



2025 SPONSORSHIP INVITATION

CELEBRATING 55 YEARS OF SERVICE

BLACK BUSINESS ASSOCIATION

ADVOCATING FOR THE ADVANCEMENT OF
BLACK BUSINESSES SINCE 1970

BBALA.ORG





Overview

2025 marks an incredible milestone for the **Black Business Association (BBA)** as we **celebrate 55 years** of unwavering service and advocacy for Black businesses and entrepreneurs. Building on the success of our 2024 programs and events, we are excited to embark on a yearlong celebration of this historic achievement, with a commemoration event in August during National Black Business Month.

Central to our mission are the **four pillars** that drive everything we do:

- **Advocacy** – advancing Black and underserved businesses through policy, resources, and partnerships.
- **Business Support** – offering education, training, resources, access to capital, and business assistance.
- **Brand Boosting** – enhancing the visibility and growth of our members’ businesses.
- **Legacy Building** – fostering generational wealth and creating legacy businesses through succession planning.

As we look toward 2025, **our focus** is on growth, sustainability, and expanding our impact. We aim to:

- **Grow the BBA**
 - o Increase our organizational capacity by hiring essential staff and recruiting passionate volunteers
- **Increase our Impact**
 - o Foster greater procurement opportunities by providing contract sourcing and navigation assistance
 - o Continue to leverage partnerships and targeted outreach to create meaningful connections and collaborative opportunities for our members.
 - o Provide more follow up support for our cohorts and inquiries from our members
 - o Refine and expand on the progress made from the introductions of our new programs and events.
- **Expand our reach**
 - o Enhance content and its distribution through our website and other means
 - o Build upon our **Bolster Black LA** campaign by expanding our media services and growing our new online directory, **TheBlackList.la**, and its utilization.

We invite our valued sponsors to partner with us in making 2025 a year of celebration, progress, and continued success. Your support will empower us to further amplify the voices and opportunities for Black-owned businesses across Los Angeles County and the nation.

Explore further to learn about our:

- **2024 Highlights**
- **2025 Initiative Objectives & Goals**
- **2025 Calendar of Programs & Events**
- **Sponsorship Opportunities – Annual and Single Event**
- **Response Form**





2024 Highlights

In 2024, the BBA achieved remarkable success through impactful programs, events, and initiatives that advanced our mission of advocating for and supporting Black-owned businesses and entrepreneurs. Here's a recap:

- We launched the year in January 2024 by participating in the annual **Kingdom Day Parade** in commemoration of Dr. Martin Luther King Jr's Birthday and life's work.
- On March 23, 2024, we hosted our annual **Salute To Black Women** Business Conference, Awards, & Vendor Faire honoring the Honorable Ventris C. Gibson, United States Mint 40th Director and first African American. With an attendance of over 400, our highly successful signature event featured a symposium with elite speakers, dynamic vendor faire of 40 exhibitors, and an empowering awards luncheon recognizing seven additional phenomenal women.
- In Spring 2024, we launched our **Thrive Forward Business Accelerator Cohort Program** serving 17 cohorts on business planning, certifications, and procurement contracting. In addition, our cohorts were able to take advantage of additional services and opportunities, such as complimentary vendor booths, 2 USC Bridges to Business Program scholarships, business promotions, and one-on-one consulting services.
- In Summer 2024, we introduced our online directory, **TheBlackList.la**, featuring 200+ businesses and growing. The directory enriches our membership and serves as a hub for announcements, updates, and engagement activities.
- In August 2024, we hosted our **2nd Annual Black Business Day Expo** at a larger venue with 4 times more vendors and 3 speaker panels that resulted in over 700 attendees and participants.
- This year, we also introduced our new **Media & Promotions** program and our "**Bolster Black LA**" campaign, designed to boost Black-owned business brands to cultivate more opportunities for businesses to connect, grow and thrive. As a result, our following online doubled and engagement increased by 40%.
- Additional webinars, mixers, and curated presentations were also hosted throughout the year.
- **Our Reach:**
 - o Events: 1300+ attendees and participants at our signature events and mixers
 - o Businesses: 500+ businesses served through education, resources, networking, speaking, and vendor booth opportunities.
 - o Online: We doubled our social media audience and increased our email network to over 5000. With an aggressive level of continued engagement, we anticipate to more than double again in 2025.
- **Collaborations:** Knowing that collaborations make us stronger, the BBA has formed lasting partnerships and conducted fruitful collaborations with, but not limited to, U.S. Bank, Morgan Stanley, LAWA, Bank of America, Lyft, Los Angeles County Department of Economic Opportunity (DEO), Los Angeles Economic and Workforce Development Department (EWDD), GLAAACC, Crenshaw Chamber of Commerce, Recycling Black Dollars, Community Briefing, 1010 Wine and Events, KJLH 102.3 FM, Danny Morrison Media, and others.
- **Community Service:** The BBA and its board of directors serve on several commissions and committees including, but not limited to, Caltrans Small Business Council, LAUSD Small Business Council, Los Angeles County Small Business Commission, BizFed Institute's Executive Committee and Arts, Sports, & Entertainment Committee, and served as a delegate on a trip to Paris and London for Global LA's LA Delegation Tour ahead of the 2024 Olympic and Paralympic Games meeting with many contracting businesses and agencies.
- **Supporting Partners:** We thank our 2024 contribution partners: U.S. Bank, Northrop Grumman, Southern California Edison, SoCalGas, Morgan Stanley, LADWP, Metro, California Water Association, Metropolitan Water District, East West Bank, Citi National Bank, Wells Fargo, and others.



