2022 SPONSORSHIP OPPORTUNITIES & BENEFITS

Hosted by the Black Economic Council of Massachusetts

September 23, 2022 (in-person) & September 24, 2022 (virtual)
Who We Are

In 2015, the Federal Reserve Bank of Boston published its "Color of Wealth in Boston" report detailing the ever-widening racial wealth gap. This report was released against the backdrop of a massive building boom in the city, the third in its 400-year history. Researchers discovered that the median net worth of Black Bostonians was only $8.00, compared to $247,500, the median net worth of White Bostonians.

This alarming figure prompted almost 1,000 Black residents to fill the Prince Hall auditorium in Dorchester where the community discussed how best to respond to this crisis.

Following several meetings that occurred in the aftermath of this gathering, several key business leaders formed BECMA, or the Black Economic Council of Massachusetts, Inc., to build on the momentum and enact tangible solutions to reverse the trend of depreciating Black wealth in the city.

BECMA founders know that Black businesses are one of the primary drivers of Black wealth and employment. That’s why the organization exists to advocate specifically for the support and sustaining of Black businesses across the Commonwealth.

Our Mission

BECMA’s mission is to advance the economic well-being of Black businesses, organizations, and residents in Massachusetts through advocacy, business and leadership development, and strategic partnerships.

Four Pillars

BECMA’s four pillars for closing the racial wealth gap center around Entrepreneurship, Ownership, Placement, and Commerce.

WE ADVOCATE.

For policies that help grow and sustain the Black economy.

WE EMPOWER.

Members and the business ecosystem through engagement and opportunity exploration.

WE CONVENE.

Solutions-oriented dialogues addressing racial and economic issues.
About the Mass Black Expo

The Mass Black Expo (MBE), a two day event, brings together hundreds of Black-owned businesses, entrepreneurs, and professionals with purchasing opportunities, capacity-building resources, as well as skill and career advancement options. This is also an opportunity to network, and to share ideas about how to realize a more productive and inclusive economy.

Friday, September 23, 2022 (In-person at Boston Convention and Exhibition Center)
&
Saturday, September 24, 2022 (Virtual)

It is a chance to showcase the diversity, breadth, capacity, innovation, brilliance, and resilience of Black businesses and professionals across the Commonwealth.
SPONSORSHIP LEVELS
FOR THE MASS BLACK EXPO
Lewis Temple (1800-1854) was a blacksmith who moved from Richmond, VA to New Bedford, MA in 1829. In 1848, he invented a pivoting harpoon head, the "Temple Toggle." The two-piece device was so successful in securing whales that it revolutionized the whaling industry and was used throughout the American whaling industry.

LEWIS TEMPLE UNDERWRITER ($150,000)

- Named as the Lewis Temple Underwriter w/ logo on all MBE printed materials. This is an industry exclusive opportunity
- Featured ad on the MBE virtual platform
- Opportunity to introduce our Keynote Speaker and/or Special Guests at MBE
- Logo Placement on Virtual Wall for top sponsors only for MBE
- Logo inclusion and link prominently placed on the BECMA website for one year
- Three full-screen color PPT program slides
- 15 sec spot (video), featured during the program at MBE
- Prominent placement on all MBE event email blasts
- Company brand shared on BECMA social media channels
- Media releases announcing partnership as an Underwriter
- Prominent inclusion of your name (individual or company) on the event invitation (digital invites)
- Full-page inside cover 4-color ad in the MBE program book
- Expo booth at the MBE
- Opportunity to Present a Session during MBE
CHRISTIANA C. BANNISTER PARTNER ($75,000)

- Named as a Christiana C. Bannister Partner on all MBE printed materials
- Logo Placement on MBE Virtual Wall
- Recognition as a Sponsor in all MBE Materials
- Logo inclusion and link prominently placed on the BECMA website during 2022
- One full-screen color PPT program slide
- Company brand shared on BECMA social media channels
- Prominent placement on all event email blasts
- Prominent inclusion of your name (individual or company) on the event invitations (digital invites)
- Full-page 4-color ad in the MBE program book
- Expo booth at the MBE
- Opportunity to Present a Session during MBE

