

# SPONSORSHIP PACKAGE



NATIONAL COALITION OF 100 BLACK WOMEN, INC.  
PHOENIX METROPOLITAN CHAPTER



## SAVE THE DATE

2025 Madam C.J. Walker Economic Empowerment  
Expo & Conference

06.07.25

PERA Club - 1 E Continental Dr. Tempe, AZ  
85288



2025 Theme:

*“Taking Action Today While  
Building a Legacy for Tomorrow”*



**National Coalition of  
100 Black Women, Inc.**  
**Phoenix Metropolitan Chapter**  
**2025 Madam C.J. Walker  
Economic Empowerment  
Expo and Conference**



On behalf of the National Coalition of 100 Black Women, Inc. (NCBW), Phoenix Metropolitan Chapter, we are excited to invite you to be a part of our **2025 Madam C.J. Walker Economic Empowerment Expo and Conference** with the theme:

**“Taking Action Today While Building a Legacy for Tomorrow”**

The event will be held on Saturday, June 7, 2025, from 9:00 AM - 3:00 PM MST. Thanks to our Premier Partner, SRP, this year’s Expo and Conference will be held at the PERA Training and Conference Center located at 1 East Continental Drive Tempe, AZ 85281.

The 2025 Economic Empowerment Expo and Conference is named in honor of the life and legacy of the first self-made millionairess, Madam C.J. Walker. Paying homage to the life and legacy of Madam C.J. Walker, the 2025 Economic Expo celebrates Black women-owned businesses and offers mini empowerment sessions designed to engage, network, educate, and harness the collective power of Black women entrepreneurs.

We will begin the day by offering mini empowerment sessions featuring leaders from partnering companies addressing key areas of expertise that affect a diverse segment of women such as pay equity, livable wage employment and Black women business growth. Following the mini empowerment sessions, we will host the luncheon and awards program, followed by the Expo, which will provide opportunities to network and visit exhibitor tables of local businesses, community partners and sponsors. We look forward to your support of our goal to provide an impactful and empowering event that not only celebrates the legacy of Madam C.J. Walker but also celebrates the legacy of our chapter and the community work that we have implemented over the past eight years!

For the third consecutive year, NCBW 100 Phoenix is also celebrating the future generation of Black women entrepreneurs, by highlighting Black girls under the age of 18, who participated in our Youth Entrepreneur Series (YES) program, which consisted of our YES Biz Grant and the Pitch Perfect contest for aspiring and existing entrepreneurs. During the Luncheon and Expo, we will celebrate the accomplishments of these young Black girls as they are the next generation of Black entrepreneurs to pave the way for others, and to follow the legacy of Madam C.J. Walker “to provide employment to hundreds of women of [our] race.” The timely Expo falls on the heels of Black Women’s History Month (April) and one month shy of National Black Women’s Equal Pay Day (July 27, 2025).

NCBW is a national 501(c)(3) non-profit organization which through advocacy, our members work as change agents to influence policy that promotes gender equity in health, education and economic empowerment for Black women and girls. The Economic Empowerment Committee implements programming that focuses on financial literacy, family wealth building, and entrepreneurship. NCBW’s empowerment programs include comprehensive workshops and seminars that promote economic self-sufficiency. Our mission is to advocate on behalf of Black women and girls to promote leadership development and gender equity in the areas of health, education, and economic empowerment.

The Coalition is poised to partner and engage local Chambers, the Arizona State Legislature, Greater Phoenix Economic Council, SCORE, Small Business Administration, and local banks to develop policy, provide workforce training and technical assistance, create talent, and contract opportunities, and ensure equity in lending. As an advocacy organization, the Coalition's work is to ensure Black women and girls are not left out of the discussion or the distribution of resources. The Coalition calls for better policy for working mothers, more inclusive equal pay initiatives, and technical assistance to women entrepreneurs of color interested in securing competitive local, state, and federal bids and contracts.

Our economic empowerment focus is on ensuring that Black women entrepreneurs have a voice, resources, network, technical skills, and funding to ensure their sustainability. We are asking for your support as we continue this work of impact and advocacy for our community.

With your sponsorship and partnership, we will continue to offer these key programs to the Phoenix Community. Additionally, your company will be recognized for its commitment to building stronger healthier communities with a lasting impact.

We have several sponsorship levels for you to support our economic empowerment efforts. The details and benefits are outlined in the enclosed attachments. If you choose to partner with us as a sponsor, our goal is to include your logo on all of our marketing materials for the full duration of the marketing campaign. The deadline for logo placement on our marketing materials is April 15, 2025, as the marketing campaign will start on April 16.

