



2024 SPONSORSHIP OPPORTUNITIES

CMERA

**CENTRAL COAST MINORITY
ENTERPRISE RESOURCE AFFILIATES**

**BUSINESS AND LEADERSHIP
AWARDS GALA**

February 3, 2024

WHAT WE DO

Central Coast Minority Enterprise Resource Affiliates (CCMERA) *helps businesses do business!* CCMERA is an organization whose mission is to be a dynamic business development resource, which assists emerging, small, and micro businesses, within the Central Coast region of California, to generate revenue and grow the enterprise. This is done through the power of creating connections, facilitating networking, inculcating knowledge, and leveraging the synergy of available resources for excellence in business and economic growth and success.

HOW WE WORK

To accomplish our mission, CCMERA's initiatives include facilitating educational and networking events, enabling knowledge and communication, providing support services, and expediting access to vital resources, with the purpose of helping minority businesses grow and prosper. We are a dynamic central hub for disseminating business information and connecting the dots between and among entrepreneurs, professionals, small and mid-size enterprises, and the agencies, consultants, corporations, customers, and organizations that positively impact the bottom line. CCMERA works cooperatively with all organizations, however, we exist to enhance business and economic development, revenue generation, and financial literacy for African American, Black, Asian American, Latino, Native American, indigenous peoples, and other communities of color, as well as, for women, veterans, and other underrepresented groups.



2024 BUSINESS AND LEADERSHIP AWARDS GALA

The Influence of Small Business: Community, Culture, Economy, Wealth

CCMERA's **Business and Leadership Awards Gala** is the premier annual business event on the Central Coast of California. The purpose is to recognize distinguished leaders in business, government, industry, and non-profit sectors. This event is presented with the intent to ensure that recipients represent the diverse elements of our society including African Americans, Blacks, ethnic minorities, women, LGBTQ, and other under-represented constituencies that CCMERA serves.



CENTRAL COAST MINORITY
ENTERPRISE RESOURCE AFFILIATES

BUSINESS & LEADERSHIP AWARDS GALA

THE INFLUENCE OF SMALL BUSINESS: COMMUNITY, CULTURE, ECONOMY, WEALTH



SATURDAY | FEBRUARY 3, 2024

6:00 PM TO 9:00 PM

— HILTON GARDEN INN —
ADAGIO BELLA GARDENS BANQUET HALL
2000 Solar Drive, Oxnard, CA 93036

CCMERA's Business and Leadership Awards Gala

serves as a cornerstone event on the Central Coast of California, recognizing the invaluable contributions of small and micro-businesses in Black, African American, and other underserved communities.

BECOME A GALA SPONSOR

Sponsorship Benefits

- **Brand Exposure:** Your brand will be featured prominently at the Gala, including stage mentions, logo placements on event materials, and digital displays.
- **VIP Access:** Sponsors receive premier seating, and exclusive networking opportunities with honorees, special guests, and community leaders.
- **Social Media Spotlight:** We will highlight your sponsorship through our active social media channels before, during, and after the event, amplifying your reach.
- **Press Coverage:** Benefit from the press coverage of the event, with mentions in press releases and potential features in interviews and articles.
- **Custom Engagement:** Engage attendees with an option to host a branded booth or special activity, depending on the level of sponsorship.
- **Ad Space:** Based on your sponsorship tier, receive ad space in the event booklet, on our website, and within our event app.
- **Post-Event Recognition:** After the Gala, sponsors will be recognized in a special thank you announcement distributed to all attendees and CCMERA members.

BECOME A GALA SPONSOR

Sponsorship Benefits (continued):

- **Sponsorship Tiers:** We offer various tiers of sponsorship, each with its own set of privileges and recognition opportunities. From Title Sponsor to support levels, we can tailor your sponsorship package to meet your marketing objectives and budget.
- **Affiliate Program:** Ask us about our Affiliate Program and how it works for the Awards Gala.
- **Our Gala Audience:** The CCMERA Gala Event draws in a diverse group of attendees, including business owners, entrepreneurs, corporate executives, community leaders, and local policymakers. As a sponsor, you'll gain exposure to a wide and influential audience, showcasing your commitment to economic development and community empowerment.
- **Join Us:** As a sponsor of the CCMERA Gala Event, you are not just supporting an event but becoming a part of a larger story of community growth and entrepreneurial success. Your brand will be associated with a celebration of the spirit of innovation and resilience that defines our region.



