



BLACK BUSINESS
SUMMIT
Halifax 2019



06.14.19

Halifax Convention Centre

Shifting Tides

The conference theme is "Shifting Tides", the fast-changing economic ecosystem requires that we be quick and adept in all our actions to effectively tap into opportunities, locally and internationally. We, as business owners and supporters, must ride the wave through innovative thinking and develop more innovation and technology-based companies to enable us to compete with distinction in the Fourth Industrial Revolution - the new digital age.

Sponsorship Opportunities



Keynote **Bozoma Saint John**

The distinguished keynote speaker for the conference is **Bozoma Saint John**, the Chief Marketing Officer at Endeavour. Previously, she was Chief Brand Officer at Uber Technologies, Inc. She also ran Global Consumer Marketing of Apple Music and iTunes, and was the head of the Music and Entertainment Marketing Group at Pepsi-Cola North America.

Keynote presenting sponsor - \$30,000

- **10 Tickets to the Gala/AGM:** premiere table with signage, honorary co-chair designation and an opportunity to speak from the podium at the opening event.
- **Delegate Package:** Your company will receive 8 delegate passes to attend the full day conference as well as all the networking events.
- **Keynote Luncheon:** A representative from your company will introduce the keynote at the luncheon PLUS you will have a designated table for your company's guests.
- **Media/Advertising:**
 - » **Feature Articles:** in a blog post and newsletter article- including photo highlights from event.
 - » **Periodical Advertising:** As the presenting sponsor, your company will receive a full-page inside cover full-colour advertisement in the Black 2 Business Magazine.
 - » **Program Booklet:** Full page- Back Cover, colour advertisement in program book.
- » **Social Media:** Ongoing social media coverage: Facebook, LinkedIn, Twitter, Instagram.
- » **Recognition:** in all press releases.
- » **Hosting:** An opportunity to host a workshop.
- » **Promotional Materials:** distributed in delegate packages.
- » **Event-Day Advertising:** Name and/or company logo projected on screens at the event.
- » **Verbal Recognition:** at the Gala /AGM, from the podium.
- » **Leadership Reception:** with the Keynote Speaker, leadership, youth, and sponsors.
- » **Advertising:** Listed on printed save the date and invitations.
- **Listed (company name and logo) in:**
 - » **Event e-communications:** e-vites, reminder and thank you emails
 - » Program Book
 - » Event Signage
 - » Event Website - with link to your website
 - » Spring Newsletter and e-News
 - » BBI Annual Report

We are happy to discuss other sponsorship opportunities and to customize a sponsorship package to fit your needs.

Contact info:

For more information contact sponsorship@bbi.ns.ca

Phone: 902-426-8683 Fax: 902-426-8699

BBISummit.ca    

Platinum Sponsor - \$20,000

- **Exclusivity:** One Sponsor per industry means your company will get the undivided top-of-mind attention.
- **Keynote Luncheon:** A company representative will join the speaker's table for the Keynote Luncheon PLUS you will receive 6 luncheon tickets for your company's guests.
- **Delegate Package:** Your company will receive 4 delegate passes to attend the full day conference as well as all the networking events.
- **Speaking Opportunity:** A company representative will have an opportunity to address the audience at a key-networking event.
- **Periodical Advertising:** As a conference partner, your company will receive a full-page colour advertisement in Black 2 Business Magazine.
- **Hosting:** An opportunity for your company to host a private networking event.
- **Sponsor Recognition:**
 - » **Promotional Advertising:** Your Company will be identified as Platinum Sponsor on all printed promotional material, including the conference program. You will also have the opportunity to place your company's literature in each delegate package.
 - » **Signage:** Your company logo will be included on professional on-site conference signage, prominently placed in high-traffic areas at the social events, the registration/communications area, the Keynote Luncheon and the AGM Gala Dinner.
 - » **Advertising:** A banner ad on our website for one whole year with a link to your website.

Gold Sponsor - \$10,000

- **Exclusivity:** One Sponsor per industry means your company will get the undivided top-of-mind attention.
- **Keynote Luncheon:** Your company will receive 4 tickets to the keynote luncheon.
- **Delegate Package:** Your company will receive two delegate passes to attend the full day conference as well as all the networking events.
- **Speaking Opportunity:** A company representative will have an opportunity to address the audience at a key-networking event.
- **Periodical Advertising:** Your company will receive a half-page colour advertisement in Black 2 Business.
- **Sponsor Recognition:**
 - » **Promotional Advertising:** Your Company will be identified as Gold Sponsor on all printed promotional material, including the conference program. You will also have the opportunity to place your company's literature in each delegate package.
 - » **Signage:** Your company logo will be included on professional on-site conference signage in high-traffic areas at the social events, the registration/communications area, the Keynote Luncheon and the AGM Gala Dinner.

Silver Sponsor - \$5,000

- **Keynote Luncheon:** Your company will receive 4 tickets to the keynote luncheon
- **Delegate Package:** Your company will receive 2 delegate passes to attend the full day conference as well as all the networking events.
- **Sponsor Recognition:**
 - » **Promotional Advertising:** Your Company will be identified as Gold Sponsor on all printed promotional material, including the conference program. You will also have the opportunity to place your company's literature in each delegate package.
 - » **Signage:** Your company logo will be included on professional on-site conference signage in high-traffic areas at the social events, the registration/communications area, the Keynote Luncheon and the AGM Gala Dinner.

