IBE Summer CELEBRATION
OUR LEGACY. OUR INFLUENCE. OUR FUTURE.

2027 SUMMER CELEBRATION

SPONSOR & PARTNER GUIDE

July 8-18, 2027

A Legacy of Impact

For more than 56 years, Indiana Black Expo, Inc. (IBE) has been a trusted force for social and economic advancement, opportunity, and connection across Indiana.

Through year-round programming, signature events, educational opportunities, and community-centered initiatives, IBE works to strengthen youth, families, businesses, and communities across the state.

As community needs evolve, so does our work. IBE remains committed to developing programs that respond to the issues impacting the communities we serve.

Partnership makes that work possible.

Whether investing in IBE's year-round initiatives or supporting individual Summer Celebration events, partners play a vital role in advancing programs that create meaningful opportunities for Indiana's youth, families, businesses, and communities.

Together, we can continue creating pathways to opportunity and strengthening communities across Indiana.

About Summer Celebration

Summer Celebration is Indiana Black Expo's signature multi-day experience, bringing together families, professionals, entrepreneurs, youth, and community leaders from across Indiana and beyond.

Through educational programming, cultural experiences, health and wellness initiatives, business opportunities, and live entertainment, Summer Celebration fosters connection, growth, and community empowerment.

Welcoming **more than 100,000 guests**, Summer Celebration provides a unique platform for organizations to strengthen community relationships, increase brand visibility, and support initiatives that create lasting impact throughout Indiana.

Ways to Partner

Core Initiatives Partnerships

Invest in IBE's year-round commitment to community impact through four core initiatives: **Community Empowerment, Education and Youth Development, Health and Justice, and Economic Empowerment**.

These partnerships support ongoing programs that create opportunities, address community needs, and advance IBE's mission throughout Indiana.

Summer Celebration Partnerships

Become a sponsor or partner of one or more individual events and experiences during Summer Celebration, supporting programs that bring communities together through education, entertainment, cultural engagement, and professional development.

Sponsorship & Partnership Levels

- **Platinum** $300,000
- **Diamond** $125,000
- **Gold** $75,000
- **Silver** $50,000
- **Crystal** $25,000
- **Bronze** $15,000
- **Advocacy** $12,500
- **Patron** $10,000
- **Community** $5,000

*See pages 10-11 for sponsor/partner benefits by level**

IBE365
Core Initiatives

EDUCATION AND YOUTH DEVELOPMENT

Inspire Youth. Shape Futures.

Invest in the next generation through educational access, arts and STEM opportunities, college and career readiness, financial literacy, and leadership development. These experiences inspire creativity, build essential life skills, gain confidence, and create a foundation for lifelong success.

Featured Programs: AmplifyU, College Matters, IBE Scholarships, Performing Arts Academy, and Youth Financial Series

COMMUNITY EMPOWERMENT

Strengthen Communities. Expand Opportunities.

Support initiatives that bring communities together through cultural experiences, civic engagement, leadership development, and access to valuable resources. These experiences strengthen community connections, amplify voices, and expand opportunities for Hoosiers across Indiana.

Featured Programs: AmplifyU, Annual Statewide Conference, and Taking Your Seat Leadership Institute

ECONOMIC EMPOWERMENT

Empower Businesses. Drive Economic Growth.

Help entrepreneurs and small business owners access the education, resources, and professional networks needed to grow their businesses. These initiatives create pathways to sustainable business growth, expand economic opportunities, and strengthen local economies.

Featured Programs: IBE Business Training Institute and Small Business Series.

HEALTH AND JUSTICE

Advance Health Equity. Improve Lives.

Support initiatives focused on health education, preventive care, mental wellness, and access to essential resources. These efforts address barriers to health and wellness, increase awareness, and help build healthier, more informed communities throughout Indiana.

Featured Programs: Anti-Tobacco Campaign, Cherish Your Mind Mental Health Initiative, Health Fair, and Reverend Charles Williams Prostate Cancer Mobile Unit

PARTNERSHIP OPPORTUNITIES

Interested in investing in IBE's core initiatives? Partnership opportunities are available at the Diamond, Gold, Silver, and Crystal levels. For more information, please **contact Jennifer Darby, Chief of Staff, at jdarby@indianablackexpo.com**.

