

POWERED BY

the official sponsorship program of the



BEEEDC

**Black Economic & Entrepreneurship
Development Conference & Expo**

#BeyondTalk where immersive learning, innovation, and product development meet

2022

Sponsorship

Overview

Black Economic & Entrepreneurship Development Conference & Expo

% Unite for Action, Inc. ■ 8821 Lottsford Road #375 Upper Marlboro, MD 20774 ■ (301) 245-7753

■ info@uniteforaction.org

Consider Becoming A Sponsor of BEED Conference

The upcoming bi-annual BEED conference is fast becoming a “must attend” professional event within the African American business community. Experiential and immersive, the BEEDC features 10 tracks with a multitude of dynamic workshops and creative hacks, keynotes by industry leaders, about 100 trade and retail exhibitors, high-level networking, experiential sales, and collective product development. A portion of the \$1.1 Trillion of African American spending power will be wielded at the BEEDC.

So, whether you are engaging in economic development, fashion, or tech professionals, small business owners, students, or engaged community advocates, allow the BEEDC to be a gateway to integrating your brand value with the continuing education, empowerment, and success of these audiences.

The four cornerstones of your customized POWERED BY program is to:

1. develop brand relevance
2. drive brand advocacy
3. lead generation
4. create opportunities for sales and revenue generation

BEEDC works to provide one of the best opportunities for truly effective business-to-business and business-to-consumer relationship marketing. Beyond advertisements, exhibit booths and direct mail/email, the BEEDC through Interactive One and Radio One will strategically deliver relevant interaction projected to reach nearly 2.5 million targeted business owners, professionals, and other community members to support building long term loyal relationships.

Featured Opportunities Include:

- Sponsor host track within one of the four programming categories. (Each track consists of 6-8 sessions over two days and provide participants with an implementable take-away.)
- Host demonstration of your products and/or services that are relevant to the four BEEDC categories of learning.
- Incorporate your product and/or service throughout the BEEDC experience; from the virtual to the live. Demonstrate usage in business, learning, and community engagement environments.
- Incorporate product specials and discounts within existing BEEDC's sponsor promotions programs: Early Bird Gets the Worm, Treasure Hunt, Exclusive In App programs.

- Show use and value of products and services in BEEDC program development and implementation via social media, i.e. Youtube, Vine, Instagram, Google Hangouts, Blab and Periscope.
- In app access to sponsor's apps
- Booth space (Live & Virtual Conference)

Recognizing the importance of turnkey marketing platforms that further strengthen a company's association with the BEEDC's audience, **POWERED BY** allows companies to go beyond simply talking to our audience to actually tapping into our audience's affinity for the BEEDC, the Urban Tech Fair and Unite for Action. The 2015 Nielsen, [INCREASINGLY AFFLUENT, EDUCATED AND DIVERSE: AFRICAN-AMERICAN CONSUMERS](#) report provides an untold look at African-American consumers, who are increasing in affluence, education, digital connectivity, and diversity by way of immigration.

Sponsorship Components
<ul style="list-style-type: none"> • Up to Two Years Life of Sponsorship • Major, Associate, and Participating Sponsorships • Exclusivity • Naming Rights • Licensure & Endorsements

Sponsorship Components
<ul style="list-style-type: none"> • On-Site Exposure (both virtual and live conference) • Exclusive content • Cause tie-in • Online: Website, Email, Social Media • Customer Added Value • Exclusive Content

Sponsorship Components
<ul style="list-style-type: none"> • Money Can't Buy Fan Experiences [The WildAbout Experience™] • Database Marketing • App Marketing [BEEDC App] • Product Development Inclusion • Pass Through Rights

Target Demographics

The Racial Wealth Divide in Baltimore

Source: www.prosperitynow.org



EMPLOYMENT AND BUSINESS OWNERSHIP

Data Measure	Baltimore	Baltimore MSA*	Maryland	United States
Labor Force Participation Rate	62.1%	67.6%	68.7%	63.7%
White	62.1%	67.9%	67.1%	63.2%
Black or African American	59.1%	65.6%	69.1%	62.0%
Asian	68.8%	69.9%	69.4%	65.3%
Hispanic or Latino	73.6%	75.7%	78.3%	67.3%
Unemployment Rate	10.1%	5.8%	5.5%	6.3%
White	3.6%	4.3%	4.2%	5.0%
Black or African American	14.4%	9.4%	7.9%	11.3%
Asian	-	4.1%	4.2%	5.2%
Hispanic or Latino	-	5.1%	5.5%	7.4%
Businesses Without Paid Employees	81.0%	78.9%	80.8%	80.4%
White	73.7%	76.8%	78.1%	79.4%
Black or African American	96.7%	95.4%	95.3%	95.8%
Asian	48.1%	67.5%	71.1%	74.9%
Hispanic or Latino	89.1%	87.1%	90.6%	91.3%
Business Value	\$1,390,310	\$1,130,304	\$966,160	\$1,213,944
White	\$801,075	\$577,688	\$551,922	\$508,406
Black or African American	\$40,879	\$56,460	\$68,671	\$58,119
Asian	\$495,467	\$416,001	\$368,575	\$364,717
Hispanic or Latino	\$164,804	\$189,830	\$124,716	\$143,271

Please note: Monetary tax-deductible contributions to Unite for Action for the BEEDC are not treated as Sponsorships and are handled separately

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