Please indicate your support by returning the enclosed sponsorship form and payment to:  
NCBW 100 Phoenix Metropolitan Chapter  
P.O. Box 91267  
Phoenix, AZ 85066

Please also submit a copy of the sponsorship form via email to [mcjwphoenix@gmail.com](mailto:mcjwphoenix@gmail.com) so that we can account for the original form that will be forthcoming.

If you have any questions, or if you need any additional information, please feel free to contact Chair Shawna Stevens via phone at (602) 935-0252 or via email to [mcjwphoenix@gmail.com](mailto:mcjwphoenix@gmail.com).

We are hopeful that you will support our mission to advance economic, health, and education equity for Black women and girls throughout the Phoenix Metropolitan community and beyond.

Sincerely,

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*Donna Williams*  
Chapter President

*Dr. Sharon H. Jayeors, Ph.D.*  
First Vice President, Programs

*Micha Harris*  
2<sup>nd</sup> Vice President,  
Finance and Fund  
Development

*Shawna Stevens*  
Chair, Economic  
Empowerment  
Committee

**Enclosed:** 2025 MCJW Sponsorship Package



**National Coalition of 100 Black Women, Inc.,  
Phoenix Metropolitan Chapter**  
**2025 Madam C.J. Walker Economic Empowerment Expo and Conference**  
**Saturday, June 7, 2025 (9:00 AM to 3:00 PM) MST**

The mission of *The National Coalition of 100 Black Women, Inc. Phoenix Metropolitan Chapter*, is to effect positive, meaningful, and sustainable change to improve the lives of women and girls of African descent throughout the Phoenix metropolitan community and beyond through collaborative programs and initiatives in the areas of health, education, economic empowerment, and advocacy. Expo proceeds will benefit our 2025-2026 programming activities.

## **Sponsorship Opportunities**

### **TITLE SPONSOR \$35,000**

- Company banner displayed as a Title Sponsor at the Expo & NCBW Luncheon
- 3-minute promotional video that will be played during the Luncheon
- 3-minute opportunity to highlight your organization during the Luncheon or Awards ceremony
- Twenty-five (25) seats at VIP Preferred tables and twenty-five (25) tickets to Expo
- Prominent recognition during the Luncheon
- Recognition as a Title Sponsor on all marketing materials, NCBW Phoenix website and NCBW Phoenix publications
- One (1) MCJW Corporate Recognition Award for your company's outstanding African American woman contributor (sponsor selected award) to be presented at the luncheon
- One hour presentation to NCBW Members for Chapter Development
- Opportunity to present at one mini-empowerment session during the Expo
- Assigned volunteer opportunities for up to six (6) staff members at multiple NCBW events throughout the upcoming program year
- Professional Corporate Photo of all attendees from organization
- One full-page advertisement in the program booklet
- Letter insert from corporate designee
- Reserved parking for up to 10 guests
- One exhibitor table during the Expo

### **PREMIER PARTNER \$15,000**

- Company banner displayed as a Premier Partner at the Expo & NCBW Luncheon
- 3-minute promotional video that will be played during the Luncheon
- Fifteen (15) seats at VIP preferred tables and fifteen (15) tickets to Expo
- Prominent recognition during the Luncheon
- Recognition as a Premier Partner on all marketing materials, NCBW Phoenix website and NCBW Phoenix publications
- One (1) MCJW Corporate Recognition Award for your company's outstanding African American woman contributor (sponsor selected award) to be presented at the luncheon
- Opportunity to address NCBW members at a monthly meeting
- Opportunity to present at one mini-empowerment session during the Expo
- One full-page advertisement in the program booklet
- One exhibitor table during the Expo

### **STRATEGIC PARTNER \$10,000**

- Company name and logo listed as a Strategic Sponsor at the Luncheon and Expo
- 3-minute promotional video that will be played during the Luncheon
- One (1) VIP Preferred table of ten (10) at the MCJW Luncheon and ten (10) tickets to Expo
- Prominent recognition during the Luncheon
- Recognition as a Strategic Partner on all marketing materials, NCBW Phoenix website, and NCBW Phoenix publications
- One (1) MCJW Corporate Recognition Award for your company's outstanding African American woman contributor (sponsor selected award) to be presented at the luncheon
- Opportunity to address NCBW members at a monthly meeting
- Opportunity to present at one mini-empowerment session during the Expo
- One full-page advertisement in the program booklet
- One exhibitor table during the Expo

