



Dear

Welcome to the Inaugural Black Economic Expo. We anticipate that the Black Economic Expo will be one of the largest cultural events in Oklahoma. With the beautiful booming city of Tulsa as its setting, the 2017 Black Economic Expo runs from April 8 through April 9. The Expo offers businesses and organizations numerous ways to connect with consumers. With a goal in mind to educate and uplift our growing, diverse community, the Expo highlights culture in many different areas. The Black Economic Expo offers a chance for partners and visitors to experience premiere arts and entertainment, youth and family activities and programs, business networking, healthy living education and more.

As a sponsor of the Black Economic Expo, you will not only experience the excitement of diverse cultures, but positive brand awareness for your organization as well. You will also be a contributor and partner of the Black Expo Foundation, helping the organization to continue to deliver year-round entrepreneurship and financial literacy training, youth and family programs and events to better serve our communities. Enclosed you will find information regarding sponsorship. The Black Expo Foundation is a not-for-profit organization. All donations will be tax deductible.

On behalf of the board and staff, thank you for your support and for being a part of inaugural Black Economic Expo. For more information contact the Black Expo Foundation, Inc. at 918-280-8214 or email us at [info@blackeconomicexpo.com](mailto:info@blackeconomicexpo.com).

See you soon!

Jackie Zeigler  
President  
Black Expo Foundation, Inc.

The Black Economic Expo is set to become the largest marketing tradeshow in Oklahoma! This dynamic event is growing at a mind-boggling rate, and is becoming a highly-anticipated event throughout the city of Tulsa and state of Oklahoma!

Small business owners, healthcare providers, educators, technology professionals, performing artists and community organizations are discovering that becoming an exhibitor at the Black Economic Expo is going to be a phenomenal, and affordable way to reach consumers over one weekend.

This MARKETING opportunity allows you to:

- Raise brand awareness
- Increase product loyalty
- Generate highly qualified sales leads
- Cultivate and strengthen customer relations
- Build relationships
- Network, schedule client meetings, and allow product testing
- Establish contacts in a variety of agencies from across the state
- Enjoy an intimate and focused exhibitor experience
- Generate on-the-spot revenue through direct sales to your target market
- Build a follow-up database of attendees, which could potentially translate into sales and/or partnerships after the BEE

The Black Expo Foundation is committed to providing each of our sponsors and exhibitors the best experience possible, and this means growing both our audiences – which translates into growing your market for potential sales and visibility at the Black Economic Expo. We look forward to working with you to maximize your Black Economic Expo experience and to attract the relationships and revenue that your products and services command!

Reserve your booth today before they are all gone! Don't miss out on INCREASED MARKETING AND POTENTIAL SALES!

## **TULSA DEMOGRAPHICS**

The Tulsa metropolitan surrounding area (MSA) is comprised of seven counties with an aggregate population estimated at 905,755 or 25.1 percent of the population in Oklahoma. The gross product of all goods and services produced in the seven-county MSA is \$33.6 billion or 29 percent of the Oklahoma economy. Demographic profiles contain 2000 census data. It provides information on population, race, age, sex, income, poverty, industry, occupation, employment and housing characteristics.

### *Tulsa Rankings:*

- No. 1 place to live in the U.S. (Relocate America, 2009)
- No. 5 on America's Most Livable Cities (Forbes.com, 2009)
- 2nd shortest commute time in the nation
- Cost of living is 12 percent below the national average
- 5th lowest cost for doing business in the nation
- Tulsa County's per capita income is 16 percent above the national average
- Named one of the Top 10 southern cities by Southern Living

*Tulsa is Home to:*

- The nation's largest Young Professional Organization
- America's largest Community Foundation
- The country's best Chamber of Commerce (2008)
- One of the largest heritages of art deco art and architecture in the U.S.
- Top travel spot and most affordable destination (2008)
- One of the nation's best cities for minor league sports

## **BENEFITS**

### **Each Black Economic Expo Sponsors Receives ...**

- Two (2) vendor badges for people working the booth
- One (1) 8' long table with tablecloth (black)
- Two (2) folding chairs
- One (1) centrally located trash container for all vendors
- Tents to provide shading
- One (1) booth identification tent card
- Listing on the Black Economic Expo website business directory leading up to the Saturday's resource fair, April 8, 10 am to 7 pm in Central Park Hall at the Tulsa Fairgrounds
- Business and Food Exhibitors' fees include complimentary admission for two (2) to the BEE Sponsors Luncheon on Friday, at April 7, 2017 at the Community Food Bank of Eastern Oklahoma

### **Additional Affordable Ways to Increase Your Exposure at the Expo!**

- Give-A-Ways will ensure an increased number of attendees encounter your brand or logo. Attendees walking away with your company logo and information will become walking billboards for your company
- Creative booth design will attract increased number of visitors to explore your product
- Consistent interaction with attendees will help to further increase product and brand visibility
- NOTE: BEE attendees are expected to be passionate and focused. They will be especially interested in celebrating the arts, culture, entertainment, and businesses that characterize the unique African American cultural experience
- Share your participation in BEE on your company website, FB, Twitter, and other social networking sites
- Announce your participation to your company's employees and encourage them to attend and bring their families and friends

***These AMAZING exposure opportunities are limited, so act FAST!***

Contact us at [www.blackeconomicexpo.com](http://www.blackeconomicexpo.com), or 918-280-8214  
to begin increasing your exposure today!

Sponsorship Deadline: March 1, 2017

Platinum Level

Sponsor	\$5,000
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Corporate Onstage Live Demo of Product (1 Hour) All Access Pass to Breakout Sessions Radio/Television/Newspaper/Internet Advertisement Sponsorship Booth at Expo Sponsor Logo on Official BEE T-Shirt Company Information in Gift Bags (2,000 gift bags) Company Logo on Gift Bag (2,000 gift bags)	
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Gold Level Sponsor	\$3,000
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All Access Pass to Breakout Sessions Radio/Television/Newspaper/Internet Advertisement Sponsorship Booth at Expo Sponsor Logo on Official BEE T-Shirt Company Information in Gift Bags (2,000 gift bags) Company Logo on Gift Bag (2,000 gift bags)	
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Silver Level Sponsor	\$2,000
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Radio/Television/Newspaper/Internet Advertisement  
Sponsorship Booth at Expo  
Sponsor Logo on Official BEE T-Shirt  
Company Information in Gift Bags (2,000 gift bags)

Bronze Level Sponsor	\$1,000
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Radio/Television/Newspaper/Internet Advertisement  
Sponsorship Booth at Expo  
Sponsor Logo on Official BEE T-Shirt  
Company Information in Gift Bags (1,000 gift bags)

Black Level Sponsor	\$500
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Radio/Television/Newspaper/Internet Advertisement  
Sponsorship Booth at Expo  
Sponsor Logo on Official BEE T-Shirt  
Company Information in Gift Bags (500 gift bags 9am – 7pm)

Expo Square in The Exchange Center

Saturday, April 9 AM – 7 PM

Sunday, April 9<sup>th</sup> 9 AM – 5 PM