

2015 TRIAD MINORITY BUSINESS EXPO Sponsorship Proposal



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1/8/2015



Greetings!

Maximum Enterprises solicits your support for the Second Annual Triad Minority Business Expo Weekend. The event will kick-off with a golf tournament Friday August 14th at the beautiful Winston-Lake Golf Course. Later that evening is the kick-off reception for sponsors, vendors and other invited guest. The reception will be held at the Winston Lake Clubhouse. The main event (The Business Expo) will be held on Saturday August 15, 2014 from 10 am until 3pm. , The Expo will be held at the Winston Salem State University's Enterprise Conference and Banquet Center, located at 1922 S. Martin Luther King Jr. Dr. Winston -Salem , North Carolina 27107.

This event showcases minority businesses throughout the Triad. As a sponsor this will provide your company an excellent opportunity to reach thousands of people in and around the Triad. *(See below for sponsorship information)*. The event will also include workshops on: ***How to Start Your Business; How to Develop a Business Plan; Networking and Making Connections;*** and ***Marketing for Success.***

This signature event is an ideal networking opportunity with a substantial and sophisticated audience who appreciates your commitment to our community.

Event Highlights:

Workshops

Vendors

Trainings



TRIAD MINORITY BUSINESS EXPO GOOD FOR OUR COMMUNITY



ABOUT THE EVENT

Last year, hundreds of people visited the 1st Annual Triad Minority Business Expo and browsed through the minority vendors who represented several segments of the Triad business community. Workshops were held to educate customers as well as vendors on owning and operating their own businesses. Workshop presenters were helpful and informative and included world renowned entrepreneur and author, Mr. Joe Dudley, owner of Dudley Products. The night before the Expo, vendors and guests were feted with a wine and cheese reception at the Winston Lake Golf Course Clubhouse.

MEDIA REACH

These are just a few of the publications and radio stations that helped promote our event last year:

- **Print:** The Winston-Salem Chronicle with average daily circulation of 7,000.
- **Radio:** WQMG 97.1 FM, WNAA 90.1FM, Kool Radio 99.9 FM and 1440 AM
- **Online:** maximumenterprisesinc.com, Facebook and Twitter
- **Publicity:** Press releases sent out 1 week prior to the event.

TRIAD AREA DEMO-GRAPHICS

The Expo is attended by people from all over the Piedmont Triad. The Piedmont Triad area represents one of North Carolina's great regional economies. It successfully competes in the national/international market as a knowledge-based economy powered by research, technology, and innovation.

Audience



Maximum Enterprises Inc. wants to meet the whole man through the Triad Minority Business Expo by attracting vendors and citizens in and around the Triad area which includes: Winston-Salem, Greensboro and High Point.

Last Year's Workshop Presenter:

Legendary World Renowned Dr. Joe Dudley

"How to Start a Business with Little or No Money".



 Maximum Enterprises Inc.

SPONSORSHIP OPPORTUNITIES

Platinum Sponsor..... \$7,500

Benefits:

- Title sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters
- Sponsor listing on all at-event signage and in the event program
- Sponsor recognition and link from the event page on the Maximum Enterprises Inc. web site
- 20 tickets to the reception, 8 Golf Teams, 2 double-sided display booths and Workshop Presenter.

Unique Benefits:

- Company name mentioned in all media advertising: print, online and radio (see attached media reach)
- Sponsor advertisement in event program
- Sponsor table at the event and the opportunity to display any products, services or company marketing materials
- The opportunity to showcase a product or service during the event, developing new customer prospects

Gold Sponsor..... \$5,000

Benefits:

- Sponsor recognition on all event-related marketing & promotional collateral: save the date, invitations, flyers, e-mails and posters.
- Sponsor listing on select at-event signage and in the event program
- Sponsor recognition and link from the event page on the Maximum Enterprises Inc. web site
- 10 tickets to the reception, 4 Golf Teams, 1 double-sided display booth and Workshop Presenter.
- 10 tickets to the reception

Silver Sponsor..... \$2,500

Benefits:

- Sponsor recognition on select at-event signage and in the event program
- Sponsor recognition on the event page on the Maximum Enterprises Inc. web site
- 5 tickets to the reception and 2 Golf Teams

Bronze Sponsor..... \$1,000 and under

Benefits:

- Sponsor recognition on all event signage and in the event program
- Sponsor recognition on the event page on the Maximum Enterprises Inc. web site
- 2 tickets to the reception.

MAKE A DIFFERENCE

... and showcase your company

IT'S A WIN-WIN.

Sponsoring the Triad Minority Business Expo provides you the unique opportunity to connect with minority companies in and around the Piedmont Triad to build brand awareness and show your company's support of minority business.

This event reaches a key audience segment and provides an engaging way for you to connect with customers. Feel good about supporting minority businesses and the people they serve.

WE ARE THE RIGHT FIT FOR YOU

Looking for the opportunity to become a part of one of the biggest events of the year; to put your company name in front of hundreds throughout the community? Want to show your employees and investors your dedication to our community? Consider sponsorship of the Triad Minority Business Expo.





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WORKSHOPS



SPONSORSHIP FORM

Please fill-out the following form to confirm your chosen sponsorship package. Completed forms can be returned to Aimee McCaskill, Events Manager, at wsmaximumenterprisesinc.com, by fax at 336-734-6917 or mail to: 1922 Martin Luther King Jr. Drive Suite 208 Winston-Salem, NC 27107. Please contact us with any questions.

CONTACT INFORMATION:

Company Name / Contact Person

Contact E-mail Address / Contact Phone Number

Address City / State / Zip Code

SPONSORSHIP PACKAGES:

2ND ANNUAL TRIAD MINORITY BUSINESS EXPO

\$7,500 Platinum Sponsor

\$5,000 Gold Sponsor

\$2,500 Silver Sponsor

\$1,000 and under Bronze Sponsor

PAYMENT INFORMATION:

Please send me an invoice

I have enclosed a check made payable to: Maximum Enterprises Inc.

\$ _____

Total Sponsorship Cost / Signature / Date

*Once we receive your completed sponsorship form, Maximum Enterprises Inc. staff will contact you to discuss event arrangements, sponsorship benefits and recognition. **THANK YOU FOR SUPPORTING THE 2ND ANNUAL TRIAD MINORITY BUSINESS EXPO***