





As a pillar of the Indiana community for more than 53 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, postive change for the underserved in our community.

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

E D U C A T I O N 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



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

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.



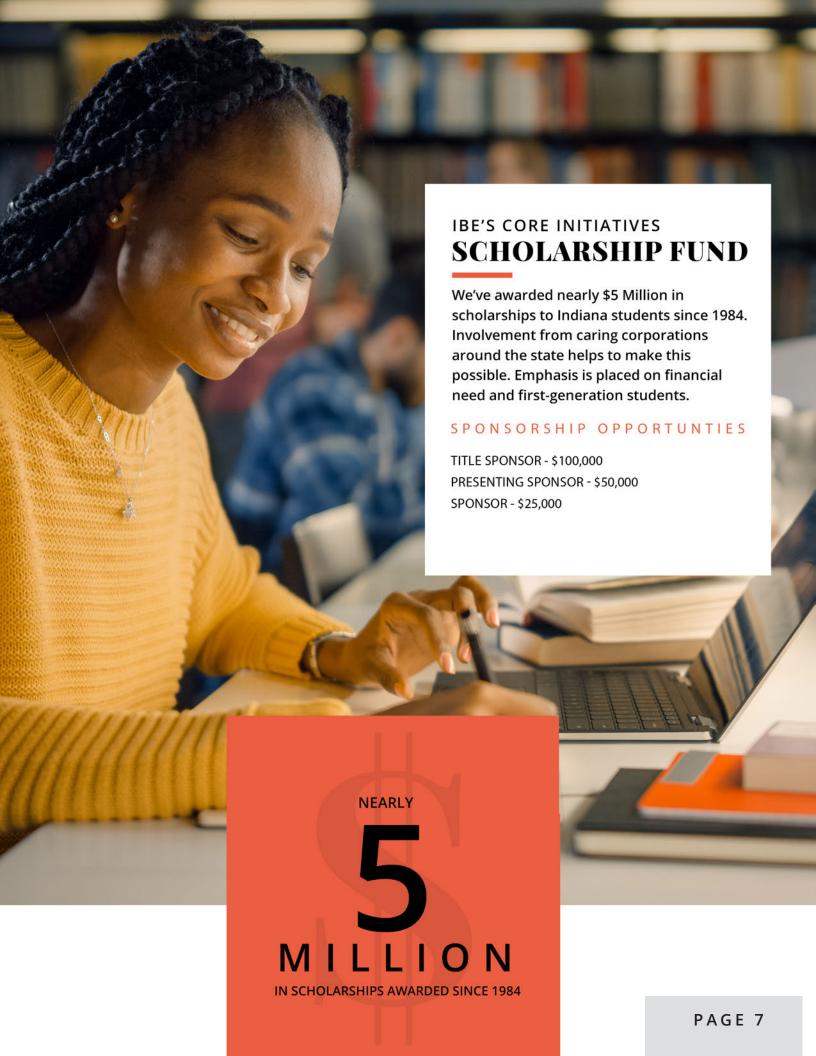


For 15 years, IBE has hosted its Education Conference to provide professional development training to educators and administrators across the state of Indiana. The Education Conference has provided research-based, strategy-driven, practical application-focused professional development services that equip 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









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



BLACK BUSINESS CONFERENCE

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.

The Indiana Black Expo Business Conference takes place

SPONSORSHIP OPPORTUNTIES

TITLE SPONSOR - \$50,000
PRESENTING SPONSOR - \$25,000
SPONSOR - \$15,000

MUSIC HERITAGE ENTERTAINMENT SERIES

SPONSOR LEVELS & BENEFITS

BRANDING/MARKETING

EXHIBITION HALL

TICKETS + HOSPITALITY

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

- · 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

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

- 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

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
- 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



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 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 - \$75,000 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 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

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

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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SPONSOR LEVELS & BENEFITS

