

2022

**BLACK BUSINESS  
SUMMIT & EXPO**

---

Orlando, Florida

**DEFINING THE  
DECADE**



# THE BLACK BUSINESS SUMMIT

---

The Black Business Summit & Expo is the greatest annual gathering of black business owners, black professionals, and supporters of black business.

Each year we bring together vibrant and impassioned leaders from all over.

championing legacy...

"Every day in every way we are redefining what's possible through entrepreneurship, ownership, and creativity."



Joy Saunders



## OUR STORY

---

First presented in 2019 the Black Business Summit & Expo was the first gathering of it's kind Florida.

"The Summit" as it became known as, was hyper-focused on connecting businesses, culture, and creativity in ways no other "business conference" ever had.

In March 2019, hundreds of black business owners, professionals, leaders, and legislators spent the day thriving.

After a brief hiatus, we're back for 2022.

# THIS YEAR'S FOCUS

## Entrepreneurship

We recognize that business breeds influence. We will empower change using the multilingual voice of business.

## Ownership

Life truly flourishes, when we take ownership. It's paramount that we learn to own the property, product, and process.

## Creativity

One of our greatest gifts to the world is our creativity, and it should flow through all our business endeavors.



# THIS YEAR'S FOCUS

## Community

Nothing connects us like community. Networking allows for new friends, new colleagues, and new adventures.

## Culture

We will never, ever  
ever...  
abandon the culture of our heritage.

## Legacy

Givers leave legacies. When we are able to offer ourselves to those we connect, we create legacies that are unbreakable.



# SUMMIT & GALA TICKET PRICES

single summit	executive summit	single gala	gala table
\$99	\$195	\$99	\$650
<ul style="list-style-type: none"><li>• single entry to summit &amp; expo</li><li>• lunch included</li></ul>	<ul style="list-style-type: none"><li>• single entry to summit &amp; expo</li><li>• executive luncheon</li><li>• executive lounge</li></ul>	<ul style="list-style-type: none"><li>• single entry to friday night legacy gala</li><li>• includes: dinner, performances, and silent auction</li></ul>	<ul style="list-style-type: none"><li>• reserved table for 8 persons</li><li>• corporate recognition at the event</li></ul>
single brunch	brunch couch	three-day pass	exec 3-day pass
\$50	\$325	\$225	\$325
<ul style="list-style-type: none"><li>• single entry to brunch</li><li>• includes entrée</li><li>• mimosa pitcher for table</li></ul>	<ul style="list-style-type: none"><li>• entry and reserved seating for 8 persons</li><li>• includes entrée + first mimosa pitcher</li></ul>	<ul style="list-style-type: none"><li>• access to summit &amp; expo + legacy gala + business brunch</li></ul>	<ul style="list-style-type: none"><li>• summit &amp; expo + legacy gala + brunch</li><li>• executive luncheon</li><li>• executive lounge</li></ul>



# **SEE OUR PREVIOUS BLACK BUSINESS SUMMIT & EXPO**





The *Legacy* GALA  
april 1, 2022

a fundraiser for youth entrepreneurship

# SPECIAL GUEST VET. DANIEL KEEL

---

We are unbelievably honored to recognize our special guest speaker for The Legacy Gala...

**Vet. Daniel Keel,  
Documented Original Tuskegee Airman**

This World War II veteran and famed Tuskegee pilot will be joining us to share stories of legacy, culture, and history and our special guest speaker.

Join us on Friday, April 1 2022 as we shake hands with history at this year's Legacy Gala.



# *The Royalty of Zamunda*

This year's theme for the Legacy Gala is the Royalty of Zamunda. You'll be immersed in a celebration of African and American culture, with music, dancing, live cultural performances, a silent auction, and of course royal cuisine.

for a great cause...

The Legacy Gala raises funds to support **Project Future**, our entrepreneurship program for underserved youth.

This is 8-week cohort focuses on business, entrepreneurship, and financial literacy for middle and high school students. Project Future kids gain knowledge in debt and spending, taxation, marketing, networking, and much more.



Black Business Weekend

**CONNECTING  
BRANDS, PEOPLE,  
AND PURPOSE**



# WHO IS BLACK BUSINESS

36% of all black businesses are owned by women

11% of black businesses are in the science and technology sector

9% of all black businesses nationwide are in the State of Florida

23% of black businesses say they are confident about their future

43% of black businesses are seeking solid financing options



# DIRECT OR DIGITAL

SUMMIT SPONSORS REACH OVER 20K IN BUSINESS



On-Air



Organic



Online



On-Site



Outdoor

# Sponsorship Opportunities

## ELITE

10,000

- social ads campaign
- premier vendor spot
- rolling video ads
- streaming interviews
- Inside cover & full page program ads
- special recognition
- attendee emails
- mentions in all PR and marketing
- naming rights
- table at legacy gala
- exec luncheon tix