2025 Initiative Objectives & Goals

Contract Readiness and Procurement Sourcing Assistance

- **Objectives & Goals:** Our objective is to bring focus to where procurement opportunities are and how to connect with them. Our goal is to help source no less than 50 businesses with contracts. We plan to achieve these objectives and goals by:
 - o Expanding our **Thrive Forward Business Accelerator Cohort Program** providing workshops and training on business planning, capital access, certifications, and contract readiness by instituting Phase II, **Procurement Sourcing & Contract Navigation**, where we work with businesses to evaluate and assist with contract readiness, source procurement opportunities, and assist with navigating contracts, as well as connecting them with additional resources.
 - o Implementing our **Procurement Opportunities Hub** to:
 - PROMOTE – publish opportunities (host it on our website) and promote regularly via our media promotion services
 - CONVENE – host forums to inform, discuss and encourage responses to bid requests
 - REPORT – publish reports on submitted and accepted bids to enlighten, update and galvanize engagement, as well as report on obstacles and other issues impeding businesses from obtaining contracts
 - CELEBRATE – highlight and elevate businesses that have journeyed through the process and acquired contracts

Drive Engagement through our Media and Membership Services

- **Objectives & Goals:** Our objective is to grow our reach on multiple platforms for wider distribution of information and connection opportunities to have a greater impact on servicing more businesses. Our goal is to, at minimum, double our audience reach and to acquire a revenue stream via affiliate commissions and other sales opportunities. We plan to achieve these objectives and goals by:
 - o Expanding our **Media & Promotions Program** via our **Bolster Black LA** campaign consisting of content and campaign creation and distribution, media partnerships, hosting our media show and monthly activations (i.e., pop-ups, contests, and business spotlights).
 - o Expanding our **Membership services** to include branding building education, marketing resources, and creative services.
 - o Expanding the listings and features of our new directory, **TheBlackList.la**, to boost members' brands and utilization of their products and services.

Legacy Building and Succession Planning

- **Objectives & Goals:** Our objective is to implement a robust program for cultivating a strong culture of legacy-minded business owners empowering them with generational wealth building tools to secure a thriving community of Black-owned businesses for generations to come. Our goals for 2025 are to establish our Legacy Business Hall of Fame, inaugurate our first class of legacy businesses, and provide additional support services. We plan to achieve these objectives and goals by:
 - o Hosting our inaugural **Legacy Building Series & Summit** consisting of a series of virtual webinars culminating with a one-day in-person summit featuring guest speakers, workshops, one-on-one consulting, resources, and networking.
 - o **Providing information and guidance** via ongoing webinars, discussions and convenings.
 - o **Curating and hosting a content** and resource library with planning tools for on demand support.
 - o **Celebrating legacy businesses** and those on the rise at our events and in our campaigns.