Education and Youth Development

Education Conference

The Education Conference brings together thousands of educators, administrators, and education leaders for a day of learning, inspiration, and connection. Through interactive workshops, engaging speakers, and collaborative experiences, participants discover new strategies, share ideas, and gain valuable tools to inspire student success and strengthen educational opportunities.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Diamond Level	$125,000
Presenting Sponsor | Gold Level	$75,000
Crystal Level	$25,000

Youth Leadership Summit

The Youth Leadership Summit is a three-day experience designed to equip middle and high school students with the knowledge, confidence, and skills for future success. Through engaging discussions, interactive sessions, and connections with professionals, participants explore college and career pathways, academic success, decision-making, and leadership development while building a foundation for their educational and professional futures.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Diamond Level	$125,000
Presenting Sponsor | Gold Level	$75,000
Crystal Level	$25,000

Youth Entrepreneur Series (YES)

YES provides young entrepreneurs with a platform to explore ideas, build skills, and turn concepts into viable business ventures. Through workshops and competitions, middle and high school students are introduced to economic literacy, entrepreneurship, and business management. Participants gain exposure to real-world business development while strengthening critical thinking, problem-solving, and leadership skills.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

Real Talk Teen Forum

This forum brings together more than 1,000 teens for candid conversations with celebrity speakers and peers about the issues, challenges, and experiences that impact their lives daily.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

Children & Technology Zone

The Children's Zone introduces young people to hands-on STEM experiences, including rocket building and technology exploration, inspiring curiosity, creativity, and innovation. Children can also dress up as their favorite superheroes and sheroes, creating a fun, engaging experience for the whole family.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Silver Level	$50,000
Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Community Empowerment

Music Heritage Festival

The Music Heritage Festival brings an electrifying night of live music to Summer Celebration, featuring performances by musical artists. This signature outdoor concert celebrates music, culture, and community while offering sponsors prominent brand visibility and opportunities to connect with audiences through one of Summer Celebration's premier entertainment experiences.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Diamond Level	$125,000
Presenting Sponsor | Gold Level	$75,000
Crystal Level	$25,000

All White Affair Party

The All White Affair is one of the summer's hottest party experiences, bringing together bold fashion, celebrity guests, and top national entertainment for a high-energy night to remember.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

Arts & Entertainment Stage

The Arts & Entertainment Stage comes alive throughout the weekend with a dynamic lineup of music, fashion, and entertainment, featuring the annual Indoor Free Concert, IBE Fashion Show, and Gospel Explosion.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | Gold Level	$75,000
Silver Level	$50,000

Hair & Nail Competition

Local and national hairstylists and nail technicians take the stage for live demonstrations and high-energy hair showcases inside the Exhibition Hall, highlighting creativity, technique, and the latest trends in hair and beauty.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Fashion Show

Innovative design, bold style, and fresh talent take center stage at the annual Fashion Show, featuring established and emerging designers. Guests experience the latest trends and creative looks in one of Summer Celebration's most anticipated showcases.

SPONSORSHIP OPPORTUNITIES

Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Community Empowerment (Cont.)

Cultural Arts Pavilion

A three-day collaborative arts experience that brings the community together through interactive exhibits and immersive creative spaces designed to entertain, inspire, and connect audiences of all ages. Celebrating artistic expression, cultural traditions, and innovation, this experience invites Summer Celebration guests to explore diverse forms of art, engage with creativity, and discover new ways to connect through shared cultural experiences.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

Film Festival

Independent filmmakers share uplifting stories that reflect the breadth of the human experience. The festival features acclaimed films that explore culture, community, identity, and lived experiences, including award-winning works recognized at independent film festivals nationwide.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Silver Level	$50,000
Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Art Speaks Café

An interactive space where local authors, artists, and spoken word performers share their work, stories, and creativity. Guests can experience a range of artistic expression, from visual and literary works to poetry exploring culture, spirituality, personal experiences, and today's social issues.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Silver Level	$50,000
Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Artists & Authors Market

