

# MBE

Lexington Bluegrass Area Minority Business Expo

## 2024

It is our pleasure to offer your organization an opportunity to become a valuable sponsor of the 22<sup>nd</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, with over 600 attendees expected this year. We are ecstatic about the creative and resourceful programming curated for our sponsors and participants. The 22<sup>nd</sup> Annual Minority Business Expo will be held August 2, 2024 at the Central Bank Center located at 430 W. Vine Street, Lexington, KY 40507.

Our sponsors are an integral part of the success of the Expo, and we appreciate and encourage your involvement as we are “Empowering Businesses: Present and Future”.

Enclosed is information on sponsorship opportunities available to you. You may reserve your sponsorship by returning this reservation form to Lloyd Alverson, Sponsorship Chair. 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 Lloyd by email at [laalverson90@gmail.com](mailto:laalverson90@gmail.com). Thank you for your consideration and support of one of Kentucky’s premier business events. We look forward to seeing you on August 2<sup>nd</sup>!

Sincerely,



Sean Jackson  
2024 Minority Business Expo, Co-Chair



Jay Alexander  
2024 Minority Business Expo, Co-Chair



## SPONSORSHIP LEVELS

### **Presenting Sponsor (SOLD) \$10,000**

- Full page ad in the event program. 8” wide by 10.5” tall, full color, in either PDF or JPG filetypes.
- 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 the event program. 8” wide by 10.5” tall, full color, in either PDF or JPG filetypes.
- 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 the event program. 8” wide by 5.125” tall, full color, in either PDF or JPG filetypes.
- 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.



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

- Half page ad in the event program. 8” wide by 5.125” tall, full color, in either PDF or JPG filetypes.
- 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.

**Bronze Sponsor                      \$1,000**

- Quarter page ad in the event program. 3.875” wide by 5.125” tall, full color, in either PDF or JPG filetypes.
- 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.

**Friend of the Expo Table      \$800**

- One reserved table for ten at the MBE luncheon on August 2, 2024.

**Full Page Ad                          \$750**

- Full page ad in the event program. 8” wide by 10.5” tall, full color, in either PDF or JPG filetypes.

**College & Young Entrepreneur Table Sponsor      \$600 (4 available)**

- Recognition from stage at morning/afternoon speaker sessions.
- Half page ad in the event program. 8” wide by 5.125” tall, full color, in either PDF or JPG filetypes.

**Half Page Ad                          \$500**

- Half page ad in the event program. 8” wide by 5.125” tall, full color, in either PDF or JPG filetypes.

**Charging Station Sponsor      \$300 (2 available)**

- Recognition from stage at morning/afternoon speaker sessions and mixer.
- Includes one expo ticket

**Quarter Page Ad                      \$250**

- Quarter page ad in the event program. 3.875” wide by 5.125” tall, full color, in either PDF or JPG filetypes.

**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.



Lexington Bluegrass Area Minority Business Expo

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 Monday, July 1, 2024.

**Yes, we will support the 2024 Lexington Bluegrass Area Minority Business Expo!**

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

Address \_\_\_\_\_

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

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

**Please check sponsorship level:**

Presenting Sponsor: (SOLD) \$10,000

Gold Sponsor: \$5,000

Silver Sponsor: \$2,500

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

Bronze Sponsor: \$1,000

Friend of the Expo Table: \$800

Full Page Ad: \$750

College & Young Entrepreneur Table Sponsor: \$600 (4 available)

Half Page Ad: \$500

Charging Station Sponsor: \$300 (2 available)

Quarter Page Ad: \$250

Exhibit Booth Only (Corporate): \$425

Exhibit Booth Only \$250 (Small Business)

**Sponsors Payment Method**

Check Enclosed

Credit Card

Invoice Me

Return form to: [laalverson90@gmail.com](mailto:laalverson90@gmail.com) or visit [LexingtonMBE.com](http://LexingtonMBE.com)