

2023 Sponsorship Opportunities



NEON
4.0
COMMUNITY CONVERSATIONS

Value Proposition Building Black Business

Your support for NEON accelerates the **growth of over 1,000** majority Black, low- to moderate-income entrepreneurs launching small businesses, creating family-supporting jobs, delivering services and amenities, and driving economic development in North Minneapolis.

Closing the Racial Wealth Gap

Minority entrepreneurship is a powerful lever for closing the racial wealth gap. When you support NEON, you invest in the potential of Black and Latinx entrepreneurs to **increase familial wealth by 400-600%** (Fairlie and Robb, 2008).

Investing in a Vibrant Northside

Supporting NEON aligns with our work powering a community-led revitalization of Minneapolis' historically Black Northside neighborhood. Your sponsorship amplifies our ability to **transform North Minneapolis** into an inclusive, economically thriving, and culturally vibrant destination.





Mission

Mission: To build wealth for low- to moderate-income entrepreneurs in North Minneapolis and surrounding communities.

Vision: To transform North Minneapolis and the surrounding area into a prosperous, visible, sustainable, and highly diverse multicultural community of entrepreneurs.

Our Work: Our programming and services include:

- 1) business incubation and technical assistance
- 2) co-working and private office spaces
- 3) curated marketplace events for product and service testing
- 4) training and workshops
- 5) individualized business development and feasibility assessment
- 6) loan origination, packaging, and application support
- 7) micro-granting

NEON

The Northside Economic Opportunity Network (NEON) launched in 2006 to support North Minneapolis' underserved, ethnically diverse entrepreneurs, and has evolved to meet the dynamic needs of our community through individualized business development and assessment services, training programs and workshops. Each year, NEON provides more than 1,000 aspiring entrepreneurs and small business owners—80% of whom are Black and 100% of whom are low- to moderate-income—with the tools, resources, and access to capital and expertise needed to plan, launch, and grow thriving businesses in North Minneapolis. The community impact of NEON's services and investments is multi-generational.

Research completed by the Association for Enterprise Opportunity (AEO) documents that Black households in the United States possess on average about one-tenth the median net worth of white households. This wealth gap is perpetuated by a cycle of little to no intergenerational wealth transfer among Black Americans to their children, especially those born in the U.S. Consequently, home ownership and other asset-building activities are suppressed, the ability to locate into higher-quality school systems is thwarted, and fewer people receive postsecondary educations.

To break the cycle, economic opportunity must be created and supported. A key pathway to generational wealth is through business ownership. AEO research has shown that the median net worth for Black business owners is 12 times higher than Black non-business owners.

NEON helps to build sustainable businesses with family-supporting jobs and wages. NEON has a critical role to play, ensuring development in North Minneapolis is driven by Northsiders, for Northsiders.



2023 Event Series

NEON's "Community Conversation Version 4.0" is fourth in our popular sequence of Community Conversations originating in 2020. Engaging nearly 1,500 community members through in-person and virtual viewership in the first three years, we expect to draw increased attention to and elevate our profile through the next Community Conversation Series, Version 4.0. Designed to spark strategic dialogue, the conversation series brings together BIPOC-owned businesses and entrepreneurs, NEON leadership, and guest speakers to address social and racial injustice, economic opportunity, and community support of NEON initiatives.

We are planning for dynamic speakers in 3 to 4 sessions with networking receptions to follow. Thanks to excellent survey response and feedback we'll plan to feature our own local entrepreneurs, corporate executives and known BIPOC-owned business owners with connections to food, sports, housing, and other business interests.

The series brings top donors and community partners together to support and learn more about NEON's work with the Grow & Thrive campaign.

Highlights from Community Conversations 3.0

Our most well attended conversation featured very successful minority entrepreneurs in development, alongside NEON President, **Warren McLean**:

- **Tim Baylor**, President of JADT Group, has led several development projects in the Minneapolis area including land, retail, commercial, mixed use, and luxury housing projects.
- **Devean George**, President and CEO of George Group North, whose desire to give back was the driving force behind the creation of George Group North and his nonprofit, Building Blocks.
- **Houston White**, Entrepreneur and Developer of the Camdentown neighborhood of North Minneapolis, a creative powerhouse who brings people, cultures, and communities together to elevate one another.





NEON^{4.0}

COMMUNITY CONVERSATIONS

Sponsorship Levels

\$15,000 – Partner Sponsor

- Sponsor recognition on invitation and all 4.0-related material
- Sponsor logo on photo-op banner [Step and Repeat]
- 14 Reserved seats for the live Conversations
 - includes Networking Receptions and drink tickets
- Meet & Greet with speakers after Conversations
- Sponsor logo on branded attendee gift at 1 session
- Private group tour of the new “Kitchen”

\$10,000 – Networking Reception Sponsor

- 4.0 Series Event material, multi-media recognition
- Sponsor logo on photo-op banner [Step and Repeat]
- 12 Reserved seats for the live Conversations
 - includes Networking Receptions and drink tickets
- Meet & Greet with speakers after Conversations
- Sponsor logo on cocktail napkins

\$5,000 – Advocate sponsor

- 4.0 Series Event material, multi-media recognition
- 10 seats for the live Conversations
 - includes Networking Receptions and drink tickets
- Meet & Greet with speakers after Conversations

\$3,000 – Entertainment Sponsor

- 4.0 Series Event material, multi-media recognition
- 6 seats for the live Conversations
 - includes Networking Receptions and drink tickets

\$2,000 – Social & Print Sponsor

- 4.0 Series Event material, multi-media recognition
- 2 tickets for the live Conversations
 - includes Networking Receptions and drink tickets

Recognition for all sponsors:

- On-screen recognition during 4.0 Series
- Conversation production closing credits
- Featured on website, LinkedIn, e-newsletter, and Annual Report



Sponsorship Form

Sponsorship Levels	\$15,000	\$10,000	\$5,000	\$3,000	\$2,000
Invitation recognition	•				
Logo on Step and Repeat banner	•	•			
Sponsor logo on cocktail napkins	•	•			
Logo on branded attendee gift at 1 session	•	•			
Meet & Greet with speakers after Conversations	•	•	•		
Private group tour of the new "Kitchen"	•	•	•	•	•
Seats for each of the Conversations and receptions	14 each	12 each	10 each	6 each	2 each

Sponsorship Contact

Sponsorship Level: \$15,000 \$10,000 \$5,000 \$3,000 \$2,000

Company: _____ Contact Name: _____

Address: _____

City: _____ State: _____ Zip code: _____

Email: _____ Phone: _____

Payment Information

Check enclosed (please make payable to NEON)

EFT/ACH: Checking Savings Please Invoice me _____ (date)

Bank Name: _____

Account Number: _____ Routing Number: _____

Donations

In lieu of suggested sponsor amounts, please accept \$ _____ to support NEON's Community Conversations.

Please mail or email completed form to:

NEON
c/o: J. Murphy & Associates
1300 NE Godward Street, Suite 2625
Minneapolis, MN 55413

For more information contact Kathryn Withington at 612-746-4150
or kathryn.withington@jmurphyassociates.com