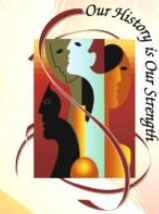


THE
BLACK BUSINESS ASSOCIATION

PRESENTS THE

IN RECOGNITION OF



*National
Women's History
Month*

2023

Salute to
BLACK WOMEN

BUSINESS CONFERENCE • VENDOR FAIRE
AWARDS LUNCHEON

SATURDAY, MARCH 25, 2023
8AM-3:30PM

HYATT REGENCY LAX
6225 WEST CENTURY BLVD
LOS ANGELES, CA 90045

"Celebrating Women Who Tell Our Stories."



SPONSORSHIP INVITATION

BBALA.ORG | 323.291.9334 | MAIL@BBALA.ORG



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National Women's History Month

"CELEBRATING WOMEN WHO TELL OUR STORIES"



EVENT DETAILS

EVENT: March is **National Women's History Month** and in collaboration with the National Women's History Project's (NWHF) 2023 theme: **"Celebrating Women Who Tell Our Stories,"** the Black Business Association (BBA) presents our **20th Annual Salute to Black Women Business Conference, Vendor Faire & Awards Luncheon.**

DATE: **Saturday, March 25, 2023** | 8 a.m. – 3:30 p.m.

LOCATION: **Hyatt Regency Los Angeles International Airport** – 6225 West Century Blvd, Los Angeles, CA 90045

AGENDA:	8a-9:30a	Guest Check-in Vendor Faire I
	9:30a	General Session – Welcome, Presentations, Raffle "Season of Greatness" Panel & Workshop "Role Models for Success" Youth Breakout
	11:15a-12p	Vendor Faire II
	11:30a	Red Carpet
	12p-2:30p	Awards Luncheon
	2:30p-3:30p	Dessert Reception Vendor Faire Finale

2023 Honorees:

Devyn Bakewell

Author & Asst. Managing Editor,
L.A. Sentinel & L.A. Watts Times

Cynthia E. Exum

Author & Founder/ Exec. Director
Leimert Park Village Book Fair, Inc.

Pat Prescott

Radio Personality (Retired),
94.7 The Wave

Beverly White

Reporter (Retired),
NBC4 Los Angeles

Regina Wilson

Executive Director,
California Black Media

For more information, contact the BBA office at (323) 291-9334 or email to: mail@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 organizations 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 OPPORTUNITIES & REGISTRATION INFORMATION

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

- Presenting Sponsor \$25,000
- Platinum Sponsor \$10,000
- Gold Sponsor \$5,000
- Silver Sponsor \$3,500
- Table Sponsor \$1,500
- Youth Table Sponsor \$1,000

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

Premium+	\$495	(Premium Location, 8' Table w/ black cloth and 2 chairs, Two (2) Luncheon Tickets, Promotions: Website, E-Newsletter, Socials & Program)
Premium	\$325	(6' Table w/ black cloth and 2 chairs, One (1) Luncheon Ticket, Promotions: Website and Listing in Program)
Standard	\$250	(6' Table w/ black cloth and 2 chairs, Promotions: Website and Listing in Program)

TICKETS

Conference VIP	\$250	(includes: Admission for One (1) at Conference, Vendor Faire and Awards Luncheon with VIP Seating)
Conference+	\$150	(includes: Admission for One (1) at Conference, Vendor Faire and Awards Luncheon)
Conference	\$50	(includes: Admission for One (1) at Conference and Vendor Faire)

ADVERTISEMENT – AD DEADLINE FRIDAY, MARCH 10, 2023

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

Full Page	\$1000	(7.5" x 10")	Half Page	\$500	(7.5" x 5")	Quarter Page	\$250	(3.75" x 5")
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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? If yes, please download **Participation Form** and send to sharris@bbala.org.

REGISTRATION

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

- **Credit Card** – All credit card payments will incur a 3% processing fees.
- **Check** – Make payable to: **Black Business Association** and mail to: P.O. Box 43159, Los Angeles, CA 90043

Early Registration – Receive 10% off when you register by **February 24, 2023**. (Only available for Tables, Tickets, Vendors and Ad)

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

Registration Deadline – **Friday, March 10, 2023**

For more information, visit us at bbala.org or contact the BBA office at (323) 291-9334 or mail@bbala.org.

THANK YOU!



2023

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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 BBA Partner & Event webpages
- **Event:**
 - One (2) VIP Tables of 10 at the Awards Luncheon
 - One (1) Sponsored/Branded Youth Table of 10 at the Awards Luncheon
 - Twenty (20) Conference Passes
 - One (1) Premium + Vendor Faire Booth
 - Full Page Ad (premium placement) in Digital Journal and Printed Handout
 - Video and Speaking Opportunity during General Session or Luncheon (up to 2 minutes)
 - Company Logo recognition on all event signage as Presenting Sponsor
 - Red Carpet with Presented by Company Branding
 - Opportunity to provide a Panelist, Speaker or Program Participant
 - Photo Opportunities with Special Guests, Honorees and Students
- **Post-Event:**
 - Presenting Sponsor branding on post-event recap video
 - Presenting Sponsor recognition in post-event media release and sponsored editorials
- **In-Kind:**
 - Contribute Company's promotional items for Conference 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 BBA Partner & Event webpages
- **Event:**
 - One (1) VIP Table of 10 at the Awards Luncheon
 - One (1) Sponsored/Branded Youth Table of 10 at the Awards Luncheon
 - Twenty (10) Conference Passes
 - One (1) Premium + Vendor Faire Booth
 - Full-Page Ad (premium placement) in Digital Journal and Printed Handout
 - Company Logo recognition on all event signage as a Platinum Sponsor
 - Opportunity to provide a Panelist, Speaker or Program Participant
 - Photo Opportunities with Special Guests, Honorees and Students
- **Post-Event:**
 - Presenting Sponsor recognition in post-event media release
- **In-Kind:**
 - Contribute Company's promotional items for Conference Gift Bags

GOLD SPONSOR: \$5,000

- **Pre-Event:**
 - Branded as a Gold Sponsor on all media
 - Company Logo prominently displayed and linked on Event webpage
- **Event:**
 - One (1) VIP Table of 10 at the Awards Luncheon
 - Twenty (10) Conference Passes
 - One (1) Premium Vendor Faire Booth
 - Full Page Ad in Digital Journal and Listing in Printed Handout
 - Company Logo recognition on all event signage as a Gold Sponsor
 - Photo Opportunities with Special Guests, Honorees and Students
- **In-Kind:**
 - Contribute Company's promotional items for Conference Gift Bags

SILVER SPONSOR: \$3,500

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

TABLE SPONSOR: \$1,500

- One (1) Table of 10 at the Awards Luncheon
- Twenty (10) Conference Passes
- Listing in Digital Journal and Printed Handout

YOUTH TABLE SPONSOR: \$1,000

- One (1) Sponsored Youth Table of 10 w/ Company Signage
- Twenty (10) Conference Passes
- Listing in Digital Journal and Printed Handout

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

REGISTER ONLINE AT BBALA.ORG

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