

A close-up photograph of a woman and a young girl looking down at a book or document. The woman is on the left, leaning over the girl on the right. They are both focused on the material. The lighting is warm and soft, creating a intimate and educational atmosphere. The girl is wearing a black and white striped shirt. The woman has long dark hair. The background is blurred, showing what appears to be a home or classroom setting.

IBE

INDIANA
BLACK
EXPO

**EDUCATE.
EMPOWER.
ELEVATE.**

SAVE THE DATE

BBE®
Summer
CELEBRATION
OUR LEGACY. OUR INFLUENCE. OUR CULTURE.

JULY 8-16
2023



ABOUT IBE

Vision for the Future

As a pillar of the Indiana community for more than 52 years, IBE encourages and empowers individuals through education, events, and hands-on initiatives. Our organization continues to evolve programming in order to find new ways to proactively address the most relevant issues and drive positive change.

Anchored by a core focus on education and economic advancements, we continue to develop programs and bring together civic leaders in order to drive long lasting, positive change for the underserved in our community.

**An effective voice
& vehicle for the
social and economic
advancement of
African American
youth & families.**

EDUCATION
Educational Equity and
Youth Development

Education is a primary area of focus for IBE and the organization enjoys partnerships and collaborations that span pre-kindergarten to advance post-secondary learning opportunities. With a commitment to educational equity, IBE annually holds education-based conferences, fairs, and summits to ensure all students have access to quality educational options and outlets for academic advancement.

**STRATEGIC
PRIORITY
AREAS**

\$5M

Nearly \$5M in
scholarship funds
awarded since 1984.

IBE®

**COMMUNITY
EMPOWERMENT**
A Sense of Belonging,
Elevating African American
Voice

Elevating education through artistic expression. IBE believes in the power of the arts to empower our youth in and out of the classroom. The Performing Arts Academy (PAA) provides free dance, music production, videography/photography and acting programs to middle and high school youth in Central Indiana. The program components include weekly classes, academic support and social supports.

HEALTH
Health Equity and
Justice

The core goal of IBE's health program is to increase public awareness of health issues that disproportionately affect minorities, including chronic diseases, such as diabetes, heart disease, stroke, hypertension, and cancer. Through educational campaigns and events, IBE strives to positively impact the health and well-being of the Indiana community by providing access to preventive and basic health care information as well as vital resources.

ECONOMIC EQUITY
Black Business
Development

The roots of IBE permeate the economic foundation of the Indiana community. A primary purpose of the first Expo was to provide a venue for African-American entrepreneurs, organizations, and talent to showcase their goods and services. Since then the organization has provided development and training to businesses and built opportunities for youth and adults to live successful lives in their communities.



IBE'S CORE INITIATIVES

YOUTH FINANCIAL SERIES

Professional financial educators present at workshops to teach practical ways to manage all aspects of personal finances. Workshops and interactive activities will address the following topics: Understanding Credit; Developing a Budget; Financial Responsibility and Budgeting; Investment Basics; Banking Procedures; Building Consumer Skills; Living on Your Own; The Psychology behind Spending; Getting, Keeping, and Growing Your Money; and Entrepreneurship .

SPONSORSHIP OPPORTUNITIES

TITLE - \$30,000

PRESENTING - \$25,000

CO-SPONSOR - \$15,000



IBE'S CORE INITIATIVES

EDUCATION CONFERENCE

For 15 years, IBE has hosted its Education Conference to provide professional development training to educators and administrators across the state of Indiana. The Education Conference has provided research-based, strategy-driven, practical application-focused professional development services that equip educators and administrators with tools to address specific school and university needs related to equitable and inclusive learning environments and student academic success.

