

JAMES & ANNELLE
WHITT *Entrepreneurial
Development
Foundation*

2ND ANNUAL
FUNDRAISER
2024 SPONSOR DECK

JOIN US FOR OUR SECOND ANNUAL FUNDRAISER

As we prepare for the second iteration of our yearly fundraising initiative, we are excited to extend an invitation for you to join us on an extraordinary journey with the James & Annelle Whitt Entrepreneurial Development Foundation. Anticipated to surpass the vibrancy of previous years, this August's festivities, commemorating National Black Business Month, pledge to be more impactful and dynamic. In this edition, we are unveiling a series of three events meticulously crafted to captivate, inspire, and leave an enduring imprint.



ABOUT US

OUR MISSION

To create and nurture opportunities that further economic development in support of Minority/Women Business enterprises in the City of Columbia and Mid-Missouri.

OUR VISION

To boost social mobility, generational wealth, and large-scale economic growth of communities by championing successful Minority/Women Business Enterprises that spearhead the economic development of their communities and eliminate the race and gender wealth gaps that cause income and wealth inequality.



OUR RESULTS

2018 - PRESENT

\$130K+
GRANTS AWARDED

56+
BUSINESSES AWARDED

\$190K+
GRANT FUNDS RAISED



OUR TARGET AUDIENCE



GENDER
MALE & FEMALE

AGE
26-70

LOCATION
COLUMBIA, MO &
MID-MISSOURI

BECOME A SPONSOR
AND EXPAND YOUR REACH

100K+
SOCIAL MEDIA REACH

27K/WEEKLY
RADIO IMPRESSIONS

57K+
AD IMPRESSIONS



DEMOGRAPHICS AND STATISTICS

2023 ATTENDANCE

GOLF TOURNAMENT: 60+ GOLFERS

GALA: 250+ ATTENDED

HOUSEHOLD INCOME

- 30% \$50,000-\$75,000
- 29% \$75,000-\$95,000
- 22% \$95,000-\$125,000
- 13% \$125,000-\$155,000
- 7% \$155,000 & OVER

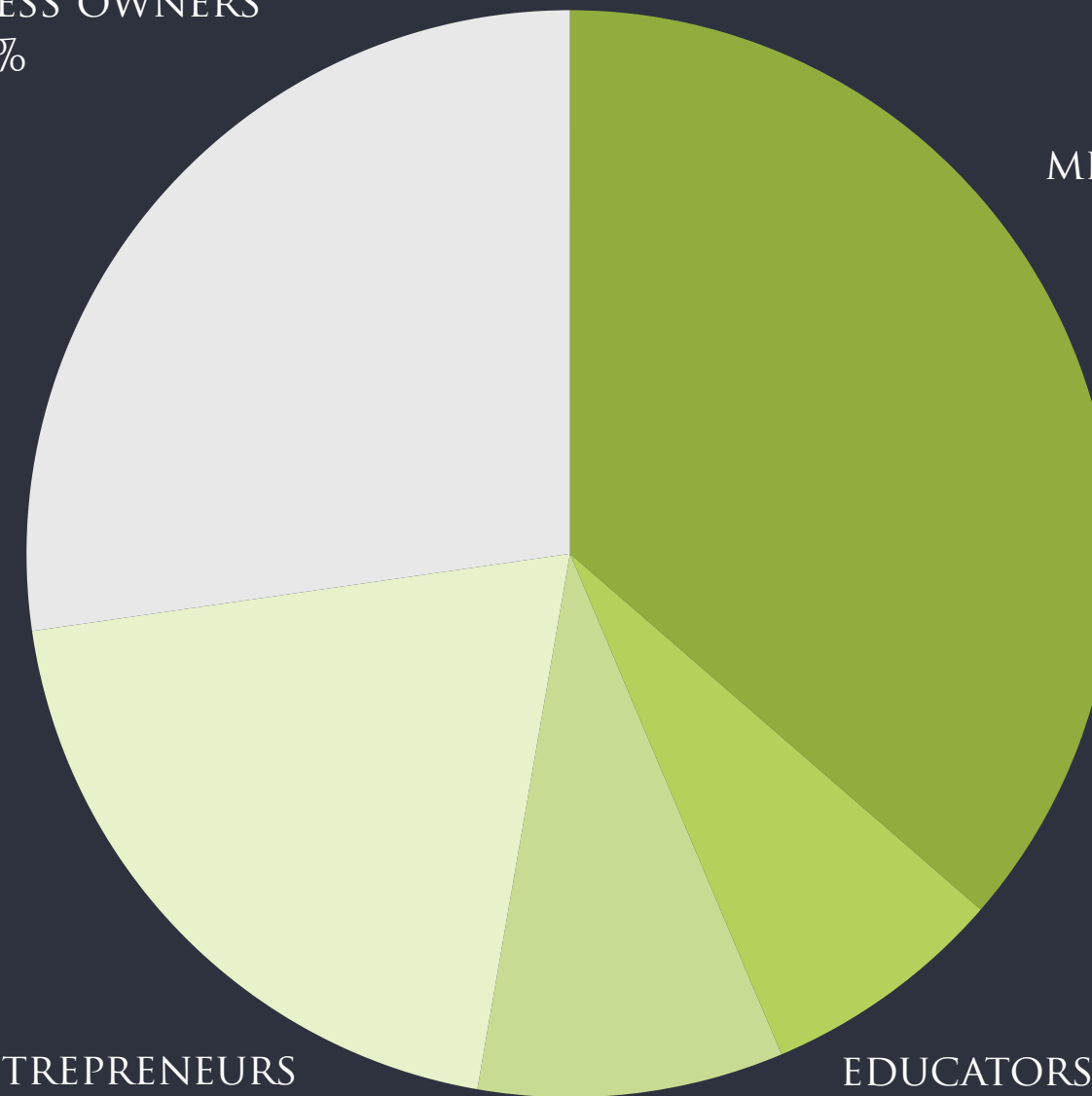
WOMEN BUSINESS OWNERS
