## 青 <br> INDIANA <br> BLACK <br> EXPO

# EDUCATE. EMPOWER. ELEVATE. 

African-American heritage, culture and pride.


OUR LEGACY. OUR INFLUENCE. OUR CULTURE.

## SAVE THE DATE <br> JUNE 20-30 20 <br> 

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& \text { Us } \text { JUNE } 28,2024
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 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, postive change for the underserved in our community.

## 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.

## 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.

# STRATEGIC 

 PRIORITY


## 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 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 OPPORTUNTIES
TITLE SPONSOR - \$125,000
PRESENTING SPONSOR - $\$ 75,000$
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 OPPORTUNTIES
TITLE SPONSOR - \$100,000
PRESENTING SPONSOR - \$75,000 SPONSOR - $\$ 25,000$

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

- Americans for the Arts



## IBE'S CORE INITIATIVES

BLACK BUSINESS CONFERENCE

The Indiana Black Expo Business Conference takes place in the Indiana Convention Center and is an exciting, jam-packed 2-day conference of workshops, symposiums, receptions, and networking opportunities held during the first week of IBE's Summer Celebration. The goal of the Indiana Black Expo Business Conference is to provide a venue to empower diverse business owners, entrepreneurs, and professionals with information and resources that will assist them in achieving financial and professional success. Workshop presenters and expert panelists will share business opportunities and diversity initiatives within Central Indiana, universities, and state and federal agencies. Business owners and financial representatives provide strategies on growing and sustaining businesses through obtaining financial resources and long-term planning strategies.

SPONSORSHIP OPPORTUNTIES
TITLE SPONSOR - $\$ 50,000$
PRESENTING SPONSOR - $\$ 25,000$
SPONSOR - \$15.000

# MUSIC HERITAGE ENTERTAINMENT SERIES 

SPONSOR LEVELS \& BENEFITS

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

## PLATINUM - \$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


## PRESENTING - \$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


## SPONSOR - \$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
- $30^{\prime} \times 30^{\prime}$ 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
- $30^{\prime} \times 20^{\prime}$ 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
- Participation by company representative at sponsored event
- $20^{\prime} \times 20^{\prime}$ 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


## 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 - $\$ 75,000$
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

## 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 - $\mathbf{\$ 7 5 , 0 0 0}$
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 - $\$ 25,000$
SPONSOR - \$15,000

# CONSUMER <br> EXHIBIT ZONES 

SPONSORSHIP ZONE RESERVED FOR PRESENTING SPONSOR

WORKFORCE
DEVELOPMENT ZONE \$75,000

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

BLACK WALL STREET ZONE
\$75,000

COMMUNITY/
GOVERNMENT zone \$50,000

EDUCATION ZONE \$50,000

## BRANDING/MARKETING

## 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
- $40^{\prime} \times 40^{\prime}$ carpeted exhibition space in Sponsor Zone
- 20 public announcements in Exhibition Hal during the 3-day event
- Prominent signage placement throughout the Exhibition Hall
- $30^{\prime} \times 20^{\prime}$ exhibition space in Sponsor Zone
- 10 public announcements in Exhibition Hall during the 3-day event
- Prominent signage placement throughout the Exhibition Hall


## GOLD - \$75,000

- Logo on designated sponsor event signage

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
- 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
- $20^{\prime} \times 20^{\prime}$ exhibition space in Sponsor Zone
- 12 public announcements in Exhibition Hall during the 3-day event


## 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

- 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
- 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


## 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
- $10^{\prime} \times 20^{\prime}$ 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


## 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


## 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

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
- $10^{\prime} \times 20^{\prime}$ exhibition space in Sponsor Zone
- 6 public announcements in Exhibition Hall during the 3-day event
- $10^{\prime} \times 10^{\prime}$ exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event
- $10^{\prime} \times 10^{\prime}$ exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event
- $10^{\prime} \times 10^{\prime}$ exhibition space in Sponsor Zone
- 3 public announcements in Exhibition Hall during the 3-day event


## PATRON - \$ 10,000

- 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
- $10^{\prime} \times 10^{\prime}$ 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)
- 5 tickets to Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)
- 5 tickets to Corporate Luncheon
- 1 table of 10 at the Mayor's Breakfast (Black Business Conference Sponsors Only)


## 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
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
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 - $\$ 25,000$
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 - $\$ 50,000$
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
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 - $\$ 15,000$

## 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 - $\$ 25,000$
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 - $\$ 25,000$
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
SPONSOR - \$25,000

## TECH ZONE

TITLE - \$75,000
PRESENTING - $\$ 50,000$
SPONSOR - $\$ 25,000$

## STARQUEST

Starquest is a talent competition that showcases great Indiana talent and brings rising stars to IBE's Summer Celebration.
TITLE - $\$ 100,000$
PRESENTING - $\$ 75,000$
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

## 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 - $\$ 25,000$
SPONSOR - \$15,000


A FULL SCHEDULE OF UPCOMING EVENTS

## WHAT"S GOING ON!

S UMMERCELEBRATION 2024

THURSDAY, JUNE 20
Ecumenical Service

MONDAY, JUNE 25
Business Conference

TUESDAY, JUNE 25
Business Conference
Youth Entrepreneurship Series

THURSDAY, JUNE 27
Education Conference Indiana Black \& Minority Health Fair

|  | Youth Leadership Summit <br> FRIDAY, JUNE 28 |
| :--- | :--- |
|  | Corporate Luncheon <br> Exhibition Hall <br> Policy Summitt <br> Outdoor Concert |


| SATURDAY, JUNE 29 | Youth Leadership Summitt <br> Exhibition Hall <br> Indiana Black \& Minority Health Fair <br> All White Affair |
| :--- | :--- |

SUNDAY, JUNE 30

Youth Leadership Summitt Exhibition Hall Indiana Black \& Minority Health Fair

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