GALA SPONSORSHIP LEVELS

Title Sponsor - \$5,000

- Corporate logo displayed prominently on event space signage
- Special Acknowledgment during the live program
- Company acknowledgment in Advertising Materials
- Sponsor Listing on the CCMERA website and social page
- Seating for one VIP table (8 guests) at the awards gala
- Prominent placement of a Full-page color ad in the commemorative souvenir program book
- Photo Opportunity with Honorees
- Recognition in all press releases
- One Year CCMERA Super Affiliate membership
- Corporate logo displayed on step-n-repeat banner

Presenting Sponsor - \$3500

- Corporate logo displayed prominently on event space signage
- Corporate logo displayed on “on-stage” banner
- Sponsor Listing on the CCMERA website and social page
- Special Acknowledgment during the live program
- Seating for One VIP table (4 guests) at the awards Gala
- Full-page color as in commemorative souvenir program book
- Recognition in all press releases
- Corporate logo displayed on step-n-repeat banner

Contributing Sponsor - \$1500

- Sponsor Listing on the CCMERA website and social page
- Special Acknowledgment during the live program
- Seating for One VIP table (4 guests) at the awards gala
- Half-page ad in the commemorative souvenir program book
- Recognition in all press releases
- Corporate logo displayed on step-n-repeat banner

Patron - \$500

- (4) VIP tickets
- Special Acknowledgment during the live program
- Quarter-page Ad in the commemorative souvenir program book

Supporter - \$150

- (1) VIP tickets to the event
- Listing and Special Recognition in the commemorative souvenir program book

INDIVIDUAL TICKETS - \$100 (Early bird 20% discount if purchased before January 21, 2024)

Disclaimer: CCMERA is a for-profit entity. However, if your contribution must be tax-deductible you can give it via our non-profit fiscal agent. Please note that some of the advantages and benefits outlined are currently under development. CCMERA is committed to providing equivalent value and services where necessary. We reserve the right to substitute any in-development benefits with alternatives of equal or greater value to ensure our affiliates and sponsors receive the recognition and exposure they deserve.

BOOKLET ADVERTISING

Our gala souvenir program booklet provides attendees with enduring memories of an inspiring evening and an opportunity to make multiple impressions. We hope you will want to be included. The book is an easy way for your business, agency, or non-profit organization to be part of the Awards Gala, as well as, to congratulate honorees. CCMERA has kept pricing reasonable because we want all to be part of the evening.

PRICING

There are advertising opportunities to fit your interests. All advertisements will be in color. Here is the pricing:

Full Page (8.5" x 11")	\$500
Half Page (8.5" x 11")	\$300
Quarter Page	\$175
Name Listing	\$100

GENERAL SPECS

- Submit camera ready artwork to info@ccmera.org
- File resolution must be 300 dpi
- CMYK for color ads
- File format should be Quark, JPEG, PDF, Photoshop, or Illustrator
- Colors will be converted to CMYK

FULL PAGE BLEED

- Trim: 8.5x11"
- Bleed: 8.75" x 11.25", Live Area: 8" x 10.5"
- Maximum Density is 240%, Line Screen 133

For questions or more information contact:

Byron K. Ward
805-890-8998 Mobile
bward@ccmera.org

Chondra J.M. Ward
805-816-2225 Mobile
cward@ccmera.org

FULL PAGE – NON BLEED

- Build page to 8.5" x 11"
- Maximum Density is 240%, Line Screen 133



ANNUAL AWARDS GALA NOTES

We have included Supplemental Information at the end of this presentation to keep the main information brief. While we have provided you with sponsorship levels for the Gala, we encourage you to consider the value contained in our Affiliate Program. Note the Program is detailed in the Supplement Information section of this deck.

Dress: Black-tie Formal
Tickets: \$100 per person (\$80 by January 20)

The evening will include a three-course meal, drinks, live entertainment, and dancing. Full details about the event can be found at ccmera.org.