27.3%

MINORITY BUSINESS OWNERS
36.4%

ASPIRING ENTREPRENEURS
20%

INFLUENCERS
9.1%

EDUCATORS
7.3%





DATE:
August 16, 2024

LOCATION:

A.L. GUSTIN GOLF COURSE
18 STADIUM BLVD, COLUMBIA, MO 65203

OVERVIEW

The Second Annual James A. Whitt Sr. Golf Tournament will be a 18-hole golf tournament. Teams will consist of up to four players with both A and B flights. The tournament will include:

- Breakfast & Lunch
- Swag Bags
- Individual hole contests
- Raffle





SEED OF SUCCESS *Gala*

DATE:
August 17, 2024

LOCATION:

THE ATRIUM ON TENTH
22 N 10TH ST, COLUMBIA, MO 65201

OVERVIEW

Join us as a sponsor for our Second Annual Evening Dinner Fundraiser, the SEED of Success Gala. Celebrate achievements in uplifting minority and women-owned businesses while acknowledging the invaluable contributions of local entrepreneurs. Experience The New Sharp End Metaverse, an innovative breakthrough, and enjoy an evening of fine dining, music, and networking.

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WHITT
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YOUR SPONSORSHIP ROADMAP

- **ENGAGE WITH PURPOSE**
Brand with our mission to uplift minority and women-owned businesses, contributing to community empowerment in Columbia and Mid-Missouri.
- **CHOOSE YOUR TIER**
Select a sponsorship tier that suits your brand's goals through event branding, metaverse visibility, and recognition in our marketing materials.
- **EXCLUSIVE CONNECTIONS**
Engage intimately with local black vendors and entrepreneurs, enjoying exclusive access to both college students and the broader community.
- **CELEBRATE TRANSFORMATIVE IMPACT**
Experience the satisfaction of knowing that your brand has played a vital role in shaping a brighter future for minority and women-owned businesses in our community.



