

METROBLACK
expo
Charlotte

Summer
Celebration
2027

BUSINESS.
EDUCATION.
WELLNESS.
WEALTH.
CULTURE.

METROBLACKEXPO.COM



JUNE 10 – 12, 2027

CHARLOTTE METRO AREA



HEALTH &
WELLNESS



EDUCATION &
YOUTH



ENTREPRENEURSHIP
& BUSINESS



WEALTH
BUILDING



CULTURE &
CONNECTION

ONE COMMUNITY. • MANY VOICES. • LIMITLESS IMPACT.



ABOUT

METRO BLACK EXPO

The Metro Black Expo is a premier business and cultural event in the Charlotte metropolitan area designed to empower entrepreneurs, advance education and professional development, strengthen communities, and promote economic opportunity and wealth creation.

The Expo is where that work becomes visible. For three days in June 2027, the region's builders, buyers, funders and decision-makers occupy the same room — and the businesses that need them most get a seat at the table.

VISION FOR THE FUTURE

**AN EFFECTIVE
VOICE & VEHICLE
FOR THE
ECONOMIC
ADVANCEMENT OF
BLACK FAMILIES
AND BLACK-OWNED
ENTERPRISE IN THE
CAROLINAS**

4

PILLARS OF
EMPOWERMENT

3

DAYS: JUNE 10-12, 2027

10+

COUNTIES IN THE
METRO CHARLOTTE

32+

CITIES IN THE
SERVICE AREA

As a Metro Black Expo sponsor you are not underwriting an event. You are underwriting a regional economy — and placing your brand at the center of it.

WEB

metroblackexpo.com
info@metroblackexpo.com

PHONE

(980) 301-8288
By appointment only

CORPORATE OFFICE

High Wire Media Group, LLC
885 Gold Hill Road, #3134
Fort Mill, SC 29708

OUR FOUNDATION



**EDUCATE.
EMPOWER.
ELEVATE.**

PILLARS.

01 HEALTH & WELLNESS

Screenings, mental health resources, fitness demos.

02 EDUCATION

Scholarships, STEM workshops, career development

03 ENTREPRENEURSHIP

Workshops, mentorship, AI readiness, capital access.

04 WEALTH CREATION

Investing, real estate, estate and financial planning.

HEALTH & WELLNESS

Physical, mental and spiritual well-being sit alongside business on the Expo floor, because the two are not separable. The Health & Wellness pavilion delivers free screenings, mental health resources and referrals, fitness demonstrations, and candid panels on the pressures that entrepreneurs and caregivers rarely name out loud.



FREE HEALTH SCREENINGS Blood pressure, glucose, vision, cardiac risk.	MENTAL HEALTH RESOURCES Clinician-led sessions and local referral pathways.
FITNESS DEMONSTRATIONS Movement programming for every age on the floor.	CAREGIVER TRACK Resources for families carrying two generations.

SPONSORSHIP OPPORTUNITIES

Health & Wellness Sponsor
\$15,000

- Two workshop sessions, mentor-lounge branding.
- Track naming, stage branding, opening remarks.
- One workshop, listing across track materials.

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EDUCATION

The youth program is the Expo’s long game. Scholarship awards, hands-on STEM workshops, financial literacy for teenagers, and a career development floor where middle and high school students meet employers years before they need to.

Sponsors of this pillar are named on every scholarship awarded – the most durable form of recognition the Expo can offer.

SCHOLARSHIP PROGRAM Need-based awards, first-generation priority.	STEM WORKSHOPS Robotics, coding and AI literacy sessions.
YOUTH FINANCIAL SERIES Credit, budgeting, investing basics for teens.	CAREER DEVELOPMENT Employer floor, internships, apprenticeships.

SPONSORSHIP OPPORTUNITIES

EDUCATION SPONSOR
\$15,000

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ENTREPRENEURSHIP

The Expo’s business track is built for owners who are past the idea stage. Across three days, entrepreneurs move through practical workshops on pricing, procurement, hiring and AI adoption; sit with mentors matched to their industry; and meet the corporate buyers and lenders who can move their revenue in a single conversation.