2025 Calendar – Programs & Events

TYPE	DATE	DESCRIPTION
ACTIVATION	JAN 18	Kingdom Day Parade Entry (Sponsors & Members Invited) The BBA will participate in the parade, once again, offering an optimal exposure opportunity for sponsors and participating business members
PROGRAM / EVENT	JAN/FEB	Legacy Building Series & Summit in partnership with Morgan Stanley Weekly 3-Part Virtual Webinar Series with a One-Day In-Person Summit Wednesdays, January 22, 29 / February 5, 12 Morgan Stanley Conference Center, downtown Los Angeles
ACTIVATIONS	FEB	Black History Month – Legacy Business Hall of Fame
SIGNATURE EVENT	MAR 29	Salute To Black Women Business Conference, Awards, & Vendor Faire "Moving Forward Together! Women Educating & Inspiring Generations" TBD – Sheraton Gateway Los Angeles
PROGRAM	APR	Thrive Forward Business Accelerator Spring Cohort Program Focusing on Business Readiness, Certifications, and Contracting Weekly 4-Part Virtual Series, Wednesdays, April 9, 16, 23 and 30
EVENT	MAY	Procurement Event
EVENT	JUN	Summer Mixer Celebrating entrepreneurship through culture and innovation with a focus on empowering the aspirations of youth and young adults.
ACTIVATIONS	JULY	TBD
ACTIVATIONS	AUG	Black Business Month – Bolster Black LA
SIGNATURE EVENT	AUG DATE TBA	“55 Years Strong” Celebration & Awards A commemorative celebration event in recognition of the BBA’s 55 years of service
SIGNATURE EVENT	AUG 16	3rd Annual Black Business Day Expo “Bolstering Opportunities & Building Legacies”
	SEP	TBD
PROGRAM	OCT	Thrive Forward Business Accelerator Fall Cohort Program Focusing on Business Readiness, Certifications, and Contracting Weekly 4-Part Virtual Series, Wednesdays, October 8, 15, 22 and 29
EVENT	NOV	Procurement Event
EVENT	DEC 10	Holiday Mixer
PROGRAM	MONTHLY 3RD WEDS	Business & Contract Ready Webinars Curated webinars presented in partnership with our corporate and community partners aimed to promote the growth, sustainability, and opportunities of our business members.
EVENT	MONTHLY 4TH WEDS	Members Connect (Virtual & In-Person Meetups) Network Promote Stay Informed
MEDIA POSTS & ACTIVATIONS	ONGOING	Bolster Black LA (Brand Boosting Program) Pop-ups, Contests, Campaigns, Interviews, Business Spotlights

Note: Event details are subject to change.



Sponsorship Opportunities

LEGACY CHAMPIONS – Annual Sponsorship Partners

Legacy Champions fuel the growth and sustainability of the BBA by supporting the staffing, operations, and administrative resources essential to our mission. Their sponsorship enables us to deliver consistent program and event services to our members year-round, establishing a year-long partnership that fosters ongoing communication and engagement.

All Legacy Champion sponsorships include:

- **Annual Corporate Membership** – Corporate Advisory Board, Supplier Database and Sourcing Support, Two (2) Complimentary Passes to One (1) Event, One (1) Speaking Opportunity at a Members Connect Meetup or Mixer, Listed on Website & Newsletter
- **Access to All Events and Programs** – See our 2025 Calendar for a list of events and programs.
- **Access to Promotions including our “55 Years Strong” Legacy Campaign** – with recognition and opportunities to participate

We invite you to consider one of **3 levels of opportunities to support:**

Features	Platinum Legacy Sponsor (\$55,000)	Diamond Legacy Sponsor (\$35,000)	Gold Legacy Sponsor (\$25,000)
Annual Corporate Membership	✓	✓	✓
All Event Access *When applicable	All Events promotions Presenting Sponsor Recognition 30 VIP Tickets Speaking Opportunity *Company Video during program Company Branded Award Participant in Program *Premium Vendor Booth Photo Opportunities Full Page Ad and/or Logo on handouts Full Page Ad in Digital Journal Signage Recognition	All Events promotions Sponsor Level Recognition 20 VIP Tickets Speaking Opportunity at one event *Company Video at one event Company Branded Award at one event Participant in Program *Premium Vendor Booth Photo Opportunities Logo on handouts Full Page Ad in Digital Journal Signage Recognition	All Events promotions Sponsor Level Recognition 10 VIP Tickets Speaking Opportunity at one event *Company Video at one event Participant in Program *Premium Vendor Booth Photo Opportunities Logo on handouts Half Page Ad in Digital Journal Signage Recognition
Program Participation	Presenting Sponsor Recognition Host 3 Webinars / 1 In-Person Mixer Scholarship Sponsor for Cohorts Photo Opportunity with Cohorts	Sponsor Level Recognition Host 1 Webinar / 1 In-Person Mixer Scholarship Sponsor for Cohorts Photo Opportunity with Cohorts	Sponsor Level Recognition Host 1 Webinar Resource Sponsor for Cohorts Photo Opportunity with Cohorts
Promotional Branding	Presenting Sponsor Recognition 2 Custom Social Media Promotions 2 Media Show Interviews 2 Suite Life SoCal Articles	Sponsor Level Recognition 1 Custom Social Media Promotion 1 Media Show Interview 1 Suite Life SoCal Article	Sponsor Level Recognition 1 Media Show Interview 1 Suite Life SoCal Article
Website & Newsletter Presence	Dedicated Page on website Premium Newsletter Listing Company Logo on website Company Logo on TheBlackList.la Four (4) Custom Eblasts	Dedicated Page on website Premium Newsletter Listing Company Logo on website Company Logo on TheBlackList.la Two (2) Custom Eblasts	Listing on Website Dedicated Newsletter Listing Company Logo on website Company Logo on TheBlackList.la Two (2) Custom Eblasts
Banner Ad Placement on TheBlackList.la	1 Year	6 Months	6 Months
Custom Activation Campaigns	3 Custom Activations (e.g., pop-up, contest, spotlight)	2 Custom Activations	1 Custom Activation
Press Releases & Social Media Tagging	Included in all Press Releases Highlighted and tagged on social media for all events and activities	Included in all Press Releases Highlighted and tagged on social media for all events and activities	Included in all Press Releases Highlighted and tagged on social media for select events and activities

View Single Event Sponsorships on next page.