The point of contact for Sponsorship and Affiliate Program membership is:

**Byron K. Ward, 805-890-8998, bward@ccmera.org or
Online at ccmera.org**



PAST GALA PHOTOS





SUPPLEMENTAL INFORMATION



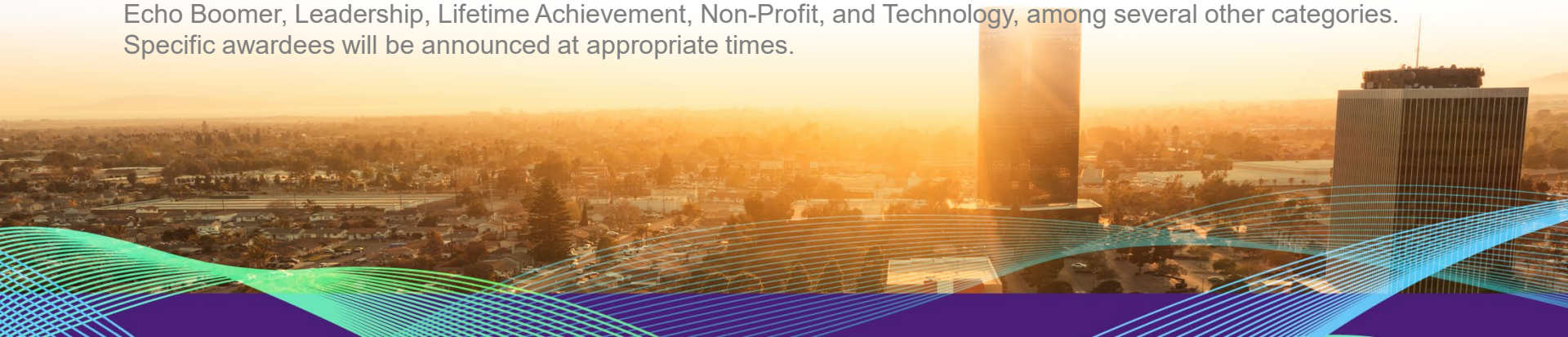
FACT SHEET

CCMERA's Business and Leadership Awards Gala is the premier annual business event on the Central Coast of California. The purpose is to recognize the leaders in business, government, industry, and non-profit sectors. This event is presented with the intent to ensure that recipients represent the diverse elements of our society including African American, Black, ethnic minorities, women, LGBTQ, and other under-represented constituencies that CCMERA serves.

The Business and Leadership Awards Gala presents an iconic ambiance blending recognition of excellence in business and service in our community, star entertainment, and enjoyment! Attendees will don formal and business attire. The event begins with a period of informal chat, networking, and drinks. The star master of ceremony moves through the slate of magnanimous coveted awards. This recognition includes leaders from small businesses, entrepreneurs, emerging businesses, micro-businesses, Tier 1 corporations, government, and non-profit service entities. The mini-concert featuring top entertainment will cap off the gala evening of financial empowerment, recognition of achievement, and regional economic advocacy for diverse communities.

The Awards Gala is CCMERA's opportunity to recognize individuals and entities that represent the accomplishment and diversity that inspires others to strive and prosper through challenges that uniquely affect underserved communities of color and others.

The awards presented may include Community, Corporate, Small Business of the Year, Entrepreneur of the Year, Echo Boomer, Leadership, Lifetime Achievement, Non-Profit, and Technology, among several other categories. Specific awardees will be announced at appropriate times.



JOIN **CCMERA AFFILIATE PROGRAM** NOW

Advantages of Affiliate Program Support!

Join a network committed to the growth and support of diverse small business communities. As a CCMERA Affiliate, you'll enjoy a suite of perks tailored to amplify your impact and extend your brand across DEI horizons.

Great Partner Benefits

Networking Opportunities: Gain access to a rich network of business leaders, policymakers, and community advocates through exclusive events and mixers.

Business Development Resources: Utilize our comprehensive library of tools and, resources, and exchanges designed to propel business growth and operational efficiency.

Visibility Enhancement: Elevate your brand with featured placement on our website, social media channels, and newsletters, reaching a wide audience of potential customers, partners, and collaborators.