Charlotte already ranks in the top ten U.S. metros for Black business ownership. Closing the gap between ownership and scale is the work.



13,500 NEW BUSINESSES AT PARITY	31,000 JOBS THAT FOLLOW
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SPONSORSHIP OPPORTUNITIES		
Entrepreneurship Sponsor \$15,000	Two workshop sessions, mentor-lounge branding.	Two workshop sessions, mentor-lounge branding.
	Track naming, stage branding, opening remarks.	Track naming, stage branding, opening remarks.
	One workshop, listing across track materials.	One workshop, listing across track materials.



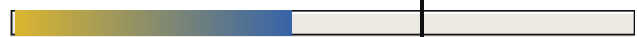
WEALTH CREATION

Generational wealth is built one decision at a time — a first investment account, a first closing, a will that finally gets signed. The wealth track pairs plain-language investment education with real estate seminars, estate planning clinics and one-on-one financial planning sessions open to every attendee.

BLACK HOMEOWNERSHIP, METRO CHARLOTTE

44.6%

against a metro
average of 65.6%



Median Black household income in the metro is \$45,526 against a metro average of \$61,156. Homeownership remains the primary engine of household wealth — and the widest gap.

SPONSORSHIP OPPORTUNITIES

**Wealth Creation
Sponsor
\$15,000**

Two workshop sessions,
mentor-lounge branding.

Track naming, stage branding,
opening remarks.

One workshop, listing across
track materials.

Two workshop sessions,
mentor-lounge branding.

Track naming, stage branding,
opening remarks.

One workshop, listing across
track materials.

Signature Event

A CHEF'S PLATE

CULINARY SHOWCASE

[HTTPS://ACHEFSPLATE.COM](https://achefsplate.com)



A Chef's Plate is the Expo's ticketed culinary centerpiece — where Black chefs, bakers, pitmasters, and vegan chefs from across the Carolinas cook for a seated audience. Giving them an opportunity to show their skills to the public, get in front of buyers, distributors and press. It is the single highest-visibility hospitality moment of the weekend, and the room sponsors ask about first.

Naming and step-and-repeat, table branding, in-program recognition, mentions throughout the event, chef-collaboration content for your channels, and premium seating for client hosting.

SPONSORSHIP OPPORTUNITIES

Signature Event Sponsor

\$15,000

Two workshop sessions,
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THE CHARLOTTE MARKET

Charlotte is one of the fastest-growing metropolitan economies in the United States and one of the ten strongest metros for Black business ownership. It also carries some of the country’s widest gaps in income, homeownership and business scale. Both facts are the reason this Expo exists — and the reason a sponsorship here reads as intent rather than advertising.

\$45,526 MEDIAN BLACK HOUSEHOLD INCOME — AGAINST A METRO AVERAGE OF \$61,156	44.6% BLACK HOMEOWNERSHIP RATE — AGAINST A METRO AVERAGE OF 65.6%	Top 10 U.S. METRO AREAS FOR BLACK BUSINESS OWNERSHIP
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INCOME & EMPLOYMENT

Charlotte’s employment growth outpaces national trends and supports real upward mobility. Average wages for Black workers still trail other groups, and Black unemployment runs roughly 2.6× the white rate. Black family poverty sits at 14.6%.

PUBLIC & PRIVATE COMMITMENT

The Mayor’s Racial Equity Initiative has committed \$250 million to housing, business and education strategies. Corporate supplier-diversity programs target a 3× increase in the value of Black-owned enterprise and a \$2 billion lift in net worth.

THE PARITY GAP, QUANTIFIED

If Black-owned employer firms in the region reached population parity, the result would be:

13,500 NEW BUSINESSES	31,000 NEW JOBS
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OUR AUDIENCE RESPONDS

This is not a passive audience. Our list opens email above 40% and our social engagement has grown 30% year over year. Members ask us who we work with — and then they show up for those partners on the floor.

Sponsorship recognition here converts because the community treats it as a signal, not a logo.