Sponsorship Opportunities

EVENT SPONSORS – Single Event Sponsorship

Your choice of one signature event per sponsorship. You may choose more than one event to sponsor at any level.

Legacy Series & Summit | **Salute To Black Women** | **“55 Years Strong” Celebration** | **Black Business Day Expo**

❖ Gold Event Sponsor - \$10,000

- Sponsorship Level Branding on all promotions
- Sponsorship Level Branding on all signage
- 10 VIP Tickets
- Opportunity to Speak
- Recognition during program
- Message or Ad on Printed Handout
- Full Page Ad in Digital Journal
- Premium Vendor Booth, if applicable
- **Annual Corporate Membership

❖ Silver Event Sponsor - \$5,000

- Sponsorship Level Branding on all promotions
- Sponsorship Level Branding on all signage
- 10 Tickets
- Custom Social Media Promotion
- Opportunity to Speak
- Recognition during program
- Logo on Printed Handout
- Half Page Ad in Digital Journal
- Standard Vendor Booth, if applicable

❖ Bronze Event Sponsor - \$2,500

- Sponsorship Level Branding on select promotions
- Sponsorship Level Branding on all signage
- 5 Tickets
- Recognition during program
- Logo on Printed Handout
- Quarter Page Ad in Digital Journal

NOTE: **Annual Corporate Memberships includes Representation on Corporate Advisory Board, Supplier Database and Sourcing Support, Two (2) Complimentary Registrations to One (1) Signature Event, One Custom Eblast, One (1) Speaking Opportunity at a Members Connect Meetup or Mixer



2025 Sponsorship Invitation Response Form

Thank you for your support and partnership. Please fill out the form below and email to sharris@bbala.org.

Contact Name & Title	
Company Name	
Company Address	
Contact Phone & Email	

Check here if we are required to submit an online application. If so, please email information to sharris@bala.org.

LEGACY CHAMPION SPONSORSHIPS (Annual Sponsorships for All Events & Programs plus Corporate Membership)

- Platinum Legacy Champion \$55,000
 Diamond Legacy Champion \$35,000
 Gold Legacy Champion \$25,000

SINGLE EVENT SPONSORSHIPS (Choose option(s) below.)

- Gold Event Sponsor \$10,000
 Legacy Summit
 Salute To Black Women
 "55 Years Strong"
 Black Business Day Expo
 Silver Event Sponsor \$5,000
 Legacy Summit
 Salute To Black Women
 "55 Years Strong"
 Black Business Day Expo
 Bronze Event Sponsor \$2,500
 Legacy Summit
 Salute To Black Women
 "55 Years Strong"
 Black Business Day Expo

ADVERTISEMENTS & DEADLINES

Digital Book: Size: 8.5" x 11" | File Format: JPEG or PDF @ 300 dpi | Email to: sharris@bbala.org

Full Page (7.5" x 10" or 8.75" x 11.25" w/ bleeds) | Half Page (7.5" x 5") | Quarter Page (3.75" x 5")

Deadlines:

- ❖ Legacy Summit (Feb 5)
- ❖ Salute To Black Women (Mar 29)
- ❖ "55 Years Strong" (Aug TBA)
- ❖ Black Business Day Expo (Aug 16)

Send Ads

- January 17
- March 14
- July 11
- July 25

DONATIONS – Please visit bbala.org/donate to make a donation or mail a check (see payment instructions below).

GIFT BAG DONATIONS

Would you like to supply Promotional Gift Products and/or Bags? YES NO

If yes, we will follow up to confirm donated items and arrange for delivery. Thank you.

PAYMENT SUBMISSION

Completion of this Response Form is Required. For more information about each event and our programs, please visit bbala.org.

Preferred Methods of Payment

- **ACH** – Payment by direct deposit is preferred. Please contact us for details or to send us required forms.
- **Check** – Make payable to: **Black Business Association** and mail to: P.O. Box 43159, Los Angeles, CA 90043
- **Credit Card** – All credit card payments will incur a 3% processing fees.

Registration Deadline – **For maximum benefit, registration for annual sponsorships are requested no later than January 28, 2025.**

The Black Business Association is a 501(c)(3) nonprofit organization. Tax ID #95-3166199
For more information, visit us at bbala.org or contact the BBA office at (323) 291-9334 or sharris@bbala.org.

THANK YOU!