**PLATINUM \$5,000**

- Company name and logo listed as a Platinum Sponsor at the Luncheon and Expo
- 3-minute promotional video that will be played during the Luncheon
- One (1) VIP Preferred table of ten (10) at the MCJW Luncheon and ten (10) tickets to Expo
- Prominent recognition during the Luncheon
- Recognition as a Platinum Sponsor on all marketing materials, NCBW Phoenix website, and NCBW Phoenix publications
- Opportunity to present at one mini-empowerment session during the Expo
- One full-page advertisement in the program booklet
- One exhibitor table during the Expo

**GOLD \$3,000**

- Company name and logo listed as a Gold Sponsor at the Luncheon and Expo
- 1-minute promotional video that will be played during the Luncheon
- Five (5) tickets to MCJW Luncheon and Expo
- Prominent recognition during the Luncheon
- Recognition as a Gold sponsor on all marketing materials, NCBW Phoenix website, and NCBW Phoenix publications
- Opportunity to introduce the keynote speaker
- One full-page advertisement in the program booklet
- One exhibitor table during the Expo

**SILVER \$1500**

- Company name and logo listed as a Silver sponsor at the Luncheon and Expo
- 1-minute promotional video that will be played during the Luncheon
- Two (2) tickets to MCJW Luncheon and Expo
- Prominent recognition during the Luncheon
- Recognition as a Silver sponsor on all marketing materials, NCBW Phoenix website, and NCBW Phoenix publications
- One full-page advertisement in the program booklet
- One exhibitor table during the Expo

## Advertising Opportunities and Exhibitor Tables

1/2 PAGE COLOR AD.....	\$150
1/4 PAGE COLOR AD.....	\$100
BUSINESS CARD.....	\$50

EXHIBITOR TABLES.....\$150  
 Each exhibitor table comes with two chairs and one table cover



### Logos/Ad Guidelines

All logos must be submitted as vector images in B/W and Color. Only high-resolution logos will be accepted.

**Logos from websites will not be accepted.**

**FORMATS:** EPS or JPEG

**AD SIZES:**

\*Full Page **8.5W x 11L**

Half Page **8.5W x 5.5L (Horizontal)**

Quarter Page **4.25W x 5.5L**

Business Card **3.5W x 2.0L**

**EMAIL:** mcjwphoenix@gmail.com

**SUBJECT:** MCJW Phoenix 2025

*Graphic design support is available per request for a select number of ads on a first come, first serve basis.*

*\*Please note, full page ads are only available with sponsorship packages.*



# 2025 Madam C.J. Walker Economic Empowerment Expo and Conference

June 7, 2025 (9:00 AM to 3:00 PM) Arizona Time

## SPONSORSHIP FORM

Name \_\_\_\_\_ Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Fax \_\_\_\_\_  
 Email \_\_\_\_\_

### SPONSORSHIP LEVEL:

- Title Sponsor \$35,000
- Premier Partner \$15,000
- Strategic Partner \$10,000
- Platinum Sponsor \$5,000
- Gold Sponsor \$3,000
- Silver Sponsor \$1500

### ADVERTISING AND EXHIBITOR OPPORTUNITIES

- Half Page: \$150
- Quarter Page: \$100
- Business Card: \$50
- Exhibitor Table: \$150
- I am not submitting an ad, but I am providing a donation to support NCBW Phoenix's mission/ programs \$ \_\_\_\_\_

Name as it should appear on all printed materials: \_\_\_\_\_  
 (To be acknowledged in the event program booklet, the sponsorship form and payment must be received by NCBW Phoenix on or before **May 5, 2025**). Please e-mail camera-ready ads (where applicable) by **May 5, 2025**, to [mcjwphoenix@gmail.com](mailto:mcjwphoenix@gmail.com).

*Names and Email Addresses of Guests Attending (please attach additional sheets as necessary)*

Guest Name:	Email Address:
_____	_____
_____	_____
_____	_____

Total Amount \$

**Payment Type:**  Please send invoice  Cash/Check  Visa  MasterCard  American Express  
 Discover Card #:

\_\_\_\_\_ Expires: \_\_\_\_\_ CVV Code: \_\_\_\_\_

Name: \_\_\_\_\_ Organization: \_\_\_\_\_ Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_ Daytime Phone: \_\_\_\_\_ Cell Phone: \_\_\_\_\_

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

National Coalition of 100 Black Women, Inc., Phoenix Metro Chapter  
 PO Box 91267 | Phoenix, AZ 85066  
<https://ncbw100phx.org/>  
 Tax ID#: 47-5387892

Thank you for supporting NCBW 100 Phoenix, a 501(c)(3) organization!