40%+

EMAIL OPEN RATE

+30%

SOCIAL GROWTH, YOY

1,000s

ATTENDEES ACROSS
3 DAYS

5

OWNED MEDIA
CHANNELS

REACH BEFORE THE DOORS OPEN

Sponsor recognition begins the day the agreement is signed — across the Expo site, the ticketing funnel, email, and the Black Biz Today! newsletter.

A NETWORK, NOT A MAILING LIST

Metro Black Guide and Black Biz Today! extend every partnership past the three days of the Expo itself.

BUILT FOR MEASUREMENT

Every sponsor receives a post-event report: attendance, booth traffic, impressions, session participation and earned coverage.

TEN COUNTIES. THIRTY-TWO CITIES. ONE ROOM WHERE THE DECISIONS GET MADE.

CHARLOTTE MSA

Title Sponsor

Title Sponsor • One Available

\$60,000

- Name included in the event title – “Your Company Metro Black Expo.”
- Speaking opportunities and participation by company representative at all Events.
- First right of refusal for next year’s (2028) Metro Black Expo Title sponsorship.
- High-Visibility Premier booth location (20 x 20, at high-visibility location).
- Personalized QR Code for your company data collection.
- Table of 8 at the MBE Partner’s Breakfast.
- 4 VIP credentials to A Chef’s Plate.
- Logo on signage, print and digital advertising.
- Team member engagement and on-site activation opportunities.
- Exclusive Access: Private meet-and-greet with keynote speakers & entertainers.
- Post-event impact and impressions report
- Company logo on website sponsor’s page above all other participating sponsors.
- Hospitality: 12 Complimentary VIP lounge passes.
- Logo on the Expo homepage, plus sponsor profile and link
- News release announcing the sponsorship
- Named in radio, streaming and social media
- Full-color back cover of the Expo Guide
- 20 public announcements across the three-day event
- Primary signage at the main entrance and throughout the exhibition hall
- 2 tables of 10 at the Corporate Luncheon
- 10 Tickets for MBE Networking Event.

Presenting Sponsor

Signature Sponsor • Four Available

\$45,000

- Name included after the event Logo, “Presented By Your Company”
- Logo and link on the Expo website
- Named in radio and streaming advertisements
- Logo on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- Company representative participates in a sponsored program
- Inclusion in Expo digital campaigns
- Log placed on Expo branding and all printed materials
- 20’x20’ exhibition space
- 12 public announcements across the three-day event
- Prominent signage throughout the exhibition hall
- Zone sponsorship available at a 15% partner rate
- 1 table of 8 at the Corporate Luncheon
- 6 seats at the Partner Reception
- 4 seats at the Mayor’s Breakfast
- 10 credentials to the sponsored program
- Post-event impact and impressions report

Supporting Sponsor

\$25,000

- Logo on sponsored-program signage and printed materials
- Logo and link on the Expo website
- Logo on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- Representative participates in the sponsored program
- 20”x20” exhibition space
- 10 public announcements across the event
- Signage throughout the exhibition hall
- 1 table of 10 at the Corporate Luncheon
- 4 seats at the Partner Reception

HEALTH & WELLNESS

\$15,000

- Logo on sponsored-program signage and printed materials
- Logo and link on the Expo website
- Logo on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- Representative participates in the sponsored program
- 20'x20' exhibition space 10 public announcements across the event
- Signage throughout the exhibition hall
- 1 table of 10 at the Corporate Luncheon
- 4 seats at the Partner Reception
- 6 credentials to the sponsored program

EDUCATION

\$15,000

- Name on sponsored-program signage and printed materials
- Name and link on the Expo website
- Name on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- 10'x20' exhibition space
- 6 public announcements across the event
- Zone signage where applicable
- 1 table of 10 at the Corporate Luncheon
- 4 Expo credentials

ENTREPRENEURSHIP

\$15,000

- Name on sponsored-program signage and printed materials
- Name and link on the Expo website
- Half-page color ad in the Expo Guide
- 10'x20' exhibition space
- 4 public announcements across the event
- 5 seats at the Corporate Luncheon
- 2 Expo credentials

Program, zone and tier sponsorships may be combined. Custom packages are available for multi-year commitments and in-kind partnerships — talk to us about what you need the partnership to do.