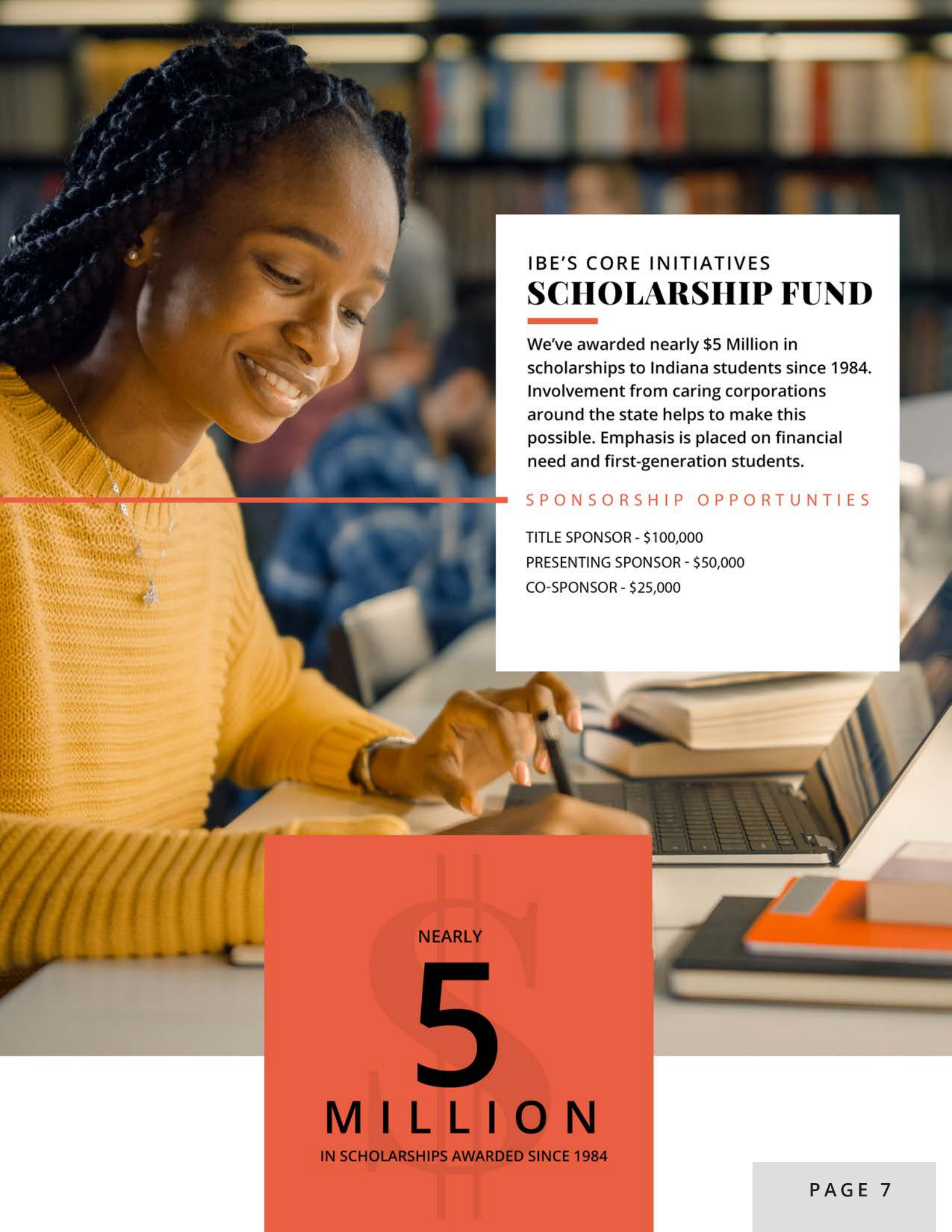
SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$125,000

PRESENTING SPONSOR - \$75,000

CO-SPONSOR - \$25,000





IBE'S CORE INITIATIVES **SCHOLARSHIP FUND**

We've awarded nearly \$5 Million in scholarships to Indiana students since 1984. Involvement from caring corporations around the state helps to make this possible. Emphasis is placed on financial need and first-generation students.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$100,000

PRESENTING SPONSOR - \$50,000

CO-SPONSOR - \$25,000

NEARLY

5

MILLION

IN SCHOLARSHIPS AWARDED SINCE 1984



IBE'S CORE INITIATIVES

YOUTH LEADERSHIP SUMMIT

A three-day annual leadership summit that helps Indiana middle and high school students become more aware of Science, Technology, Engineering, Arts, and Math (STEAM) related careers and college curriculum, have a better understanding of the role they can play in the community affecting change, and leave the Summit with an increased awareness of the principles of leadership and civic responsibility.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$125,000

PRESENTING SPONSOR - \$80,000

CO-SPONSOR - \$25,000

IBE'S CORE INITIATIVES **TOBACCO PREVENTION AND CESSATION**

IBE's statewide anti-tobacco program works to educate the public on the dangers of tobacco use and the perils of second-hand smoke.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$50,000

PRESENTING SPONSOR - \$25,000

CO-SPONSOR - \$15,000





IBE'S CORE INITIATIVES

YOUTH ENTREPRENEUR SERIES

The Youth Entrepreneur Series (YES) focuses on teaching youth entrepreneurial and life skills to be strong community leaders. YES introduces young adults between the ages of 12 and 17 to the fundamentals of economic literacy and business management using intensive interactive training and mentoring experiences.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$100,000

PRESENTING SPONSOR - \$75,000

CO-SPONSOR - \$25,000



IBE'S CORE INITIATIVES

PERFORMING ARTS ACADEMY

The Performing Arts Academy is a performing arts and education program that provides dance, music production, videography, photography, acting instruction, and academic and social support to middle and high school youth.