A marketplace for emerging and professional fine artists and published authors to showcase and sell original works across a variety of media. Guests have the opportunity to meet creators, hear the stories behind their work, and discover new talent while celebrating diverse artistic voices, cultural expression, and creativity.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Crystal Level	$25,000
Presenting Sponsor | Bronze Level	$15,000

Economic Empowerment

Corporate Luncheon

This signature Summer Celebration event draws a sold-out audience each year, bringing together leading corporate, government, and community leaders for high-level networking and an awards ceremony honoring some of the nation's most accomplished and influential leaders.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Diamond Level	$125,000
Presenting Sponsor | Gold Level	$75,000
Silver Level	$50,000

Business Conference

The Business Conference brings together entrepreneurs, business owners, corporate executives, and industry professionals for insightful discussions, professional development, and valuable networking opportunities. Through educational workshops and engaging panel discussions, participants gain access to resources, strategies, and connections designed to support business growth, encourage innovation, and expand economic opportunities.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Diamond Level	$125,000
Presenting Sponsor | Gold Level	$75,000
Crystal Level	$25,000
Patron Level	$10,000

Policy Summit

The Policy Summit brings together business leaders, policymakers, and thought leaders from across Indiana to address shared challenges and opportunities impacting Hoosiers. Through discussions and collaborative dialogue, the summit provides a platform to share perspectives, raise concerns, and explore solutions that strengthen communities and drive positive change across the state.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

Mayor's Breakfast

The Mayor's Breakfast serves as the kick-off event for the IBE Business Conference. It highlights initiatives from the mayor that support business growth and entrepreneurship across Indiana while showcasing upcoming business opportunities throughout Indianapolis.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Silver Level	$50,000
Presenting Sponsor | Crystal Level	$25,000
Bronze Level	$15,000

Health and Justice

Health Fair

The Summer Celebration Health Fair is one of Indiana's largest and most trusted wellness events, offering over $4,000 in free health screenings and services to individuals and families. Held at the Indiana Convention Center, attendees can access a wide range of screenings, fitness activities, and educational resources, with a focus on preventing and raising awareness of chronic diseases like diabetes, heart disease, and hypertension. The fair also features dedicated Senior Night programming for seniors and individuals with disabilities, ensuring the event is welcoming and accessible to all.

Partnership Opportunities

Explore partnership opportunities with customizable partnership levels and benefits. **For more information,** please contact Tammie Carter at **tcarter@indianablackexpo.com.**

Mental Health Symposium

At Indiana Black Expo (IBE), Cherish Your Mind: Understanding the Importance of Brain Health anchors our mental health initiative through the Mental Health Symposium, bringing communities together for meaningful conversations about mental health, brain health, and emotional well-being. Participants gain valuable insights, explore wellness resources, and learn practical ways to prioritize their mental health while helping reduce stigma, expand access to resources, and promote lifelong mental wellness.

SPONSORSHIP OPPORTUNITIES

Title Sponsor | Gold Level	$75,000
Presenting Sponsor | Silver Level	$50,000
Crystal Level	$25,000

