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.

A Partnership With Purpose



Metro Black Expo brings business, education, wellness, entrepreneurship and community together in one multi-day platform. Corporate partners help expand access to practical resources, meaningful connections, youth development and opportunities for business owners to build stronger, more sustainable enterprises.

The 2027 experience is designed to create multiple points of engagement rather than a single day of logo placement. Partners can participate across workshops, the Welcoming Partner Breakfast, networking experiences, A Chef's Plate, youth programming and the Expo marketplace.

Why Partner With Metro Black Expo?

- Build authentic visibility across a three-day regional experience.
- Connect with business owners, entrepreneurs, professionals, families and community leaders.
- Align corporate community investment with education, entrepreneurship, economic empowerment and wellness.
- Create opportunities for employee and executive engagement through approved panels, workshops and hospitality.
- Receive post-event reporting that helps document reach, participation and community impact.

Our Partnership Philosophy

We build partnerships around visibility, access, thought leadership and experience. Sponsor recognition grows with investment level, while the physical exhibit footprint remains intentionally consistent at 10' × 10' for qualifying levels. Premium value is created through placement, access, program alignment and multi-day exposure.



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.

THREE DAYS. ONE REGION. COUNTLESS OPPORTUNITIES TO CONNECT, LEARN & GROW.

4 PILLARS OF EMPOWERMENT	**3** DAYS: JUNE 10–12, 2027	**10+** COUNTIES IN THE METRO CHARLOTTE	**32+** CITIES IN THE SERVICE AREA

A three-day community and business experience serving entrepreneurs, professionals, youth, families, corporate partners and community leaders across the Charlotte Metro area, including York County.

2027 CORPORATE PARTNERSHIP PROSPECTUS
Partnership investments from $2,500 to $60,000



EDUCATE. EMPOWER. ELEVATE.

PILLARS.

01 HEALTH & WELLNESS

Screenings, mental health resources, fitness demos.

02 EDUCATION, YOUTH CAREER PATHWAY

Scholarships, STEM workshops, career development

03 ENTREPRENEURSHIP & BUSINESS DEVELOPMENT

Workshops, mentorship, AI readiness, capital access.

04 WEALTH CREATION & FINANCIAL LITERACY

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.

PARTNERSHIP OPPORTUNITIES

Health & Wellness Partner

$15,000

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Pillar-specific website, program and signage recognition.
- Up to 3 dedicated social posts and 1 email feature.
- Consideration for relevant educational participation subject to MBE approval.
- 2 MBE Partner's Breakfast tickets, 2 networking event tickets and 2 complimentary tickets to signature event .
- One Lead Partner plus up to three supporting partners per pillar to preserve value and visibility.



EDUCATION, YOUTH CAREER PATHWAY

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.

PARTNERSHIP OPPORTUNITIES

Education, Youth Career Pathway Partner

$15,000

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Pillar-specific website, program and signage recognition.
- Up to 3 dedicated social posts and 1 email feature.
- Consideration for relevant educational participation subject to MBE approval.
- 2 MBE Partner's Breakfast tickets, 2 networking event tickets and 2 complimentary tickets to signature event .
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Entrepreneurship & Business Development



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

PARTNERSHIP OPPORTUNITIES

Entrepreneurship & Business Development Partner

$15,000

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Pillar-specific website, program and signage recognition.
- Up to 3 dedicated social posts and 1 email feature.
- Consideration for relevant educational participation subject to MBE approval.
- 2 MBE Partner's Breakfast tickets, 2 networking event tickets and 2 complimentary tickets to signature event .
- One Lead Partner plus up to three supporting partners per pillar to preserve value and visibility.



WEALTH CREATION & FINANCIAL LITERACY

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.

PARTNERSHIP OPPORTUNITIES

Wealth Creation & Financial Literacy Wellness Partner

$15,000

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Pillar-specific website, program and signage recognition.
- Up to 3 dedicated social posts and 1 email feature.
- Consideration for relevant educational participation subject to MBE approval.
- 2 MBE Partner's Breakfast tickets, 2 networking event tickets and 2 complimentary tickets to signature event .
- One Lead Partner plus up to three supporting partners per pillar to preserve value and visibility.

Signature Event Partner



CULINARY SHOWCASE AND WINE & SPIRITS TASTING

Signature Event Partners connect their brand with a defined Metro Black Expo experience rather than a generic sponsorship.

A Taste of Culture. A Sip of Excellence.