SPONSORSHIP OPPORTUNITIES

TITLE SPONSOR - \$100,000

PRESENTING SPONSOR - \$75,000

CO-SPONSOR - \$25,000

*A student involved
in the arts is four
times more likely
to be recognized
for academic
achievement.*

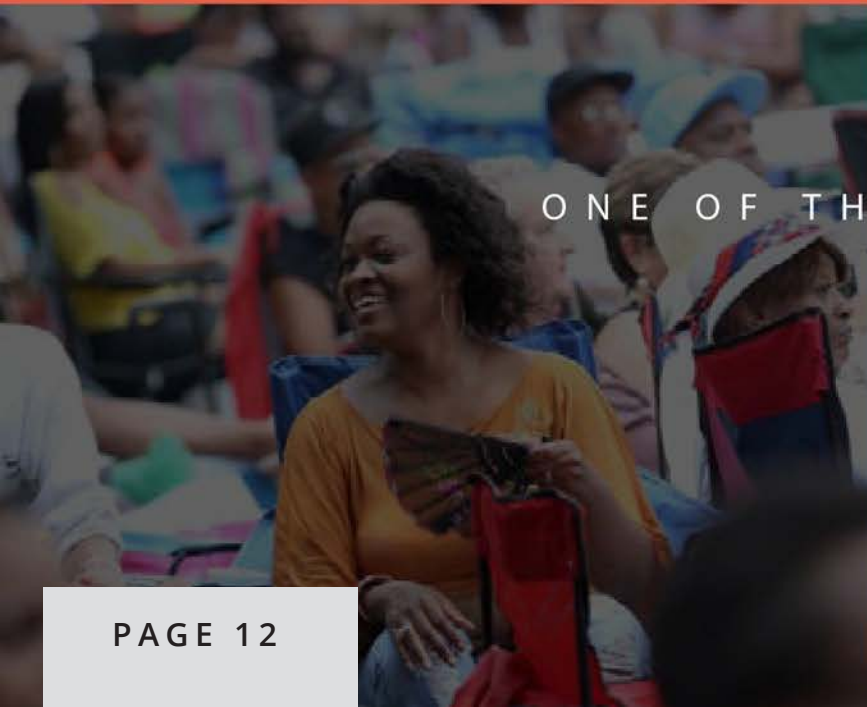
- Americans for the Arts



SUMMER CELEBRATION

IBE ANNUAL EVENT

Summer Celebration, Indiana Black Expo's largest event that showcases Black Culture in Indiana is in its 52nd year. As a pillar of the state, IBE's priority focus areas include economics equity, education equity, community empowerment and health equity. All proceeds from Summer Celebration help support IBE's year-round initiatives, including its Education Conference, Black Business Training Institute, Scholarship Fund, Performing Arts Academy, Community Learning Hub and more.



ONE OF THE LARGEST CULTURAL
EVENTS OF ITS KIND.

SUMMER CELEBRATION

BUSINESS TO BUSINESS SPONSOR LEVELS

CORPORATE LUNCHEON

The signature event of Summer Celebration attracts a sold-out audience each year where top corporate, government and community leaders enjoy unique networking opportunities and an award ceremony that recognizes some of the nations most outstanding leaders.

TITLE - \$125,000

PRESENTING - \$75,000

CO-SPONSOR - \$50,000

EDUCATION CONFERENCE

Educators from across the country will attend this two-day conference which includes renowned keynote speakers and various professional development workshops that increase cultural competency in the education arena.

TITLE - \$125,000

PRESENTING - \$75,000

CO-SPONSOR - \$25,000

BLACK BUSINESS CONFERENCE

Business leaders and owners will attend this conference which provides valuable workshops, panels, and networking opportunities designed to help minority owned businesses and corporate executives flourish. Play a role in strengthening small businesses that are the backbone of the American economy.

TITLE - \$125,000

PRESENTING - \$75,000

CO-SPONSOR - \$25,000

EVENT - \$15,000

MAYOR'S BREAKFAST

The Mayor's Breakfast is the kick-off event for the Black Business Conference. It highlights initiatives of the Mayor to show support for minority, women, and veteran owned business enterprises of Indiana while showcasing upcoming business opportunities within the state.