BENEFITS

- 2 Golf Team Entries (8 total player passes)
- 2 Tables at the Gala (16 total tickets)
- Logo on website with link to website
- Logo on all event signage and programs
- Full page ad in program book with QR code
- Mentioned on radio ads on 98.3 The Dove
- Logo placement on Inside Columbia Magazine Ad
- Logo on VIP press wall and gift bags
- Dedicated mention on social media
- Brand advertisement in our fundraiser email campaigns
- Sponsor Ad or commercial projected at Gala
- Company name on Atrium Marquee at Gala
- Opportunity to speak at Gala
- Presenting Sponsor*

TITLE SPONSOR:
\$15,000

**One Title Sponsor Available For Gala And One Available For Golf
Tournament*

PLATINUM SPONSOR: \$10,000

BENEFITS

- 2 Golf Team Entries (8 total player passes)
- 1 Table to the Gala (8 total tickets)
- Logo on website with link to website
- Logo on all event signage and programs
- Full page ad in program book with QR code
- Mentioned on radio ads on 98.3 The Dove
- Logo placement on Inside Columbia Magazine Ad
- Logo on VIP press wall and gift bags
- Dedicated mention on social media
- Brand advertisement in our fundraiser email campaigns
- Sponsor Ad or commercial projected at Gala

GOLD SPONSOR: \$5,000

BENEFITS

- 1 Golf Team Entries (4 total player passes)
- 4 tickets to the Gala
- Logo on website with link to website
- Logo on all event signage and programs
- Half page ad in program book with QR code
- Mentioned on radio ads on 98.3 The Dove
- Logo on VIP press wall and gift bags
- Dedicated mention on social media

SILVER SPONSOR: \$2,500

BENEFITS

- 2 Golfers
- 2 tickets to the Gala
- Logo on website
- Logo on all event signage and programs
- Quarter page ad in program book with QR code
- Mention on social media

BRONZE SPONSOR: \$1,000

BENEFITS

- Logo on website
- Logo on all event signage and programs
- Eighth page ad in program book with QR code

SEED GALA GOLD SPONSOR: \$5,000

BENEFITS

- 1 Table to the Gala (8 total tickets)
- Logo on website with link to website
- Logo on all Gala flyers, signage and programs
- Full page ad in program book with QR code
- Logo on VIP gift bags
- Dedicated mention on social media
- Opportunity to speak at Gala

SEED GALA SILVER SPONSOR \$2,500

BENEFITS

- 1 Table to the Gala (8 total tickets)
- Logo on website with link to website
- Logo on all Gala flyers, signage and programs
- Half page ad in program book with QR code
- Dedicated mention on social media



SEED GALA BRONZE SPONSOR: \$1,500

BENEFITS

- 1 Table to the Gala (8 total tickets)
- Logo on website
- Logo on all Gala flyers, signage and programs
- Quarter page ad in program book

SEED GALA TABLE SPONSOR \$1,000

BENEFITS

- 1 Table to the Gala (8 total tickets)
- Logo displayed at Gala



JAMES A. WHITT SR. GOLF TOURNAMENT

SPONSOR PACKAGES

GOLF PLATINUM SPONSOR:

\$600

BENEFITS

- 4 golfers
- Hole sponsorship
- Recognition at Gala
- Company logo on golf tournament flyers.

GOLF GOLD SPONSOR:

\$300

BENEFITS

- 2 golfers
- Hole sponsorship
- Company logo on golf tournament flyers.

GOLF SILVER SPONSOR:

\$175

BENEFITS

- Hole sponsorship
- Company logo on golf tournament flyers.



LEGACY OF IMPACT

HONORING OUR PAST SPONSORS AND DONORS



The Burton-Aro Family

Matt & Rhonda Moore

CONTACT US

SPONSORSHIP DEADLINE: JUNE 1, 2024

Contact Info:

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