Awards Dinner & Gala Sponsor - \$10,000

- **Exclusivity:** One Sponsor per industry means your company will get the undivided top-of-mind attention.
- **Public Profile:** A representative from your company will address the audience and present the award to the recipient. Your Company will receive a table to attend the AGM Gala Dinner.
- **Public Recognition:** Your company will be recognized and advertised as the main sponsor for the AGM on all promotional material.
- **Signage:** Your company logo will be included on professional on-site conference signage in high traffic areas.
- **Promotional Advertising:** You will be given the opportunity to place your company's literature at each delegate spot on the table at the AGM.



Sponsorship Agreement

Instructions

To become a sponsor, please complete, sign, and e-mail this page to sponsorship@bbi.ns.ca. A payable invoice will be sent back to you with the information for your securing your sponsorship. Sponsorships must be paid in full in order to be secured. Please contact us if you have any questions, or need assistance.

Terms

Sponsorship includes access to all conference activities and meals for sponsor representatives and associated guest attendees. Sponsorship does not include hotel or any other associated expenses.

Sponsor Information

This is a fillable PDF form. Once it is filled you can print the form and fax it to: 902.426.8699 or email the completed form to: sponsorship@bbi.ns.ca

Company Name:

First Name:

Last Name:

Name Preferred on Badge:

Sponsor Package(s): (please check all that apply)

Keynote/Presenting Sponsor Platinum Sponsor Gold Sponsor Silver Sponsor AGM Gala/Award Sponsor

Address:

City/Town:

Province:

Postal Code:

Phone:

Fax:

e-mail:

Signature:

By signing, I accept the terms and conditions. I hereby agree to and understand all sales are final.

Terms of Payment

Balance due on signing by cheque or credit card.

Sponsorships will sell out and no refunds will be given.

Please make checks payable to Black Business Initiative and remit to:

Black Business Initiative
1660 Hollis Street, Suite 910
Halifax NS B3J 1V7



About our keynote **Bozoma Saint John**

Over the course of her career, Bozoma “Boz” Saint John has earned a formidable reputation as a trail blazing brand marketing executive and change agent. With almost 20 years of experience that spans multiple industries including digital music/entertainment, consumer packaged goods, fashion, sports and automotive, Boz is uniquely qualified for her current role as the Chief Marketing Officer at Endeavor.

Prior to Endeavor, Boz was appointed into the newly established role of Chief Brand Officer at Uber in June 2017 to utilize her years of expertise in combining her pop culture savvy, analytical consumer insights, and the ever-changing media landscape to build a deeper, more meaningful connection between Uber and its drivers and riders.

Boz rose to fame in tech circles during her role as the Head of Global Consumer Marketing for Apple Music and iTunes (including iTunes movies, iBooks and Apple News) where she spearheaded campaigns geared towards growing consumer brand recognition, loyalty and equity around the world. Her most electrifying moment at Apple was when Boz stole the show at Apple’s keynote World Wide Developers Conference when she introduced the new user interface for Apple Music. Following her presentation, *Buzzfeed* called her the “coolest person to ever go on stage at an Apple event.”

Before Apple Music and iTunes, Boz was head of the Music and Entertainment Marketing Group at Pepsi-Cola North America, where she drove breakthrough, integrated & sustained consumer engagement plans for brands across the soda giant’s beverages portfolio. She created partnerships with film studios for authentic product placement, record labels for breakthrough commercial deals, and the sports

industry for live brand experiences. During her tenure, she developed programs with some of the world’s biggest stars like Kanye West, Tom Brady, Kerry Washington, Nicki Minaj, Eminem, Lady Gaga, Taylor Swift, Drake, & Mary J Blige and of course her idol, THE Michael Jackson. It also during this time, that Boz worked on the highest profiled sports event with the NFL for the Super Bowl Halftime Show (featuring Beyonce in 2013, Bruno Mars in 2014, and Katy Perry in 2015).

Boz has been recognized for her breakthrough work by both the industry and her peers, having been inducted into the American Advertising Federation Hall of Achievement in 2014. She currently sits on its Executive Committee. She was named

- 2016’s Executive of the Year by *Billboard Magazine*,
- featured in *Fortune Magazine’s* Disruptors, Innovators & Stars 40 Under 40 feature
- *Billboard’s* Top Executives 40 Under 40
- *Ad Age’s* 50 Most Creative People
- *Ebony Magazine’s* 100 Powerful Executives,
- *Black Enterprise’s* Most Powerful Women in Business,
- serving on the board of Girls Who Code, and Vital Voices
- executive mentor for the Levo League.

In spite of all of her professional accomplishments, Boz recognizes her greatest job is as mother to her 9 year old daughter, Lael. After the death of her husband Peter to cancer in 2013, Boz also took on the efforts of raising funding for cancer research, and was recognized by the TJ Martell Foundation at their Women of Influence gala for her devotion to the cause.