact \_\_\_\_\_ Phone \_\_\_\_\_ Email \_\_\_\_\_

**Please check sponsorship level:**

Presenting Sponsor \$8,500 (SOLD)

Gold Sponsor \$5,000

Silver Sponsor \$2,500

Morning Session Sponsor \$2,000 (2 Available)

Bronze Sponsor \$1,000

**Exhibitors Only and Advertisement (Pay by Credit Card Only)**

Corporate - Exhibit Booth \$250

(Includes logo banner in expo hall, two expo tickets, pre-recorded videos and live virtual interactions)

Small Business – Exhibit Booth \$150

(Includes logo banner in expo hall, two expo tickets, pre-recorded videos and live virtual interactions)

**Sponsors Payment Method**

Invoice me

Credit Card

Return form to: [miadams@forchtbank.com](mailto:miadams@forchtbank.com) or visit [LexingtonMBE.com](http://LexingtonMBE.com)