



MIBE

MASS BLACK EXPO

The Renaissance



2021 BECMA ANNUAL MEETING AND MASS. BLACK EXPO

SPONSORSHIP OPPORTUNITIES AND BENEFITS PACKET



ABOUT THE BLACK ECONOMIC COUNCIL OF MASS.

Founded in 2015, the Black Economic Council of Massachusetts, Inc. (BECMA) is a statewide organization that advances the economic well-being of Black businesses, organizations, and people through advocacy, business and leadership development, and strategic partnerships. We are dedicated to eliminating the racial wealth gap for Black people across the diaspora in Massachusetts through entrepreneurship and the development of a strong Black professional class. Today, we represent the 2,000 Black firms that employ 17,000 local residents and generate upwards of \$2 billion dollars each year.

In 2020, we ramped up our operations significantly to save and support Black businesses that suffered as a result of the global COVID-19 pandemic. Through our partnerships, we were able to **close information gaps** through our "On The Mark" series, which connected members directly to local, state, and federal policymakers like Rep. Pressley and Sen. Markey; **address issues of capital access** by connecting members to PPP support and up to \$50,000 in a line of credit via Berkshire Bank; **open members to new customers and markets** via our Protect MA campaign, which connected businesses that pivoted to producing PPE to residential, institutional, government, and corporate consumers in need of protective gear; and successfully advocate for equitable access to government assistance, ensuring that 40% of state funding went to minority-owned businesses.

2021 IMPACT HIGHLIGHTS

2,200+

We have engaged over 2,200 people through virtual events like On the Mark and our Employee Retention Tax Credit workshop

\$180,000+

We have awarded over \$180,000 in emergency grants to dozens of small Black businesses across the Commonwealth to help with their operations.

290+

We have provided back office, digital, technical, and financial support to over 290 local small Black businesses.

\$6MM

We have connected 30 eligible Black businesses to federal programs that could potentially save them a combined \$6 million in tax credits.



ABOUT THE ANNUAL MEETING

Our Annual Meeting is a way to highlight the accomplishments of the organization, celebrate the genius of our members, and forecast our priorities and plans for the upcoming year. Past speakers have included Donna Brazile (pictured to the left) and Massachusetts Governor Charlie Baker, along with honorees like Malia Lazu, Darryl Settles, the Black Boston Hospitality Coalition, and Shelley Webster.

In 2021, we are looking forward to hosting a hybrid in-person and virtual event that will follow all COVID-19 safety guidelines.

ABOUT MBE WEEKEND

The Mass. Black Expo (MBE), is a one-of-a-kind annual event that brings together over 2,000 Black business owners and entrepreneurs, thought leaders, and people across the entire African diaspora in Massachusetts. This weekend-long event is an effort to connect Black-owned businesses, entrepreneurs, and professionals to procurement opportunities, capacity-building resources, and career advancement. It is a chance to showcase the diversity, breadth, capacity, innovation, brilliance, and resilience of Black businesses and professionals across the Commonwealth.



JOHN JAMES SMITH PIONEER

\$50,000+

John James Smith (1820–1906) was born free in Richmond, VA and moved to Boston in 1848. After traveling west to participate in the California Gold Rush, he returned to Boston and opened a barber shop on Beacon Hill. His shop became a gathering place for self-liberated people and abolitionists including Charles Sumner, William Lloyd Garrison and Lewis Hayden. Smith served as Grand Master of the Prince Hall African Lodge. He and his wife raised and educated six children, five daughters and a son who all went on to distinguished professional careers

Recognition

- Acknowledgement in radio/print ads, expo virtual platform, and expo website
- Acknowledgement on signage, collateral, and printed programs for both events
- Logo inclusion and link prominently placed on the BECMA website for one year
- Logo Placement on Virtual Wall for top sponsors only
- One (1) full-screen 16:9 color PPT program slides
- Recognition in all media releases