Sip & Plate is Metro Black Expo's signature culinary and spirits tasting experience, celebrating the creativity, flavor, and excellence of melaninated chefs, and Black-owned spirits brands. Guests will enjoy an unforgettable journey of perfectly paired sips and small plates, sampling signature dishes, and distinctive spiriits while connecting with the talented entrepreneurs behind every creation



PARTNER OPPORTUNITIES

Signature Event Partner

$10,000

A Metro Black Expo Event

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

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	31,000
NEW BUSINESSES	NEW JOBS



***Sources**: Charlotte Regional Business Alliance, U.S. Census Bureau / American Community Survey (ACS), U.S. Census Bureau — Population Estimates Program, Federal Reserve Bank of St. Louis (FRED), Charlotte Regional Business Alliance — Racial Socioeconomic Disparities Analysis, Mayor's Racial Equity Initiative / Equity CLT, University of Georgia — Selig Center for Economic Growth, U.S. Bureau of Economic Analysis (BEA), and U.S. Bureau of Labor Statistics (BLS)*

OUR AUDIENCE RESPONDS

This is not a passive audience. Our list opens emails above 40% and our social engagement has grown 30% year over year. This is not a passive audience. Our members will ask who we work with and then they'll show up for those partners.

Sponsorship recognition here converts because the community treats it as a signal, not a logo. Every sponsor receives a impact report post event: attendance, booth traffic, impressions, session participation and earned coverage.



40%+	+30%	1,000s	3 SOCIAL MEDIA CHANNELS
EMAIL OPEN RATE	SOCIAL GROWTH, YOY	ATTENDEES ACROSS 3 DAYS	

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, a directory & resource guide, and Black Biz Today!, a business newsletter, extend every partnership past the three days of the Expo itself.

BUILT FOR MEASUREMENT

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

***Sources**: MBE internal email-platform analytics, MBE social-media account analytics, projected/anticipated attendance,*

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

CHARLOTTE MSA

BRANDING & MARKETING

EXHIBITION FLOOR

TITLE SPONSOR

TITLE SPONSOR · ONE AVAILABLE

$60,000

The Title Partner is Metro Black Expo's flagship corporate relationship, with premier recognition across the full three-day experience and the highest level of access, visibility and hospitality.

- Event-wide recognition using approved 'presented by' language. PAGE 12
- One premium 10' × 10' sponsor space with first placement priority.
- 10 sponsor credentials, including 6 VIP credentials.
- Premier logo recognition on event website, program, stage screens and major sponsor signage.
- Up to 8 dedicated social-media recognitions and 3 dedicated email/newsletter features.
- Full corporate/community-impact profile and up to a 60-second approved video.
- 3–5 minute executive welcome at a designated major program.
- Consideration for an approved workshop, panel or fireside-chat role.
- 6 seats at the Welcoming Partner Breakfast, 6 VIP networking admissions and 6 complimentary tickets to our signature event.
- Post-event impact report and first-right of refusal for MBE 2028 partnership.

PRESENTING

SIGNATURE TIER · FOUR AVAILABLE

$45,000

Presenting Partners receive major three-day visibility and executive engagement while remaining clearly differentiated from the exclusive Title Partner.

- One premium 10' × 10' sponsor space with second-tier placement priority.
- 8 sponsor credentials, including 4 VIP credentials.
- Prominent logo recognition across website, program, stage screens and sponsor signage.
- Up to 6 dedicated social posts, 2 email features, a full partner profile and up to a 45-second approved video.
- 2–3 minute executive welcome at a designated program and consideration for an approved educational role.
- 4 seats at the Partner Breakfast, 4 VIP networking admissions and 4 complimentary tickets to our signature event.
- Post-event impact report and first discussion for 2028 partnership.

BRANDING & MARKETING EXHIBITION FLOOR TICKETS + HOSPITALITY

Supporting Partner — $25,000

A high-value partnership for corporations seeking meaningful program alignment, strong Expo visibility and executive engagement.

- One priority 10' × 10' sponsor space.
- 6 credentials, including 2 VIP credentials.
- Featured website, program, stage-screen and sponsor-signage recognition.
- Up to 4 dedicated social posts, 1 email feature, short partner profile and up to a 30-second approved video.
- Consideration for an approved panel/workshop role tied to subject-matter expertise.
- 2 Partner Breakfast seats, 2 VIP networking admissions and 2 A Chef's Plate admissions.
- Opportunity for approved alignment with a program area such as youth entrepreneurship, financial education, technology, health or business development.

Pillars — $15,000

Pillar Partners align their support with a defined Metro Black Expo mission area and receive recognition within that programming.

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Pillar-specific website, program and signage recognition.
- Up to 3 dedicated social posts and 1 email feature.
- Consideration for relevant educational participation subject to MBE approval.
- 2 Partner Breakfast seats, 2 networking admissions and 2 complimentary tickets to our signature event.
- Recommended structure: one Lead Partner plus up to three supporting partners per pillar to preserve value and visibility.

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.

BRANDING & MARKETING | EXHIBITION FLOOR | TICKETS + HOSPITALITY

SIGNATURE EVENT — $10,000

Signature Event Partners connect their brand with a defined Metro Black Expo experience rather than a generic sponsorship.

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Event-specific signage, website and program recognition.
- Up to 2 dedicated social posts and 1 email feature.
- 1–2 minute welcome at the sponsored experience when appropriate and approved.
- 2 Partner Breakfast seats, 2 networking admissions and 2 A Chef's Plate admissions.
- Potential inventory: Welcoming Partner Breakfast, Workshop Series, Youth Entrepreneurship Experience, Networking Reception, A Chef's Plate, Business Marketplace, Health & Wellness Experience.