TITLE - \$50,000

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

CONSUMER EXHIBIT ZONES

SPONSORSHIP ZONE
RESERVED FOR PRESENTING SPONSOR

WORKFORCE
DEVELOPMENT ZONE
\$75,000

TECHNOLOGY ZONE
TITLE - \$75,000
PRESENTING - \$50,000
CO-SPONSOR - \$25,000

BLACK WALL STREET ZONE
\$75,000

COMMUNITY/
GOVERNMENT ZONE
\$50,000

EDUCATION ZONE
\$50,000

SUMMER CELEBRATION

SPONSOR LEVELS & BENEFITS

BRANDING/MARKETING

EXHIBITION HALL

TICKETS + HOSPITALITY

PRESENTING - \$500,000

- Name included in the title of the event
- Name / logo displayed on Summer Celebration branding including t-shirts, credentials, print ads, and print materials
- Logo prominently displayed on Summer Celebration website homepage
- Sponsor summary & link on SC website
- News release announcing sponsorship
- Mention in tv & radio advertisements
- Participation by company representative at opening press conference
- Logo on video screens at Corporate Luncheon
- Full color back cover of SC Event Guide
- Inclusion in SC viral marketing
- First right of refusal for next year's SC presenting sponsorship
- Inclusion in radio advertisements
- 40'x40' carpeted exhibition space in Sponsor Zone
- 20 public announcements in Exhibition Hall during the 3-day event
- Prominent signage placement throughout the Exhibition Hall
- 2 tables of 10 at Corporate Luncheon
- 12 invitations for the Governor's Reception
- 2 tables of 10 at the Mayor's Breakfast
- 20 VIP credentials to the Music Heritage Festival Outdoor Concert

PLATINUM (MUSIC HERITAGE ENTERTAINMENT SERIES) - \$300,000

- Logo on designated sponsor event signage
- Logo on all sponsored event printed materials
- Logo and link on SC website
- Mention in radio commercials
- Logo on video screens at Corporate Luncheon
- Full page color ad in SC Event Guide
- Participation by company representative at sponsored event
- Inclusion in SC viral marketing
- Inclusion in radio advertisements
- 30'x30' exhibition space in Sponsor Zone
- 20 public announcements in Exhibition Hall during the 3-day event
- Prominent signage placement throughout the Exhibition Hall
- 2 tables of 10 at Corporate Luncheon
- 6 invitations for the Governor's Reception
- 1 table of 10 at the Mayor's Breakfast
- Festival Outdoor Concert

DIAMOND - \$125,000

- Logo on designated sponsor event signage
- Logo on all sponsored event materials
- Logo and link on SC website
- Logo on video screens at Corporate Luncheon
- Full page color ad in SC Event Guide
- Participation by company representative at sponsored event
- Inclusion in SC viral marketing
- 30'x20' exhibition space in Sponsor Zone
- 10 public announcements in Exhibition Hall during the 3-day event
- Prominent signage placement throughout the Exhibition Hall
- 1 table of 10 at Corporate Luncheon
- 4 invitations for the Governor's Reception
- 4 invitations to the Mayor's Breakfast
- 10 credentials to sponsored event

GOLD - \$75,000

- Logo on designated sponsor event signage
- Logo on all sponsored event materials
- Logo and link on SC website
- Logo on video screens at Corporate Luncheon
- Full page color ad in SC Event Guide
- Participation by company representative at sponsored event
- 20'x20' exhibition space in Sponsor Zone
- 12 public announcements in Exhibition Hall during the 3-day event
- 1 table of 10 at Corporate Luncheon
- 1 table of 10 at Mayor's Breakfast (Black Business Conference Sponsors Only)
- Inclusion in SC viral marketing

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SUMMER CELEBRATION

SPONSOR LEVELS & BENEFITS

BRANDING/MARKETING

EXHIBITION HALL

TICKETS + HOSPITALITY

SILVER - \$50,000

- Name on designated sponsored event signage
- Name on all sponsored event printed material
- Name and link on SC website
- Name on video screens at Corporate Luncheon
- Half page color ad in SC Event Guide
- 10'x 20' exhibition space in Sponsor Zone
- 10 public announcements in Exhibition Hall during the 3-day event
- 1 table of 10 at Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)

CRYSTAL - \$25,000

- Name on designated sponsored event signage
- Name on all sponsored event printed material
- Name and link on SC website
- Name on video screens at Corporate Luncheon
- Half page color ad in SC Event Guide
- 10'x 15' exhibition space in Sponsor Zone
- 6 public announcements in Exhibition Hall during the 3-day event
- 1 table of 10 at Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)

EVENT - \$15,000

- Name on designated sponsored event signage
- Name on all sponsored event printed material
- Name and link on SC website
- Name on video screens at Corporate Luncheon
- 1/3 page color ad in SC Event Guide
- 10'x 10' exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event
- 5 tickets to Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)

