

# THE 17TH AG GASTON CONFERENCE

## ONE VISION, ONE CAUSE: ELEVATING AFRICAN AMERICAN ENTREPRENEURSHIP



## JOIN THE TEAM— BECOME A SPONSOR!

**THE AG GASTON CONFERENCE (AGGC)** is committed to growing and supporting African American entrepreneurs and their businesses. These business owners and budding entrepreneurs value your involvement and investment in their development, and efforts to improve the business ecosystem for an historically under-represented segment of the population.

**OUR SPONSORS AND PARTNERS** have played a huge role in making this experience happen for 16 years and joining the AGGC Sponsorship Team allows your organization an opportunity to forge meaningful relationships and position your brand before hundreds of attendees.



# Sponsorship Levels & Benefits

## **The Gaston | \$30,000**

*The Gaston is our highest-level sponsorship. Enjoy a prominent profile at the conference and throughout Birmingham.*

- Top billing on all conference sponsorship signage and event materials (print and digital)
- One full-page color advertisement in the conference program booklet
- Letter of Greetings to be included in the conference program booklet (optional)
- Ten (10) tickets to the A.G. Gaston Legacy Reception and Awards Program (Tuesday)
- Two premium reserved tables, accommodating eight (8) guests, at the A. G. Gaston Empowerment Luncheon (Wednesday)
- Opportunity to speak during the conference
- Public recognition of your support from the stage during the conference
- Opportunity to have a display table in the conference exhibit area

## **Game Changer | \$20,000**

*Game Changer is a Presenting Sponsor of the AG Gaston Conference.*

- Organization logo included on all sponsorship signage and event materials (print and digital)
- One full-page color advertisement in the conference program booklet
- Letter of Greetings to be included in the conference program booklet
- Ten (10) tickets to the A.G. Gaston Legacy Reception and Awards Program (Tuesday)
- Two premium reserved tables, accommodating eight (8) guests, at the A. G. Gaston Empowerment Luncheon (Wednesday)
- Opportunity to speak during the conference
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# Sponsorship Levels & Benefits

## **Innovator | \$15,000**

- Organization logo included on all sponsorship signage and event materials (print and digital)
- One full-page color advertisement in the conference program booklet
- Ten (10) tickets to the A.G. Gaston Legacy Reception & Awards Program (Tuesday)
- Two premium reserved tables, accommodating eight (8) guests, at the A. G. Gaston Empowerment Luncheon (Wednesday)
- Opportunity to speak during the conference
- Public recognition of your support from the stage during the conference
- Opportunity to have a display table in the conference exhibit area

## **Entrepreneur | \$10,000**

- Organization logo included on all sponsorship signage and event materials (print and digital)
- Half-page color advertisement in the conference program booklet
- Five (5) tickets to the A.G. Gaston Legacy Reception & Awards Program (Tuesday)
- One premium reserved table, accommodating eight (8) guests, at the A. G. Gaston Empowerment Luncheon (Wednesday)
- Opportunity to speak during the conference
- Public recognition of your support from the stage during the conference
- Opportunity to have a display table in the conference exhibit area



# Sponsor Information Checklist

- **Company/organization logo, insignia or trademark**  
Full-color, high resolution PNG, SVG, or JPEG file (minimum 300 ppi)
- **Company/organization Information**
  - Short statement or description of your company/organization which will display on the AG Gaston Conference website when the cursor hovers or clicks and holds on the logo.
- **Full-color ads for conference program booklet**
  - Full-page ad is 8.5x11 inches; add 0.125-inch bleed on all four sides
  - Half-page ad is 8.5x5.5 inches; add 0.125-inch bleed on all four sides
  - Minimum 300 ppi
- **Program participants from your organization**
  - Name; company name; position title
  - Digital, full-color, high-resolution professional head shot (minimum 300 ppi)
- **Display table confirmation**
  - Will you be exhibiting? (we will provide one 6-foot table with two (2) chairs)
  - Will you staff your display table, or use the space for display only
- **Letter of greetings for the program booklet** (optional)

**Deadline to receive all sponsor information is December 8, 2020.**

**Forward all requested items to:**

Lawanda Baker, Executive Assistant  
lawanda@bbrc.biz  
Phone: 205.250.6380 or 205.470.2258



# CONTACT

**To get involved with  
the 2021 AG Gaston Conference,**

join our sponsorship team,  
request more information,  
or discuss custom ideas,  
please contact:

**Bob Dickerson**

at (205) 218-1003

or [bdickerson@bbrc.biz](mailto:bdickerson@bbrc.biz)





# 2021 AG GASTON CONFERENCE

February 23-24, 2021

Medical Forum Building | Birmingham-Jefferson Convention Complex  
950 22nd Street North, Birmingham, Ala. 35203

**HOSTED BY**  
Advanced Planning Services + Birmingham Business Resource Center

BICC