



THINK *big!*

# ENTREPRENEUR EXPO 2023

UW SPORTS FACTORY



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Rockford, IL 61104



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[www.thinkbig815.org](http://www.thinkbig815.org)



10 AM - 5 PM



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# ABOUT EVENT

The Think Big Entrepreneur Expo is the largest business-to-business trade show and networking event for minority-owned and women-owned businesses in the Rockford region.

This one-day business expo promotes minority entrepreneurship, start-ups, business development, and business-to-business. Attend business-critical workshops led by leading Small Business Industry owners, shop from local vendors that help small businesses grow, and network to build important business relationships.



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# INTRODUCTION

The Think Big Entrepreneur Expo is an initiative that provides resources, education, and exposure for current and future minority-owned businesses. We aim to remove the barriers preventing minority community businesses from developing, sustaining, and growing. This event is open to the community and will be one of the leading resources for minority-owned businesses.

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# VISION & MISSION



## OUR VISION

The vision of the Think Big Entrepreneur Expo is to be a leading resource for minority-owned businesses by removing barriers that prevent the minority community from business growth and development. As barriers are removed, existing and aspiring entrepreneurs will have the ability to “Think Big”!



## OUR MISSION

The mission of the Think Big Entrepreneur Expo is to provide the minority community with resources and tools to start, grow, and sustain their business.



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# OUR IMPACT BY THE NUMBERS

## THINK BIG SCHOOL OF BUSINESS

Our 4-Week Program, led by local and national business leaders, educates entrepreneurs on vital topics such as business planning, financial sustainability, marketing, legal requirements, and personalized coaching with experts.

Graduates: **125**

Newly Opened Business from Graduates : **96**

Brick & Mortar Businesses: **15**

Cohorts Offered: **10**

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Each cohort is four sessions and approximately 3 hours per session.



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# OUR IMPACT BY THE NUMBERS

## 2019 THINK BIG EXPO

This two-day festival with music, food, vendors, and business development sessions selected by entrepreneurs. Topics and panels are true to what the minority business community has requested. Sessions are available for adults and youth.

Attendees: **1,000+**

Vendors: **95+**

Speakers: **12+**



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# PREVIOUS SPONSORS

City of Rockford  
DLM Manufacturing  
Deep End Productions  
Evolution Digital  
Marketing Agency  
Happily Ever After  
HC Anderson Roofing, Inc.

Hill & Hill Enterprises, Inc.  
Int'l Brotherhood of  
Electrical Workers  
Midland States Bank  
Rockford Chamber  
of Commerce

Rockford Park District  
Soar Radio  
Swedish American -  
A Division of UW Health  
Wabongo Leadership Council

# SPONSORSHIP LEVELS

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**We believe strongly that as barriers are removed, creative and innovative entrepreneurs will have the ability to “Think Big”!**





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# PRESENTING SPONSORSHIP

## EXCLUSIVE

- Logo recognition on the front cover of event program
- Logo on all event posters, flyers, and rack cards
- Mention in TV & radio advertisements
- Logo on billboard
- Logo on presentation screens
- Opportunity to show a two-minute video at the start of the event
- Logo on Web Banners
- One expo table with two chairs
- Logo on all email newsletters
- Opportunity to place one handout
- Recognition from the podium
- Opportunity to address the crowd from the stage

**INVESTMENT: \$10,000**



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# MEDIA SPONSORSHIP

## EXCLUSIVE

- Logo recognition on the front cover of event program
- Logo on all event posters, flyers, and rack cards
- Mention in TV & radio advertisements
- Logo on billboard
- Logo on presentation screens
- Opportunity to show a two-minute video at the start of the event
- Logo on Web Banners
- One expo table with two chairs
- Logo on all email newsletters
- Opportunity to place one handout
- Recognition from the podium
- Opportunity to address the crowd from the stage

INVESTMENT: **\$7,500**



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# KIDZONE SPONSORSHIP

## EXCLUSIVE

- Logo on all event posters, flyers, and rack cards
- Mention in TV & radio advertisements
- Logo on all email newsletters
- Logo on Web Banners
- Logo on entrance to the KidZone
- Recognition from the podium
- One expo table with two chairs
- Opportunity to place one item on table
- Opportunity to address the crowd from the stage

INVESTMENT: **\$5,500**



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# EDUCATION SPONSORSHIP

## EXCLUSIVE

- Logo on all event posters, flyers, and rack cards
- Mention in radio advertisements
- Mention in TV advertisements
- Logo on all email newsletters
- Logo on Web Banners
- Logo on entrance to the Education Sessions
- Recognition from the podium
- One expo table with two chairs
- Opportunity to place one item on table
- Opportunity to address the crowd from the stage

INVESTMENT: **\$5,500**

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# VENDOR SPONSORSHIP

## EXCLUSIVE

- Logo on all event posters, flyers, and rack cards
- Mention in radio advertisements
- Logo on all email newsletters
- Logo on Web Banners
- Logo on entrance to the Vendor Area
- Recognition from the podium
- One expo table with two chairs
- Opportunity to place one item on table
- Opportunity to address the crowd from the stage

INVESTMENT: **\$5,500**



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# GOLD SPONSORSHIP

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- Logo on all event posters, flyers, and rack cards
- Mention in radio advertisements
- Logo on all email newsletters
- Logo on Web Banners
- Recognition from the podium
- Opportunity to place one handout
- One expo table with two chairs

INVESTMENT: **\$3,500**



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- Logo on all event posters, flyers, and rack cards
- Mention in radio advertisements
- One expo table with two chairs
- Opportunity to place one handout
- Recognition from the podium

INVESTMENT: **\$2,500**



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# BRONZE SPONSORSHIP

- Logo on all event posters, flyers, and rack cards
- Mention in radio advertisements
- One expo table with two chairs
- Opportunity to place one handout

INVESTMENT: **\$1,500**

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# SPONSORSHIP AGREEMENT

YES! WE ARE COMMITTED IN INVESTING IN ENTREPRENEURSHIP  
I acknowledge and agree to participate as a sponsoring organization/company

Organization/Company Name \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_ City \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## SPONSORSHIP LEVEL

- PRESENTING - \$10,000     MEDIA - \$7,500     KIDZONE - \$5,500     EDUCATION - \$5,500  
 VENDOR - \$5,500     GOLD - \$3,500     SILVER - \$2,500     BRONZE - \$1,500

Reserve your spot by returning the completed form by email to [info@thinkbig815.org](mailto:info@thinkbig815.org)