Promotion

- Full page 4-color ad in the Annual Meeting and expo program booklet
- Prominent placement on all event email blasts
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Opportunity for Inclusion in our “Event in a Box”
- Dedicated weekly social media post leading up to event on two (2) BECMA social media platforms of your choosing (messaging subject to approval by BECMA communications team)

Tickets

- Large expo booth on virtual platform
- Twelve (12) tickets to expo virtual networking events
- Two full table reservations for BECMA Annual Meeting OR five (5) House Parties for Ten and host name(s) listed under Party Hosts



JOHN PUTNAM LEGEND

\$25,000+

John Putnam (1817–1895), legendary fiddler, dance prompter, bandleader, and barber lived in Greenfield, Massachusetts. Putnam’s Orchestra was known as the region’s most popular dance orchestra and was always in great demand for contradance events where couples performed dance steps called by a prompter. Putnam, called the “Father of the Contradance,” aided in the Underground Railroad network in Western Massachusetts, operated two barbershops, and owned his own home.

Recognition

- Acknowledgement in radio/print ads, expo virtual platform, and expo website
- Acknowledgement on all expo signage and collateral
- Logo inclusion and link prominently placed on the BECMA website for one year
- Logo Placement on Virtual Wall for top sponsors only
- Special recognition from the podium

Promotion

- Half page 4-color ad in the Annual Meeting and expo program booklet
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Opportunity for Inclusion in our “Event in a Box”
- Two (2) dedicated Facebook OR Twitter posts with link to company website

Tickets

- Large expo booth on virtual platform
- Ten (10) tickets to expo virtual networking events
- Half table reservation for BECMA Annual Meeting OR three (3) House Parties for Ten and host name(s) listed under Party Hosts



NANCY PRINCE CHANGE AGENT

\$10,000+

Nancy Prince (1799–1859) was born in Newburyport, MA and a trained seamstress. While overseas, she began a business making fine clothing for babies and children. Her business was so successful that she employed journeymen and apprentices. Back in Boston, in 1850, she self-published her autobiography and travelogue, Narrative of the Life and Travel of Mrs. Nancy Prince which was published in three editions

Recognition

- Acknowledgement in radio/print ads, expo virtual platform, and expo website
- Acknowledgement on all expo signage and collateral
- Logo inclusion and link prominently placed on the BECMA website for one year
- Logo Placement on Virtual Wall for top sponsors only

Promotion

- Half page 4-color ad in the Annual Meeting and expo program booklet
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Opportunity for Inclusion in our “Event in a Box”
- Two (2) dedicated Facebook OR Twitter posts with link to company website

Tickets

- Medium expo booth on virtual platform
- Seven (7) tickets to expo virtual networking events
- Half table reservation for BECMA Annual Meeting OR two (2) House Parties for Ten and host name(s) listed under Party Hosts



COMMUNITY LEADER

\$5,000+

Recognition

- Acknowledgement on expo virtual platform, expo website, signage, and collateral
- Logo inclusion and link prominently placed on the BECMA website for one year

Promotion

- Quarter page 4-color ad in the program booklet
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Opportunity for Inclusion in our “Event in a Box”

Tickets

- Medium expo booth on virtual platform
- Four (4) tickets to expo virtual networking events
- Four (4) tickets to the BECMA Annual Meeting OR one (1) House Parties for Ten and host name(s) listed under Party Hosts

FRIEND OF BECMA

\$2,500+

(ONLY AVAILABLE FOR ONE SPECIAL EVENT)

Mass. Black Expo

- Acknowledgement on expo virtual platform, and expo website
- Acknowledgement on all expo signage and collateral
- Two (2) tickets to expo in-person and virtual networking events
- Medium expo booth on virtual platform

- OR -

Annual Meeting

- Listing in the Event program book
- Logo inclusion and link prominently placed on the BECMA website for one year
- One (1) "Event in a Box" for 4 people





THANK YOU FOR YOUR SUPPORT!

*GOT QUESTIONS OR WANT TO MOVE FORWARD WITH SPONSORSHIP?
REACH OUT TO LORI BRITTON (LBKITTON@BECMA.ORG)*