

MBE

20TH ANNIVERSARY

Lexington Bluegrass Area
Minority Business Expo

2022

It is our pleasure to offer your organization an opportunity to become a valuable sponsor of the 20th 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 in-person this year. We are ecstatic about the creative and resourceful programming curated for our sponsors and participants. The 20th Annual Minority Business Expo will be held August 4-5th, 2022 at the Central Bank Center located at 430 W. Vine St., Lexington KY 40507.

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're *Celebrating Two Decades of Empowerment*.

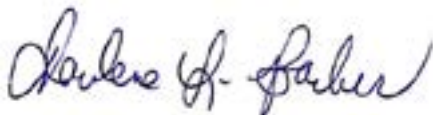
Enclosed is information on sponsorship opportunities available. You may reserve your sponsorship by returning this reservation form to Michael Adams. Be sure to visit our website LexingtonMBE.com for more information and updates concerning the conference. If you have questions regarding sponsorships, please contact Mr. Adams by email at miadams@1776bank.com.

Thank you for your consideration and support of one of Kentucky's premier business events. We look forward to seeing you on August 5th!

Sincerely,



Tiffany A Masden
2022 Minority Business Expo, Co-Chair



Darlene Barber
2022 Minority Business Expo, Co-Chair

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SPONSORSHIP LEVELS

Presenting Sponsor (SOLD) \$10,000

- Full page Ad in 20th Anniversary Souvenir Book.
- Prominent sponsor recognition on every available promotional area of expo, all event related marketing, and promotional collateral: Registration and Reception Areas, inclusion in all radio, TV, press releases, website and social media platforms.
- Logo placement on physical and virtual promotional material including social media and MBE website.
- Recognition from stage at morning/afternoon speaker sessions.
- Company representative to introduce stage keynote speaker.
- Twenty expo tickets included.
- 2 Reserved tickets to the private sponsor and speaker dinner.
- Exhibitor booth included.

Gold Sponsor \$5,000

- Full page Ad in 20th Anniversary Souvenir Book.
- Gold sponsor recognition on every promotional area of expo, all event related marketing, and promotional collateral: Registration and Reception Areas, inclusion in all radio, TV, press releases, website and social media platforms.
- Logo placement on physical and virtual promotional material including social media and MBE website.
- Recognition from stage at morning/afternoon speaker sessions and mixer.
- Twenty expo tickets included.
- 1 Reserved ticket to the private sponsor and speaker dinner.
- Exhibitor booth included.

Silver Sponsor \$2,500

- Half page Ad in 20th Anniversary Souvenir Book.
- Silver sponsor recognition on every promotional area of expo, all event related marketing, and promotional collateral: Registration and Reception Areas, inclusion in all radio, TV, press releases, website and social media platforms.
- Logo placement on physical and virtual promotional material including social media and MBE website.
- Recognition from stage at morning/afternoon speaker sessions and mixer.
- Ten expo tickets included.
- Exhibitor booth included.

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Bronze Sponsor \$1,000

- Quarter page Ad in 20th Anniversary Souvenir Book.
- Logo placement on physical and virtual promotional material including social media and MBE website.
- Recognition from stage at morning/afternoon speaker sessions and mixer.
- Two expo tickets included.
- Exhibitor booth included.

Morning Session Sponsor \$3,000 (1 Available)

- Half page Ad in 20th Anniversary Souvenir Book.
- Logo placement on physical and virtual promotional material including social media and MBE website.
- Recognition from stage at morning/afternoon speaker sessions and mixer.
- Company representative to give greeting at morning session.
- Four expo tickets included.
- Exhibitor booth included.

Exhibit Booth Only \$425 (Corporate) / \$250 (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.

Friend of the Expo Table \$600

- One reserved table for ten at the MBE luncheon on August 5, 2022.

Full Page Ad \$750

- Full page Ad in 20th Anniversary Souvenir Book.

Half Page Ad \$500

- Half page Ad in 20th Anniversary Souvenir Book.

Quarter Page Ad \$250

- Quarter page Ad in 20th Anniversary Souvenir Book.



Make reservations early as this has been a sold out event every year! Send ads to 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 1st, 2022.

Yes, we will support the 2022 Lexington Bluegrass Area Minority Business Expo!

Company Name _____

Address _____

City/State/Zip _____

Contact _____ Phone _____ Email _____

Please check sponsorship level:

Presenting Sponsor \$10,000 (SOLD)

Gold Sponsor \$5,000

Silver Sponsor \$2,500

Morning Session Sponsor \$3,000 (1 Available)

Bronze Sponsor \$1,000

Friend of the Expo Table Sponsor \$800

Corporate - Exhibit Booth \$425

Small Business – Exhibit Booth \$250

Full Page Ad \$750

Half Page Ad \$500

Quarter Page Ad \$250

Sponsors Payment Method

Check Enclosed

Credit Card

Invoice Me

Return form to: miadams@1776bank.com or visit LexingtonMBE.com