WEALTH CREATION

\$15,000

- Logo on sponsored-program signage and printed materials
- Logo and link on the Expo website
- Logo on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- Representative participates in the sponsored program
- 20'x20' exhibition space
- 10 public announcements across the event
- Signage throughout the exhibition hall
- 1 table of 10 at the Corporate Luncheon
- 4 seats at the Partner Reception
- 6 credentials to the sponsored program

SIGNATURE EVENT

\$15,000

- Name on sponsored-program signage and printed materials
- Name and link on the Expo website
- Name on video screens at the Corporate Luncheon
- Half-page color ad in the Expo Guide
- 10'x20' exhibition space
- 6 public announcements across the event
- Zone signage where applicable
- 1 table of 10 at the Corporate Luncheon
- 4 Expo credentials

YOUTH SESSIONS SPONSOR

\$10,000

- Name on sponsored-program signage and printed materials
- Name and link on the Expo website
- Quarter-page color ad in the Expo Guide
- 10'x10' exhibition space
- 4 public announcements across the event
- 5 seats at the Corporate Luncheon
- 2 Expo credentials

Program, locations, and tier sponsorships may be combined. Custom packages are available for multi-year commitments and in-kind partnerships – talk to us about what you need the partnership to do.

COMMUNITY**\$5,000**

- Name on designated sponsored-event signage
- Listing on associated printed material
- Name and link on the Expo website
- 10'x10' exhibition space
- 2 public announcements across the event
- 2 seats at the Corporate Luncheon

PATRON**\$2,500**

- Listing on sponsor signage and in the Expo Guide
- Name on the Expo website
- Shared community exhibition table
- 1 public announcement across the event
- 2 Expo credentials

AT A GLANCE

SPONSORSHIP TIER	INVESTMENT	BOOTH	GUIDE AD	ANNOUNCEMENTS	LUNCHEON SEATS	CHEF'S PLATE
Title	\$60,000	20x20	Back cover	20	15	12 VIP
Presenting	\$45,000	20x20	Full page	12	10	8
Supporting	\$25,000	10x10	Full page	10	8	6
Health & Wellness	\$15,000	10x10	Half page	6	6	4
Education	\$15,000	10x10	Half page	6	6	4
Entrepreneurship	\$15,000	10x10	Half page	6	6	4
Wealth Creation	\$15,000	10x10	Half page	6	6	4
Youth Sessions	\$7,500	10x10	Quarter page	4	4	3
Community	\$5,000	10x10	Eighth page	2	3	2
Patrons	\$2,500	10x10	Eighth page	1	2	2

Corporate Exhibitors Booth**\$1,095**

10x10

Announcements are made from the main stage across the three-day event. Booth dimensions in feet. A Chef's Plate allocations are seated credentials to the ticketed culinary showcase.

NOT SEEING THE RIGHT FIT? CUSTOM AND MULTI-YEAR PACKAGES ARE BUILT ON REQUEST.

INFO@METROBLACKEXPO.COM
(980) 301-8288

SPONSORSHIP COMMITMENT

Complete and return to info@metroblackexpo.com.
An agreement and invoice will follow within two business days.

COMPANY / ORGANIZATION

TITLE

PHONE

PRIMARY CONTACT

EMAIL

CITY / STATE / ZIP

SELECT YOUR TIER

☐ Title \$60,000

☐ Presenting \$45,000

☐ Supporting \$25,000

☐ Pillars \$15,000 (each)

☐ Signature Event \$15,000

☐ Youth Sessions \$15,000

☐ Community \$5,000

☐ Patrons \$2,500

☐ Custom Package

Any additional information you would like us to consider

PAYMENT PREFERENCE

☐ Invoice us

☐ Check enclosed

☐ Card / ACH – send a payment link

AUTHORIZED SIGNATURE

DATE



OUR COMMUNITY. OUR CULTURE. OUR TIME TO SHINE.

WEB

metroblackexpo.com

info@metroblackexpo.com

PHONE

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By appointment only

CORPORATE OFFICE

Serving the Charlotte Metro
Area including York County