BRONZE - \$15,000

- Name on designated sponsored event signage
- Name on all sponsored event printed material
- Name and link on SC website
- Name on video screens at Corporate Luncheon
- 1/3 page color ad in SC Event Guide
- 10'x 10' exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event
- 5 tickets to Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)

GOVERNMENT - \$12,500

- Name on designated sponsored event signage
- Listing on associated event printed material
- Name and link on SC website
- Name on video screens at Corporate Luncheon
- 1/3 page color ad in SC Event Guide
- 10'x 10' exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event
- 5 tickets to Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)

SUMMER CELEBRATION

ARTS & ENTERTAINMENT SPONSOR LEVELS

ENTERTAINMENT SERIES

The Entertainment Series includes two days of entertainment before more than 100,000 people at the Music Heritage Outdoor Concert and Entertainment Stage inside the Exhibit Hall. Title sponsorship is included in this package.

IBE FILM FESTIVAL

Independent filmmakers present uplifting and positive messages covering the breadth of the human experience. Several of the films, produced by or written about African-Americans, are award-winners of nationally acclaimed independent film festivals.

TITLE - \$50,000

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

ENTERTAINMENT STAGE

The entertainment stage comes to life all weekend with the annual Indoor Free Concert, IBE Fashion Show, and The Gospel Showcase.

PRESENTING - \$75,000

CO-SPONSOR - \$50,000

ART SPEAKS CAFE

An interactive area for local authors and artists to share insight on their works and a venue for spoken word artists to share all forms of poetry, from urban and spiritual to confessional and political.

TITLE - \$50,000

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

ALL WHITE AFFAIR PARTY

This is the summer's hottest party scene in a sea of white decor and fashion. Numerous celebrity guests and top national entertainers keep the party going.

TITLE - \$75,000

PRESENTING - \$50,000

CO-SPONSOR - \$25,000

CULTURAL ARTS PAVILION

A three-day collaborative experience that engages the community through unique venues and exhibits designed to entertain and enrich culturally diverse audiences of all ages. Art in Action presents the richness of African-American art and culture to Summer Celebration guests.

TITLE - \$75,000

PRESENTING - \$50,000

CO-SPONSOR - \$25,000

ARTISTS & AUTHORS MARKET

A venue for select emerging and professional fine artists and published authors to sell original works in a variety of media. Artists and authors are available on-site to share their experiences and projects with guests. The market raises visibility of African-American arts and culture.

TITLE - \$25,000

PRESENTING - \$15,000

MUSIC HERITAGE FESTIVAL

A free outdoor concert offering great music under the stars to more than 600,000 people. Always huge and a fun event attracting patrons locally and from several surrounding cities and states.

PRESENTING - \$125,000

CO-SPONSOR - \$75,000

FASHION SHOW

Innovative designs and style hit the runway for established and emerging designers in the annual Fashion Show. See what's in and what's not. Get there early to get a seat.

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

HAIR SHOW

Natural and hairstyle performances by local and national hairstylists are presented live for demonstration to audiences in the exhibition hall.

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

SUMMER CELEBRATION

YOUTH AND FAMILY SPONSOR LEVELS

YOUTH LEADERSHIP SUMMIT

This three-day conference gives middle and high school youth leaders a platform to hear and learn from professionals regarding academics, decision making, and advocacy.

TITLE - \$125,000

PRESENTING - \$80,000

CO-SPONSOR - \$25,000

TECH ZONE

TITLE - \$75,000

PRESENTING - \$50,000

CO-SPONSOR - \$25,000

CHILDREN'S ZONE

Thousands of young people enjoy the experience of playing dress-up as their favorite super heroes and sheroes. The area brings smiles to everyone and creates an empowering experience.

TITLE - \$50,000

PRESENTING - \$25,000

CO-SPONSOR - \$15,000

STARQUEST

Starquest is a talent competition that showcases great Indiana talent and brings rising stars to IBE's Summer Celebration.

TITLE - \$100,000

PRESENTING - \$75,000

CO-SPONSOR - \$50,000

REAL TALK TEEN FORUM

This teen forum allows over 1,000 teens to have candid conversations among celebrity speakers and their peers regarding issues that impact them on a daily basis.

PRESENTING - \$25,000

TITLE - \$15,000





CIRCLE CITY CLASSIC

SAVE THE DATE
9.23.23



CONTACT US
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Our goal is to utilize our events, initiatives and reach to help you accomplish your business and/or community objectives. If you do not see an opportunity that aligns with your objectives, or you have an idea for something "off menu" please let us know. Schedule a meeting today at giving@indianablackexpo.com.