



The Black Business Initiative (BBI) invites you to become a 2018 Program Sponsor to benefit locally owned Black Businesses in the Denver, CO Metropolitan area. Your support for this program is imperative to make it the success it must be to see our business community revive and thrive.

### **Why the Black Business Initiative?**

To sum it up, the Black Business Initiative is an economic revitalization program. Despite being one the fastest growing entrepreneurial segments in America, Black businesses are largely left unsupported. Government interference, undue process, intentionally limiting resources (raising the cost of supplies, materials and rent, lowering property value, denying capital), divestment in Black communities and lack of consumer trust in quality products, exceptional customer service, structure & time management have made efforts to lift the state of the Black community stagnant across the nation.

Our economic survival obligates us to produce **sound** businesses at a higher rate than ever before. To accomplish this, the Black community will require:

- Business and Wealth based education
- Mentorship
- Strong Networks
- Community support
- Greater access to capital.

As you may be aware, The Black Business Initiative has provided Business and Wealth centered workshops and forums to the Black Denver Metro community since 2014.

### **Sound businesses produce sound communities**

It is no secret that locally owned small businesses drive thriving communities. In that light, we aim to create thriving and sustainable businesses that will contribute to the success of our neighborhoods and communities throughout the Metropolitan area. To accomplish this, BBI will bridge the gap between investors, mentors and entrepreneurs through a series of workshops designed to give entrepreneurs the fundamentals and support they need to build a successful operation. The four (4) pillars we believe create stable and consistent business based growth are: Business Acumen, Mentorship, Access to Capital and Patronage.

BBI is leading the charge in Denver to address each of these pillars in a holistic approach. Our programming and services include:

### **Workshops and Training:**



With a Start Up track and Growth track for mini enterprises, both BBI members and non-members alike can access monthly training designed to increase their knowledge of business basics in a safe environment that allows for greater collaboration to address deeply rooted cultural and systemic issues being faced by the Black Entrepreneur.

**Mentorship:**

Beginning in 2018, members receive access to mini 1:1 coaching sessions each quarter. Both a group and a 1:1 mentoring program are currently being designed.

**Access to Capital:**

BBI hosts an annual Access to Capital workshop with supporting personal and business financial workshops in order to address our readiness and ability to appeal to lenders. Additionally, we are hard at work creating an innovative impact investment fund scheduled to open in the Summer of 2018.

**Patronage:**

BBI is working in partnership with several local organizations to provide platforms for Black owned businesses to sell their goods and services, find Black businesses in the marketplace and to promote the recirculation of the Black dollar in the community. BBI is also spearheading a mobile app designed to bring local customers and local business together in the Metro Denver area.

**Technical Support:**

In order assist businesses with the support needed to compete, BBI is assembling a technical support team to provide services to its member base in the areas of legal assistance, accounting and bookkeeping, web and graphic design, social media, and administrative assistance.

Your support in sponsorship will help assure the success of The Black Business Initiative. Enclosed please find more information on our exciting program and its sponsorship levels. Please do not hesitate to contact me with any questions or concerns. I look forward to speaking with you at your earliest convenience.

Sincerely,

**Jice Johnson, Director**  
**770.990.0767**  
**info@bbiprofessional.com**

## Sponsorship Information

### Platinum Program Sponsor (Exclusive)

\$10,000

- Feature your Company logo and link prominently on our website and social media headers
- Logo recognition on web and print advertisements
- Company logo displayed on all the Step and Repeat banners during special events
- Banner ad in our monthly newsletter
- Table provided at all special events
- Representative addresses attendees at all special events
- One full page advertisement in the 2<sup>nd</sup> Annual Conference
- Logo recognition displayed on continuous loop throughout selected programs
- Ability to leave promotional piece for attendees at workshops

### Gold Program Sponsor

\$5,000

- Feature your Company logo and link prominently on our website
- Logo recognition on print advertisements
- Company logo displayed on all the Step and Repeat banners during special events
- Banner ad in our monthly newsletter
- Table provided at all special events
- One 1/2 page advertisement in the 2<sup>nd</sup> Annual Conference
- Logo recognition displayed on continuous loop throughout selected programs
- Ability to leave promotional piece for attendees at workshops