YOUTH SESSIONS SPONSOR — $7,500

Signature Event Partners connect their brand with a defined Metro Black Expo experience rather than a generic sponsorship.

- One standard 10' × 10' sponsor space.
- 4 credentials, including 2 VIP credentials.
- Event-specific signage, website and program recognition.
- Up to 2 dedicated social posts and 1 email feature.
- 1–2 minute welcome at the sponsored experience when appropriate and approved.
- 2 Partner Breakfast seats, 2 networking admissions and 2 A Chef's Plate admissions.
- Potential inventory: Welcoming Partner Breakfast, Workshop Series, Youth Entrepreneurship Experience, Networking Reception, A Chef's Plate, Business Marketplace, Health & Wellness Experience.

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

An accessible corporate partnership for organizations seeking visible community involvement and an on-site presence.

- One standard 10' × 10' sponsor space.
- 2 general credentials.
- Website logo/link, program recognition and standard sponsor signage.
- 1 dedicated social-media acknowledgment.
- Approved sponsor materials may be distributed from the sponsor's exhibit space.
- Inclusion in the post-event impact report.

AT A GLANCE

SPONSORSHIP TIER	INVESTMENT	BOOTH	GUIDE AD	ANNOUNCEMENTS	BREAKFAST SEATS	SIGNATURE EVENT
Title	$60,000	10x10	Back cover	20	15	12 VIP
Presenting	$45,000	10x10	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	10×10	Half page	6	6	4
Entrepreneurship	$15,000	10×10	Half page	6	6	4
Wealth Creation	$15,000	10×10	Half page	6	6	4
Signature Event	$10,000	10×10	Quarter page	6	6	4
Youth Sessions	$7,500	10×10	Quarter page	4	4	3
Community	$5,000	10×10	Eighth page	2	3	2

Corporate Exhibitors Booth $1,095 10×10 Booth

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

Corporate Partnership Benefits Matrix

A concise comparison of the principal benefits. Final benefits are subject to contract, availability and program relevance.

Programming note: Speaking and panel opportunities are subject to MBE approval, content relevance, scheduling and editorial control; they are not sales presentations.

Benefit	Title	Presenting	Supporting	Pillar	Signature	Community
Investment	$60K	$45K	$25K	$15K	$10K	$5K
Availability	1	2	8	By pillar	By event	Unlimited
10' × 10' space	Premium	Premium	Priority	Standard	Standard	Standard
Sponsor credentials	10	8	6	4	4	2
VIP credentials	6	4	2	2	2	—
Website logo/link	Premier	Prominent	Featured	Yes	Yes	Yes
Main signage	Premier	Prominent	Featured	Pillar	Event	Standard
Dedicated social posts	8	6	4	3	2	1
Dedicated email features	3	2	1	1	1	—
Executive welcome	3–5 min	2–3 min	—	—	1–2 min	—
Panel/workshop consideration	Yes	Yes	Yes	Relevant	Relevant	—
Partner Breakfast seats	6	4	2	2	2	—
Networking VIP access	6	4	2	2	2	2
A Chef's Plate access	6	4	2	2	2	2
Impact report	Yes	Yes	Yes	Yes	Yes	Yes

2027 Partnership Portfolio

Exhibit-space policy: Title through Community Partner levels include one 10' × 10' sponsor space. Patron support does not automatically include exhibit space; an exhibitor package may be purchased separately.

LEVEL	INVESTMENT	AVAILABILITY	POSITIONING
Title Partner	**$60,000**	1	Exclusive event-wide partnership
Presenting Partner	**$45,000**	2	Premier three-day partnership
Supporting Partner	**$25,000**	8	Major program partnership
Pillar Partner	**$15,000**	By pillar	Mission-focused partnership
Signature Event Partner	**$10,000**	By experience	Experience-focused partnership
Youth Sessions Partner	**$7,500**	Unlimited	Community engagement partnership
Community Partner	**$5,000**	Unlimited	Community engagement partnership

SPONSORSHIP COMMITMENT

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

COMPANY / ORGANIZATION

PRIMARY CONTACT

TITLE

EMAIL

PHONE

CITY / STATE / ZIP

SELECT YOUR TIER

- ☐ **Title $60,000**
- ☐ **Presenting $45,000**
- ☐ **Supporting $25,000**
- ☐ **Pillars $15,000** (each)
- ☐ **Signature Event $10,000**
- ☐ **Youth Sessions $7,500**
- ☐ **Community $5,000**
- ☐ **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

METRO BLACK eXpo Charlotte

OUR COMMUNITY. OUR CULTURE. OUR TIME TO SHINE.

WEB
metroblackexpo.com
info@metroblackexpo.com

PHONE
(980) 301-8288
By appointment only

CORPORATE OFFICE
Serving the Charlotte Metro Area including York County