SPONSOR/PARTNER BENEFITS & RECOGNITION

BENEFITS	Platinum $300,000	Diamond $125,000	Gold $75,000	Silver $50,000	Crystal $25,000
BRAND VISIBILITY & RECOGNITION					
Title Sponsorship & Naming Rights	Exclusive title sponsorship & naming rights	–	–	–	–
Event Branding & Printed Materials	Prominent name/logo on shirts, credentials, ads & signage	Prominent logo on sponsored event signage & print	Logo on sponsored event signage & print	Logo on sponsored event signage & print	Logo on designated signage; name in print
Summer Celebration Website	Prominent homepage logo, profile & direct link	Prominent logo & website link	Logo & website link	Logo & website link	Logo & website link
Corporate Luncheon Video Screens	Prominent company logo	Company logo	Company logo	Company logo	Company name
Exhibition Hall Signage	Prominent throughout hall & designated event areas	Prominent throughout hall	–	–	–
ADVERTISING, MEDIA & PROMOTIONAL RECOGNITION					
Official News Release	Partnership announcement	–	–	–	–
TV, Radio & Digital Campaigns	Prominent TV, radio & digital recognition	TV, radio & digital recognition	Radio & digital recognition	Digital recognition	–
Event Guide Advertisement	Full-color back cover	Full-page, full-color	Full-page, full-color	Half-page, full-color	Half-page, full-color
First Right of Refusal	Next year's equivalent sponsorship	–	–	–	–
EVENT PARTICIPATION & ENGAGEMENT					
Opening Press Conference	Company representative	–	–	–	–
Sponsored Event Participation	Company representative	Company representative	Company representative	–	–
Exhibition Space	40′ × 40′ carpeted	30′ × 30′	20′ × 20′	20′ × 20′	10′ × 20′
Public Address Announcements (PSAs)	20	12	10	8	6
HOSPITALITY & VIP ACCESS					
Corporate Luncheon	2 tables of 10	1 table of 10	1 table of 10	1 table of 10	1 table of 10*
Mayor's Breakfast	2 tables of 10	1 table of 10†	1 table of 10†	1 table of 10†	1 table of 10†
Event Credentials	20 Music Heritage Festival Outdoor Concert VIP	10 sponsored-event credentials	–	–	–

SPONSOR/PARTNER BENEFITS & RECOGNITION

BENEFITS	Bronze $15,000	Advocacy $12,500	Patron $10,000	Community $5,000
BRAND VISIBILITY & RECOGNITION				
Event Signage & Printed Materials	Company name on designated signage & print	Company name on designated signage & print	Company name on designated signage & print	Company name on designated signage & print
Summer Celebration Website	Company name & website link	Company name & website link	Company name & website link	Company name & website link
Corporate Luncheon Video Screens	Company name displayed	Company name displayed	Company name displayed	–
ADVERTISING & PROMOTIONAL RECOGNITION				
Event Guide Advertisement	1/3-page, full-color	1/4-page, full-color	–	–
EVENT PARTICIPATION & ENGAGEMENT				
Exhibition Space	10′ × 20′	10′ × 20′	10′ × 10′	10′ × 10′
Public Address Announcements (PSAs)	4	3	2	–
HOSPITALITY & VIP ACCESS				
Corporate Luncheon	1 table of 10*	1 table of 10*	–	–
Mayor's Breakfast	1 table of 10†	1 table of 10†	5 tickets; 1 table of 10†	–
Event Credentials	–	–	–	–

BENEFIT CONDITIONS

* Corporate Luncheon tables apply to Corporate Luncheon sponsors only.

† Mayor's Breakfast tables apply to Business Conference sponsors only.

Patron includes 5 Mayor's Breakfast tickets; the table benefit is listed separately for Business Conference sponsors.

– Indicates a benefit not specified for the tier. Details are subject to confirmation by IBE.

2027 SUMMER CELEBRATION

EVENT SCHEDULE

JULY 8–18, 2027

THURSDAY, JULY 8, 2027	• Ecumenical Service
SATURDAY, JULY 10, 2027	• IBE Film Festival
MONDAY, JULY 12, 2027	• Mayor's Breakfast • Business Conference
TUESDAY, JULY 13, 2027	• Business Conference • Youth Entrepreneur Series
WEDNESDAY, JULY 14, 2027	• Youth Entrepreneur Series
THURSDAY, JULY 15, 2027	• Education Conference • Health Fair: Opening & Senior Night • Cultural Arts Pavilion: Opening Night
FRIDAY, JULY 16, 2027	• Corporate Luncheon • Cultural Arts Pavilion • Exhibition Hall • Health Fair • Music Heritage Festival • Youth Leadership Summit
SATURDAY, JULY 17, 2027	• All White Affair • Cultural Arts Pavilion • Exhibition Hall • Health Fair • Youth Leadership Summit
SUNDAY, JULY 18, 2027	• Exhibition Hall • Health Fair • Youth Leadership Summit • Gospel Explosion