### Silver Program Sponsor

\$1,500

- Feature your Company logo and link on our website
- Company logo displayed on all the Step and Repeat banners during special events
- Banner ad in our monthly newsletter
- One 1/4 page advertisement in the 2<sup>nd</sup> Annual Conference
- Logo recognition displayed on continuous loop throughout selected programs
- Ability to leave promotional piece for attendees at workshops

<p align="center"><b>Special Event Sponsor (Varies)</b></p>	<p align="center"><b>Meeting Space Sponsor (In Kind)</b></p>
<ul style="list-style-type: none"> <li>• Feature your Company logo and link prominently on our event landing pages</li> <li>• Logo recognition on event web and print advertisements</li> <li>• Company logo displayed on event Step and Repeat banner</li> <li>• Banner ad in our event e-blast</li> <li>• Table provided at event</li> <li>• Representative addresses attendees at event</li> <li>• Advertisement handed to all participants at event</li> </ul> <ul style="list-style-type: none"> <li><input type="checkbox"/> 3<sup>rd</sup> Annual Access to Capital Workshop in June (\$500)</li> <li><input type="checkbox"/> 2<sup>nd</sup> Annual Full Day Conference in September (\$2,500)</li> <li><input type="checkbox"/> 4<sup>th</sup> Annual Vision Board Party in December (\$1,000)</li> </ul>	<p>If you have workshop space that accommodate 25 - 30 participants, consider sponsoring our monthly workshops with a Space Sponsorship. In addition to driving traffic to your location, you will also receive:</p> <ul style="list-style-type: none"> <li>• Your Company logo and link prominently on our website</li> <li>• Name and Address displayed on workshop promotions</li> <li>• Banner ad in our monthly newsletter</li> <li>• One 1/2 page advertisement in the 2<sup>nd</sup> Annual Conference</li> <li>• Ability to leave promotional piece for attendees at workshops</li> </ul>

**AGREEMENT:**

Please accept this letter as an agreement for 2018 Program Sponsor for the Black Business Initiative programs and related events indicated above. We appreciate the contribution you are making to support the awareness and education of our communities.

**Logo(s), your “promotion” and this agreement are required within three business days of signing.**

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**Sponsor**

\_\_\_\_\_  
**Date**

\_\_\_\_\_  
**Jicelyn M. Johnson, Director**  
770.990.0767 / [info@bbiprofessional.com](mailto:info@bbiprofessional.com)

\_\_\_\_\_  
**Date**

## Testimonials and Feedback Black CEO Conference



"A shout Out to Jice Johnson and her Black Business Initiative Board of Directors on a Successful Conference! The Black CEO Organization: The Speakers were off the Chain thank you for Including Denver in Your Circuit! The local Speakers brought Rich Relevant Substance.... what a Power Packed experience exceeding expectation! YOU WANT THE BLACK CEO CONFERENCE in Your CITY!!"

**T. McBride**

"Amazing seminar today by Jice Johnson and the Black Business Initiative (BBI). Today's session has inspired me. The speakers were great, the venue was wonderful, even the food was top-notch. I look forward to your next event."

**R. Lewis**

"So today was jammed pack FULL of informational tools for getting you and your business going into the right direction. I was so happy to be among those in the building for the Black CEO Tour Denver 2017. I gotta go back over my notes because there was just soooo much information. Theo, you were a great host! Samantha Halliburton brought SWOT and negotiations; Jice brought how to manage what you do with your time, focus and energy; Trevor Otts brought how powerful people ask powerful questions and how questions steer focus, and sooo much more; Makisha brought Hope is not a Strategy and how we need theory in action; and we ended with motivation to see how everything happens for a purpose and to have an A+ attitude, approach and alignment with Dudley Thurmond.

Not to mention being in the presence of the CEO's last night. I am humbled! Great stuff! Thank you!!

Thank you all for your taking the time and energy to impart into us today."

**R. Peterson**

"Hope you're having a great Monday. I just wanted to follow up with you on this weekend's event and thank you again for allowing us to be a part of it. In terms of content, it was one of the best small business events I've ever been to, which is a sentiment I've already shared with my boss and our CEO. Too often business conferences are all fluff and no substance, so to attend an event like yours this weekend was a rare treat and I really can't say enough about how great I thought it was!"

**H. Gushurst-Jones**