Name and link on SC website

Name on video screens at Corporate Luncheon

BRANDING/MARKETING **EXHIBITION HALL** TICKETS + HOSPITALITY SILVER - \$50,000 Name on designated sponsored event signage · 10'x 20' exhibition space in Sponsor Zone · 1 table of 10 at Corporate Luncheon Name on all sponsored event printed material 10 public announcements in Exhibition Hall 1 table of 10 at the Mayor's Breakfast Name and link on SC website during the 3-day event (Black Business Conference Sponsors Only) Name on video screens at Corporate Luncheon · Half page color ad in SC Event Guide CRYSTAL - \$25,000 · Name on designated sponsored event signage 10'x 20' exhibition space in Sponsor Zone · 1 table of 10 at Corporate Luncheon Name on all sponsored event printed material · 6 public announcements in Exhibition Hall 1 table of 10 at the Mayor's Breakfast Name and link on SC website during the 3-day event (Black Business Conference Sponsors Only) Name on video screens at Corporate Luncheon Half page color ad in SC Event Guide EVENT - \$15,000 · Name on designated sponsored event signage · 10'x 10' exhibition space in Sponsor Zone · 5 tickets to Corporate Luncheon Name on all sponsored event printed material · 3 public announcements in Exhibition Hall 1 table of 10 at the Mayor's Breakfast Name and link on SC website during the 3-day event (Black Business Conference Sponsors Only) 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 · 10'x 10' exhibition space in Sponsor Zone · 5 tickets to Corporate Luncheon Name on all sponsored event printed material 3 public announcements in Exhibition Hall 1 table of 10 at the Mayor's Breakfast Name and link on SC website (Black Business Conference Sponsors Only) during the 3-day event 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 10'x 10' exhibition space in Sponsor Zone · 5 tickets to Corporate Luncheon · Listing on associated event printed material · 3 public announcements in Exhibition Hall 1 table of 10 at the Mayor's Breakfast · Name and link on SC website during the 3-day event (Black Business Conference Sponsors Only) Name on video screens at Corporate Luncheon 1/3 page color ad in SC Event Guide PATRON - \$10,000 · Name on designated sponsored event signage 10'x 10' exhibition space in Sponsor Zone Listing on associated event printed material 3 public announcements in Exhibition Hall

during the 3-day event

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

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

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

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

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

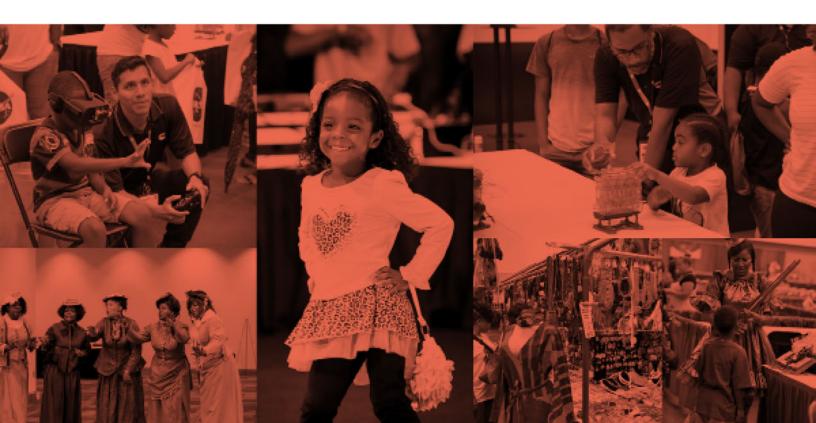
SPONSOR - \$50,000

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



WHAT'S GOING ON!

SUMMER CELEBRATION 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

FRIDAY, JUNE 28

Youth Leadership Summit Corporate Luncheon Exhibition Hall Policy Summitt Outdoor Concert

SATURDAY, JUNE 29

Youth Leadership Summitt
Exhibition Hall
Indiana Black & Minority Health Fair
All White Affair

SUNDAY, JUNE 30

Youth Leadership Summitt Exhibition Hall Indiana Black & Minority Health Fair





CONTACT US

WEB:
indianablackexpo.com
communications@indianablackexpo.com

ADDRESS: 601 N Shortridge Rd, Indianapolis, IN 46219

As a Summer Celebration sponsor, you will not only experience the excitement of diverse cultures, but positive brand awareness for your organization and company, there is no better way to get involved than by partnering with Indiana Black Expo, Inc. Marketing and media assets are available, including digital assets, in-venue signage, on-site promotions, and access to event tickets. If you do not see an opportunity that aligns with your business and/or community objectives, please contact **communications@indianablackexpo.com** to schedule a meeting to discuss additional options.

PHONE:

317-925-2702