## EXECUTIVE

5,000

- biz talk presenter
- social ads campaign
- premier vendor spot
- full page program ad
- website hyperlinks
- attendee emails
- mentions in all PR and marketing
- room naming rights
- exec luncheon tix
- plus much more

## PROFESSIONAL

2,000

- contest participation
- prime vendor location
- half page ad
- attendee emails
- website hyperlinks
- mentions in all PR and marketing
- single exec luncheon ticket
- social mentions

## VENDOR

500

- 6 ft vendor table
- 2 chairs
- 1/4 page program ad
- attendee emails
- social mentions

# SUMMIT ROLLOUT SCHEDULE

## APRIL - OCTOBER



December

Summit Partnerships  
open for investment



January

Summit & Gala tickets  
go on sale to public



February

Summit Speakers  
announced



March

Workshop  
Registration Open



April

Black Business Weekend  
April 1-3





# WE PROMISE

## Sponsor Satisfaction

---

Our first priority is the satisfaction of our sponsors, vendors, and partners. This means we will ensure your total delight, no matter what.

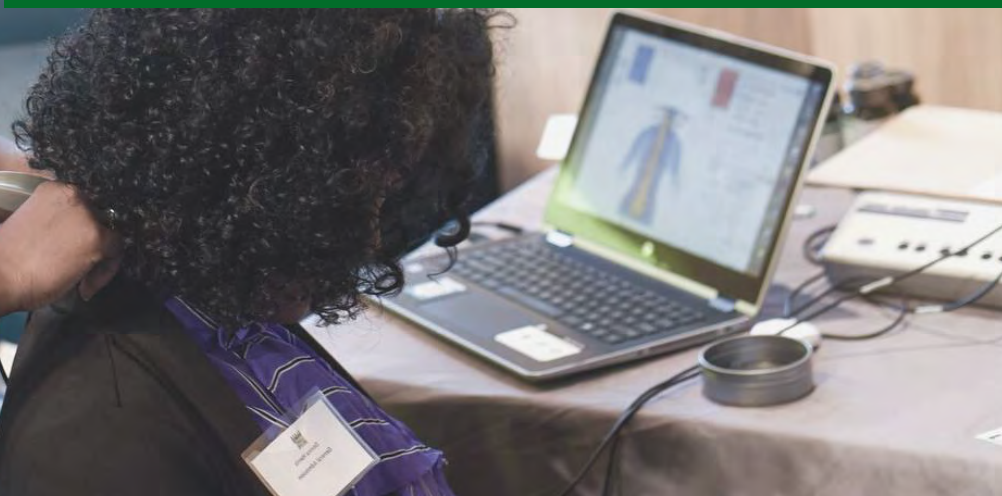
No questions, no ifs, no ands, no butts. If you have a problem, consider us Vanilla Ice. (we'll solve it)

Properly presenting your brand for the greatest return is our greatest goal.



# REACHING MORE TOGETHER

Being closely connected to over 20,000 black business owners and professionals allows us to create events that are specially crafted experiences.



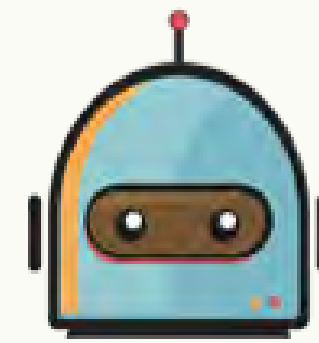
# ORGANIZING PARTNERS

The logo for BEGIN. SOCIETY features the word "BEGIN." in a bold, green, sans-serif font, with a small yellow square at the end of the period. Below it, the word "SOCIETY" is written in a bold, yellow, sans-serif font.

**BEGIN. Society**  
- Mike Felix -  
community of nearly 10K  
black business owners and  
pros from across the U.S.

The logo for LEGACY VENTURES features a stylized blue icon consisting of three overlapping, nested L-shaped lines. Below the icon, the words "LEGACY" and "VENTURES" are stacked in a bold, yellow, sans-serif font.

**Legacy Ventures**  
- P. Stefan Gilliam -  
venture growth non-profit with  
programs for entrepreneurs,  
students, and creatives



**BLACK  
ORLANDO  
TECH**

**Black Orlando Tech**  
- Tiffany Spencer -  
accelerating career and  
economic advancement for  
minorities through technology

# Connect With Us



Web

[theblackbizsummit.com](https://theblackbizsummit.com)



Facebook

[/blackbizsummit](https://www.facebook.com/blackbizsummit)



Instagram

[@blackbizsummit](https://www.instagram.com/blackbizsummit)

# LET'S TALK

## CONTACT INFORMATION

### Mailing Address

317 Placid Lake Drive. Sanford, FL 32773

### Phone Number

407-476-3207

### Email Address

[info@legacyventures.org](mailto:info@legacyventures.org)