

THE
BLACK BUSINESS ASSOCIATION

PRESENTS THE

2024

Salute to
BLACK WOMEN

BUSINESS CONFERENCE • VENDOR FAIRE
AWARDS LUNCHEON

IN RECOGNITION OF NATIONAL WOMEN'S HISTORY MONTH

"Celebrating Women Who Advocate for Equity, Diversity and Inclusion"

Save the Date

SATURDAY, MARCH 23, 2024

SHERATON GATEWAY LOS ANGELES



SPONSORSHIP INVITATION

BBALA.ORG

323.291.9334 | SHARRIS@BBALA.ORG



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 AWARDS LUNCHEON



SATURDAY, MARCH 23, 2024

National Women's History Month

SHERATON GATEWAY LOS ANGELES

"CELEBRATING WOMEN WHO ADVOCATE FOR EQUITY, DIVERSITY AND INCLUSION"



EVENT DETAILS

EVENT: March is **National Women's History Month** and in collaboration with the National Women's History Project's (NWHP) 2024 theme: **"Celebrating Women Who Advocate for Equity, Diversity, and Inclusion,"** the Black Business Association (BBA) presents our **21st Annual Salute to Black Women Business Conference, Awards Luncheon & Vendor Faire.**

DATE: **Saturday, March 23, 2024** from 8am – 3:30pm | **VIP Reception: Fri., March 22, 2024** from 6-8pm

LOCATION: **Sheraton Gateway Los Angeles** – 6101 W Century Blvd, Los Angeles, CA 90045

AGENDA:

8a-9a	Guest Check-in Vendor Faire
9a	General Session Panels and Workshops "Role Models for Success" Youth Forum
11a-12p	Red Carpet Vendor Faire
12p-2:30p	Awards Luncheon
2:30p-4p	Dessert Reception Vendor Faire Finale

2024 Honorees:

Hon. Ventriss Gibson, Director, U.S. Mint
Stephanine Wiggins, CEO, LA Metro
Southern California Edison
Rosalind Pennington, CEO, Red River Ent. Inc.
Winners of our 2024 Award Nominations

For more information, contact the BBA office at (323) 291-9334 or email to: sharris@bbala.org

PURPOSE:

This inspiring Business Conference and Awards Luncheon not only educates and motivates attendees, but annually attracts more than 500 women entrepreneurs, executives, community leaders, elected officials, mothers, daughters and sisters for high-level networking. We are especially proud of one of the highlights of the conference, our special workshop entitled, "Role Models for Success," an interactive workshop for young ladies ages 13-18 years old to learn about business ownership from successful women entrepreneurs and corporate leaders. This event provides our corporate partners, member businesses and participants the opportunity to network and share information. Participants may display, market, and offer their company services and/or products for sale.

ABOUT THE BBA | BBALA.ORG

Found in 1970, the Black Business Association (BBA), headquartered in Los Angeles, is the oldest active ethnic business support organization in the state of California. For more than five decades of service, the BBA has been instrumental in the development and growth of thousands of Black-owned businesses locally and nationally. The Black Business Association's mission is to advocate and promote the development of Black-owned businesses with the goal of creating a firm economic base that supports the self-determination and prosperity of Black and urban communities locally and nationally. The BBA assists our Corporate Partners in developing a mutually beneficial relationship with Black entrepreneurs, business owners, the community, and its customers.



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SPONSORSHIP LEVELS BENEFITS

PRESENTING SPONSOR: \$25,000

- **Pre-Event:**
 - Branded as Presenting Sponsor on all media.
 - Conference-branded social media campaign
 - Company Logo prominently displayed and linked on website.
- **Event:**
 - Recognition as Presenting Sponsor on all event signage
 - Red Carpet with Presented by Company Branding
 - Two (2) VIP Tables of 10 at the Awards Luncheon w/ Company Signage
 - One (1) Sponsored/Branded Youth Table of 10
 - Twenty (20) Conference Passes
 - One (1) Premium Vendor Faire Booth
 - Full Page Ad (premium placement) in Digital Journal and Printed Handout
 - Panelist/Speaker Opportunity during Conference
 - Video and Speaking Opportunity during Awards Luncheon
 - Photo Opportunities with dignitaries, honorees, and students
- **Post-Event:**
 - Presenting Sponsor branding on post-event recap video
 - Presenting Sponsor recognition in post-event media release and editorials
- **In-Kind:**
 - Contribute Company's promotional items for Gift Bags

PLATINUM SPONSOR: \$10,000

- **Pre-Event:**
 - Branded as a Platinum Sponsor on all media.
 - Conference-branded social media campaign
 - Company Logo prominently displayed and linked on website.
- **Event:**
 - Recognition as Platinum Sponsor on all event signage
 - One (1) VIP Table of 10 at the Awards Luncheon w/ Company Signage
 - One (1) Sponsored/Branded Youth Table of 10
 - Ten (10) Conference Passes
 - One (1) Premium Vendor Faire Booth
 - Full-Page Ad (premium placement) in Digital Journal and Listing in Printed Handout
 - Panelist/Speaker Opportunity during Conference
 - Photo Opportunities with dignitaries, honorees, and students
- **Post-Event:**
 - Platinum Sponsor branding on post-event recap video
 - Platinum Sponsor recognition in post-event media release and editorials
- **In-Kind:**
 - Contribute Company's promotional items for Gift Bags

GOLD SPONSOR: \$5,000

- **Pre-Event:**
 - Branded as a Gold Sponsor on all digital media.
 - Company Logo displayed and linked on website.
- **Event:**
 - Recognition as Gold Sponsor on most event signage
 - One (1) VIP Table of 10 at the Awards Luncheon
 - Ten (10) Conference Passes
 - One (1) Premium Vendor Faire Booth
 - Full Page Ad in Digital Journal and Listing in Printed Handout
- **In-Kind:**
 - Contribute Company's promotional items for Gift Bags