Educational Workshops: Sharpen your skills and stay ahead of market trends with our educational programs, covering a range of topics from financial literacy to innovative business strategies.

Strategic Partnerships: Forge meaningful collaborations with other affiliates, corporate partners, and community organizations to expand your business horizons.

Joining the CCMERA Affiliate Program is not just a business decision—it's a step towards building a legacy. Together, we can shape a vibrant future for small businesses in our community.

BECOME AN AFFILIATE

Tier I

Super Affiliate

Fortune 1000 Benefactor

Contribution	\$9,950.00 Annually	Take Aways
Advantages	All Offered	
Advertising	Partner Level, Major Sponsor Level on e-mail, Radio, TV, Print, Social Media, Web Site Logo and Endorsement	All Events 2023-24
Concierge	Dedicated staff point of contact	Super Affiliate is provided with an orientation, overview of the website, and a way to enhance the institutional participation by making sure that all representatives from the member organization receive welcome packets, are signed up for the Listserv, and are steered toward the resources most likely to meet their needs.
Discount Program	Event Exhibiter, Group Purchase Rates, and discounts among Affiliates	Save on purchases
Marketplace	Affiliate Marketing Program	Increase your product sales via listing
Research Data	Per Project	
Portal Access	Full	

BECOME AN AFFILIATE

Tier II

Platinum Affiliate

Fortune 1000

Contribution	\$4,950.00 Annually	Take Aways
Advantages	All Offered	
Advertising	Partner Level, Major Sponsor Level on e-mail, Radio, TV, Print, Social Media, Web Site Logo and Endorsement	2024 - 2 Major, 6 Minor Events
Concierge	Dedicated staff point of contact	Platinum Affiliate is provided with an orientation, overview of the website, and a way to enhance the institutional participation by making sure that all representatives from the member organization receive welcome packets, are signed up for the Listserv, and are steered toward the resources most likely to meet their needs.
Discount Program	Event Exhibiter, Group Purchase Rates, and discounts among Affiliates	Save on purchases
Marketplace	Affiliate Marketing Program	Increase your product sales via listing
Research Data	Per Project	Metrics for Minority Community Business Demographic
Portal Access	Yes	

BECOME AN AFFILIATE

Tier III
Gold Affiliate
Large Business
50 plus Employees or \$5M plus Revenue

Contribution	\$950.00 Annually	
Advantages	Directory Listing	
Advertising	Partner Level, Major Sponsor Level on e-mail, Radio, TV, Print, Social Media, Web Site Logo and Endorsement	1 Major, 2 Minor Events
Discount Program	Event Exhibiter, Group Purchase Rates and, discounts among Affiliates	Save on purchases
Marketplace	Affiliate Marketing Program	Increase your product sales via listing
Research Data	Per Project	Metrics for Minority Community Business Demographic
Portal Access	Yes	



BECOME AN AFFILIATE

Tier IV

Silver Affiliate

Company

Small Business, Fewer than 50 Employees or \$5M Revenue, DBA, Micro, Home Based

Contribution	\$250.00 Annually	
Advantages	Directory Listing	
Advertising	Sponsorship Opportunities - Fee Structure for Partner Level, Major Sponsor Level on e-mail, Radio, TV, Print, Social Media, Web Site Logo and Endorsement	Per Schedule
Discount Program	Event Exhibiter, Group Purchase Rates, and discounts among Affiliates	Save on purchases
Marketplace	Affiliate Marketing Program	Increase your product sales via listing
Research Data	Per Project	Metrics for Minority Community Business Demographic
Portal Access and Listing	Yes	

BECOME AN AFFILIATE

Tier V		
Bronze Affiliate		
Professional, Entrepreneur, Sole Proprietor, Individual		
Contribution	\$150.00 Annually	
Advantages	Directory Listing	
Advertising	Sponsorship Opportunities - Fee Structure for Partner Level, Major Sponsor Level on e-mail, Radio, TV, Print, Social Media, Web Site Logo and Endorsement	Per Schedule
Discount Program	Event Exhibiter, Group Purchase Rates, and discounts among Affiliates	Save on purchases
Research Data	Per Project	Metrics for Minority Community Business Demographic
Portal Access and Listing	Yes	

