



**PRESENTING THE FIRST EMPOWERMENT
CONFERENCE FOR
CHICAGO'S AFRICAN-AMERICAN
BUSINESS OWNERS**

A first-of-its-kind conference is coming to Chicago, bringing together hundreds of leading African-American business owners. The **WE MEAN BUSINESS Summit** will be an exciting and unique opportunity for the city's Black entrepreneurs to exchange insights, develop networks and pursue new business opportunities.

The **WE MEAN BUSINESS Summit** will take place on Friday, Oct. 20, 2017 at the Hyatt Regency Chicago, 151 E. Wacker Drive in Chicago. The all-day conference will feature presentations and panel discussions with 20 speakers, and a special presentation by a nationally recognized keynote speaker during lunch.

The **WE MEAN BUSINESS Summit** is being co-produced by Target Market News and MGP Events Inc., two of Chicago's most recognized companies in the fields of African-American marketing, business and consumer engagement. The companies collectively have more than 40 years of experience in producing events that inform and honor African-American professionals and consumers.

The **WE MEAN BUSINESS Summit** is designed for the needs of African-American business owners, both those who have established companies and those who are in the early stages of a start-up. This summit will address business plans, financing, marketing, opportunities in retailing and technology and the specific concerns of Black entrepreneurs.

Attached is information on sponsorship opportunities for this unique event. In this package you'll find opportunities for your company to use digital media, social media, printed collaterals, and on-site activation and much more to engage with hundreds of business owners.

We would welcome the opportunity to discuss your participation at the premiere of The **WE MEAN BUSINESS Summit**. E-mail us at wemeanbusinesschicago@gmail.com or call 312-454-6100.



**Friday, Oct. 20, 2017
Hyatt Regency Chicago**

PRESENTING SPONSOR OPPORTUNITIES - \$20,000

Marketing Program

- Sponsor logo w/ link on WeMeanBusinessSummit.com for 30-days prior to Summit
- Sponsor logo and name on WE MEAN BUSINESS SUMMIT Bulletin and weekly e-blast
- Name and/or logo on WE MEAN BUSINESS SUMMIT Facebook and Twitter Pages
- Name and/or logo included in trade and consumer advertising promotions
- Name and/or logo included in Black Business Owners Survey

Media Relations

- Corporate name mentioned in pre- and post-event press releases distributed to trade and consumer press
- Brand mention included in pre- and post-event editorial copy to be posted on WE MEAN BUSINESS website and TARGET MARKET NEWS website
- Corporate representative included in post-Summit photo caption provided to trade and consumer press

On Site

- Public acknowledgement and speaking opportunity or video presentation at Summit or Post-Reception
- Corporate banner in registration check-in area and intersections
- Corporate banner in main meeting room
- Corporate banner in reception areas
- Distribution of sponsor's collateral materials to registrants

Publications

- Logo on cover
- Inside or outside cover ad in Program Book

Additional Deliverables

- Re-cap of the WE MEAN BUSINESS SUMMIT
- Full registration for four company representatives to attend Summit
- Contact information for all Summit participants

All sponsorships can be tailored to meet your specific objectives. Talk to us about your needs and goals



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PLATINUM SPONSOR OPPORTUNITIES - \$10,000

Marketing Program

- Sponsor logo w/ link on WeMeanBusinessSummit.com for 30-days prior to Summit
- Sponsor logo and name on WE MEAN BUSINESS SUMMIT Bulletin and weekly e-blast
- Name and/or logo on WE MEAN BUSINESS SUMMIT Facebook and Twitter Pages
- Name and/or logo included in trade and consumer advertising promotions

Media Relations

- Corporate name mentioned in pre- and post-event press releases distributed to trade and consumer press
- Brand mention included in pre- and post-event editorial copy to be posted on WE MEAN BUSINESS website and TARGET MARKET NEWS website
- Corporate representative included in post-Summit photo caption provided to trade and consumer press

On Site

- Public acknowledgement Summit at and Post-Reception
- Logo on Summit banner in registration check-in area and intersections
- Logo on Summit Corporate banner in main meeting room
- Distribution of sponsor's collateral materials to registrants

Publications

- Full page ad in Program Book

Additional Deliverables

- Re-cap of the WE MEAN BUSINESS SUMMIT
- Full registration for two (2) company representatives to attend Summit

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SILVER SPONSOR OPPORTUNITIES - \$5,000

Marketing Program

- Sponsor logo on WeMeanBusinessSummit.com for 30-days prior to Summit
- Sponsor logo and name on WE MEAN BUSINESS SUMMIT Bulletin and weekly e-blast
- Name and/or logo on WE MEAN BUSINESS SUMMIT Facebook and Twitter Pages
- Name and/or logo included in trade and consumer advertising promoting Summit

Media Relations

- Corporate name mentioned in pre- and post-event press releases distributed to trade and consumer press
- Brand mention included in pre- and post-event editorial copy to be posted on WE MEAN BUSINESS website and TARGET MARKET NEWS website
- Corporate representative included in post-Summit photo caption provided to trade and consumer press

On Site

- Public acknowledgement at Summit
- Logo on Summit banner in registration check-in area and intersections
- Logo on Summit banner in main meeting room
- Distribution of sponsor's collateral materials to registrants

Publications

- Half page ad in Program Book

Additional Deliverables

- Re-cap of the WE MEAN BUSINESS SUMMIT
- Full registration for two (2) company representatives to attend Summit

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CORPORATE SPONSOR OPPORTUNITIES - \$3,000

Marketing Program

- Sponsor logo and name on WeMeanBusinessSummit.com for 30-days prior to Summit
- Sponsor logo and name on WE MEAN BUSINESS SUMMIT Bulletin and weekly e-blast
- Name and/or logo on WE MEAN BUSINESS SUMMIT Facebook and Twitter Pages

Media Relations

- Corporate name mentioned in pre- and post-event press releases distributed to trade and consumer press

On Site

- Public acknowledgement at Summit
- Logo on Summit banner in registration check-in area and intersections
- Logo on Summit banner in main meeting room
- Distribution of sponsor's collateral materials to registrants

Publications

- Corporate message or quarter page ad in Program Book

Additional Deliverables

- Re-cap of the WE MEAN BUSINESS SUMMIT
- Full registration for one company representatives to Summit

All sponsorships can be tailored to meet your specific objectives. Talk to us about your needs and goals