Christiana Carteaux Bannister (1819-1902) was a hairdresser who, in the early 1850s, opened the first of at least four successive hairdressing salons on Boston’s Washington Street. In 1855, she opened a second salon in Providence, Rhode Island while continuing to operate her Boston salon. She was married to painter, Edward Mitchell Bannister.
JOHN JAMES SMITH ADVOCATE ($50,000)

- Named as a John James Smith Advocate on all printed materials.
- Special recognition from the podium at MBE
- Logo Placement on Virtual Wall for top sponsors only for MBE
- Prominent placement of corporate logo and link on the BECMA website
- Company brand shared on BECMA social media channels
- Prominent placement of your logo on event materials
- Prominent inclusion of your name (individual or company) on the event invitations (digital invites)
- Full Page ad in the MBE Event program book
- Expo booth at the MBE
- Opportunity to Present a Session during MBE

John James Smith (1820–1906) was born free in Richmond, VA and moved to Boston in 1848. After traveling west to participate in the California Gold Rush, he returned to Boston and opened a barber shop on Beacon Hill. His shop became a gathering place for self-liberated people and abolitionists including Charles Sumner, William Lloyd Garrison and Lewis Hayden. Smith served as Grand Master of the Prince Hall African Lodge.
JOHN PUTNAM TRAILBLAZER ($25,000)

- Named as a **John Putnam Trailblazer** on all printed materials
- Logo inclusion and link prominently placed on the BECMA website during 2022
- Prominent placement on all MBE event email blasts
- Company brand shared on BECMA social media channels
- Prominent inclusion of your name (individual or company) on the event invitations (digital invites)
- Logo will ride free on all print ads from our print media partners
- Half page 4-color ad in the MBE program book
- Expo booth at the MBE
- Opportunity to Present a Session during MBE

John Putnam (1817-1895), legendary fiddler, dance prompter, bandleader, and barber lived in Greenfield, Massachusetts. Putnam’s Orchestra was known as the region’s most popular dance orchestra and was always in great demand for contradance events where couples performed dance steps called by a prompter. Putnam, called the “Father of the Contradance,” aided in the Underground Railroad network in Western Massachusetts, operated two barbershops, and owned his own home.
Melnea Cass Boulevard in Roxbury, MA is named after Ms. Melnea Cass, one of Boston’s most influential advocates for the Black community in Boston. Ms. Melnea Cass’ activities ranged from volunteering on committees, serving on boards, and accepting city-appointed commissions to giving money to students who graduated from school. In 1981, the City of Boston opened Melnea Cass Boulevard. The YWCA in Boston’s Back Bay is also named for Ms. Melnea Cass to acknowledge her diligent work for children, families, and career development.
Josephine St. Pierre Ruffin Leader ($5,000)

- Named as a Josephine St. Pierre Ruffin Leader on all printed materials.
- Company brand shared on BECMA social media channels
- Logo inclusion and link prominently placed on the BECMA website
- Listing in the MBE event program book
- Expo booth at the MBE

Josephine St. Pierre Ruffin was born in 1842 in Boston, Massachusetts, the youngest of six children in her family. Her father was of African, Native American, Caribbean and French ancestry, and her mother was British. At the age of 15, Josephine married 21-year-old George Lewis Ruffin, who later became the first African American to graduate from Harvard Law School. Together, the couple were heavily involved in civic service during the Civil War, including by volunteering in the U.S. Sanitary Commission (precursor to the American Red Cross), and by founding the Kansas Relief Association, which sent money and clothes to former slaves who had fled west.
JOHN D. O'BRYANT PATRON
($2,500)

- Named as a John D. O'Bryant Patron on all printed materials.
- Company brand shared on BECMA social media channels
- Logo inclusion and link prominently placed on the BECMA website
- Listing in the MBE event program book
- Expo booth at the MBE

John Donaldson O'Bryant (1931–1992) was the first African American to be elected to Boston’s School Committee in 1977. Born in Boston, O'Bryant served in the United States Army before starting his teaching career. He primarily worked as a school teacher and ended up at Northeastern University, working until his death in 1992. The John D. O'Bryant School of Mathematics & Science in Boston is named after him, as is the John D. O'Bryant Center for African American Studies at Northeastern University.
BECOME A SPONSOR

CONTACT
WALTER WEEKES
WWEEKES@BECMA.ORG
857-308-4623