

# 2016 TRIAD MINORITY BUSINESS EXPO Sponsorship Proposal



Maximum Enterprises Inc.

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12/1/2016



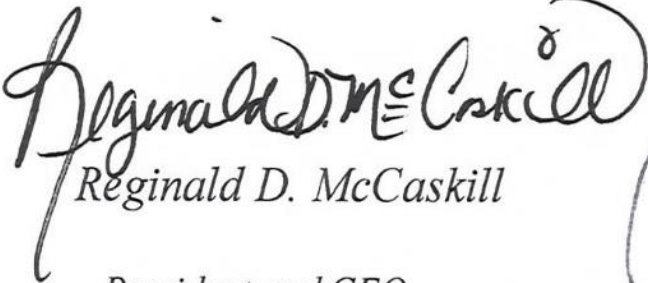
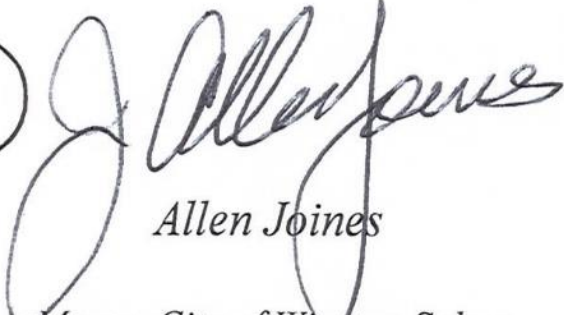

## Greetings!

Maximum Enterprises proudly solicits your support for the Third Annual Triad Minority Business Expo Weekend. The event will kick-off with a golf tournament Friday August 19, 2016 at the beautiful Winston-Lake Golf Course. Later that evening is the sponsor and vendor reception held at the same location. And on Saturday August 20, 2016 from 10am until 3pm, the Business Expo will be held.

This event showcases minority businesses throughout the Triad and as a sponsor this provides an excellent opportunity to showcase your business. *(See below for sponsorship information)*. We are expecting hundreds of people to come through the doors and this is an opportunity not to be missed. 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.***

As stated previously the weekend kicks off with a golf tournament and reception on Friday. The cost to participate in the tournament which is Captains Choice is \$260.00 per team and \$65.00 per person. The reception is free for vendors and sponsors only. The reception will allow sponsors and vendors the opportunity to network prior to the big event on Saturday.

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

		
Reginald D. McCaskill	Allen Joines	Jamal Fox
President and CEO	Mayor, City of Winston-Salem	Councilman, City of Greensboro
Maximum Enterprises Inc.	Honorary Co-Chairman	Honorary Co-Chairman

# Event Highlights:

Workshops

Vendors

Training





Last year hundreds came out to support this great event.



# *Audience*



**It is the goal of the Triad Minority Business Expo to attract vendors.**

# **MEDIA REACH**

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

- **Print:** The Winston-Salem Chronicle with average daily circulation of 7,000 and Black Business Ink magazine
- **Radio:** WQMG 97.1 FM, WNAA 90.1FM, Kool Radio 99.9 FM, 1440 AM and WPOL 1340 AM and 103.5 FM
- **Online:** maximumenterprisesinc.com
- **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.



## 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.....\$500.00 to \$1,000.00**

#### *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.





# TRIAD MINORITY BUSINESS EXPO GOOD FOR OUR COMMUNITY



## ABOUT THE EVENT

Hundreds of people visited the 2nd Annual Triad Minority Business Expo and browsed through the minority vendors who represented several segments of the Triad business community. The Expo also featured a special guest appearance by actress Angela Robinson of *Tyler Perry's The Have and The Have Nots*. Workshops were held to educate customers as well as vendors on owning and operating their own businesses. Workshop presenters were helpful and informative. The night before the Expo, vendors and guests were feted with a reception at the Winston Lake Golf Course Clubhouse.

# 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](http://wsmaximumenterprisesinc.com), by fax at 336-734-6917 or mail to: 1922 Martin Luther King Jr. Drive Suite 72 Winston-Salem, NC 27107. Please contact us with any questions.

## CONTACT INFORMATION:

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Company Name / Contact Person

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Contact E-mail Address / Contact Phone Number

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Address City / State / Zip Code

## SPONSORSHIP PACKAGES:

### 3<sup>ND</sup> 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.

\$

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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 3<sup>rd</sup> ANNUAL TRIAD MINORITY BUSINESS EXPO**





## 2015 Minority Business Expo