SILVER SPONSOR: \$3,500

- **Pre-Event:**
 - Branded as a Silver Sponsor on all digital media.
 - Company Logo displayed and linked on website.
- **Event:**
 - Recognition as Silver Sponsor on most event signage
 - One (1) Table of 10 at the Awards Luncheon
 - Ten (10) Conference Passes
 - Half Page Ad in Digital Journal and Listing in Printed Handout
- **In-Kind:**
 - Contribute Company's promotional items for Gift Bags

BRONZE SPONSOR: \$2,500

- Recognition as Bronze Sponsor on sponsorship signage
- One (1) Table of 10 at the Awards Luncheon w/ Company Signage
- Ten (10) Conference Passes
- Listing in Digital Journal and Printed Handout

YOUTH TABLE SPONSOR: \$1,500

- Recognition as Youth Table Sponsor on sponsorship signage
- One (1) Sponsored Youth Table of 10 w/ Company Signage
- Ten (10) Conference Passes
- Listing in Digital Journal and Printed Handout

See additional opportunities on the next page for Tickets, Vendor Faire, Ad Journal, Gift Bag Donations and Donations.

REGISTER ONLINE AT [BBALA.ORG](https://bbala.org)

For more information, contact the BBA office at (323) 291-9334 or email to: sharris@bbala.org



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SPONSORSHIP OPPORTUNITIES & REGISTRATION INFORMATION

SPONSORSHIP OPPORTUNITIES (See listing of level benefits on previous page.)

- | | | | | | |
|---|----------|---|---------|--|---------|
| <input type="checkbox"/> Presenting Sponsor | \$25,000 | <input type="checkbox"/> Gold Sponsor | \$5,000 | <input type="checkbox"/> Bronze Sponsor | \$2,500 |
| <input type="checkbox"/> Platinum Sponsor | \$10,000 | <input type="checkbox"/> Silver Sponsor | \$3,500 | <input type="checkbox"/> Youth Table Sponsor | \$1,500 |

VENDOR FAIRE featuring special promotions, giveaways and activities during the conference to promote shopping.

- | | | |
|-----------------------------------|-------|---|
| <input type="checkbox"/> Premium+ | \$495 | (Premium Location, 6' Table, 2 Chairs, Two (2) Luncheon Tickets, Promotions: Website, Digitals & Program) |
| <input type="checkbox"/> Premium | \$325 | (6' Table, 2 Chairs, One (1) Luncheon Ticket, Promotions: Website and Listing in Program) |
| <input type="checkbox"/> Standard | \$250 | (6' Table, 2 Chairs, Promotions: Website and Listing in Program) |

TICKETS – VISIT ONLINE FOR EARLY BIRD PRICING (BBALA.ORG), SALE ENDS FEBRUARY 23, 2024

- | | | |
|---|--------|--|
| <input type="checkbox"/> Conference | \$50 | (Admit One (1) for Conference and Vendor Faire only) |
| <input type="checkbox"/> Conference+ | \$150 | (Admit One (1) for Conference, Vendor Faire and Awards Luncheon) |
| <input type="checkbox"/> Conference VIP | \$250 | (Admit One (1) for Conference, Vendor Faire and Awards Luncheon with VIP Seating – PLUS – VIP Reception 3.22.24) |
| <input type="checkbox"/> Conference+Table | \$1500 | (Admit Ten (10) for Conference, Vendor Faire and Awards Luncheon) (Member discount good thru March 8, 2024) |

ADVERTISEMENT – AD DEADLINE FRIDAY, MARCH 8, 2024

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

- | | | |
|--|--|--|
| <input type="checkbox"/> Full Page \$1000 (7.5" x 10" or 8.75" x 11.25" w/ bleeds) | <input type="checkbox"/> Half Page \$500 (7.5" x 5") | <input type="checkbox"/> Quarter Page \$250 (3.75" x 5") |
|--|--|--|

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

GIFT BAG DONATION

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

If yes, please see next page for our **Gift Bag Participation Form** to fill out and email to sharris@bbala.org.

REGISTRATION

Online Registration is Required. Please register at bbala.org where you can pay online or indicate payment by check or Zelle.

- **Credit Card** – All credit card payments will incur a 3% processing fees.
- **Zelle** – Send payment to admin@bbala.org and indicate in memo: STBW2024, Item Name
- **Check** – Make payable to: **Black Business Association** and mail to: P.O. Box 43159, Los Angeles, CA 90043
- **ACH** – Payment by direct deposit is also available. Please contact us for details.

Early Registration

- Receive 10% off when you register and pay by **February 23, 2024**. (Only available for non-sponsored items.)

BBA Member Discount

- Receive 50% off for all financial members. (Only available for Tables, Tickets, Vendors and Ads and cannot combine with early-bird.)

Registration Deadline – FRIDAY, MARCH 8, 2024

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!



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PROMOTIONAL GIFT BAG PARTICIPATION

Gain additional recognition and visibility by providing gift product(s) for the Promotional Gift Bags!
 The outreach capacity is 500. Deadline for submissions is **FRIDAY, MARCH 8, 2024.**

Donor Name _____

Company/Business _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ Email _____

PROMOTIONAL GIFT BAG

Description of Items

Quantity

_____	_____
_____	_____
_____	_____
_____	_____

Total number of Promotional Gift Bag items: _____

Pick-up/Delivery/Redemption Instructions _____

Contact Person _____

Contact Person's Phone _____

Donor's Signature _____

Complete this form and email to: sharris@bbala.org