



## 2026 Sponsorship Opportunities

### Fueling Black Entrepreneurship

Your partnership with NEON helps propel more than 1,000 majority Black, low-to-moderate income entrepreneurs annually as they launch and grow small businesses. Together, we're creating family-sustaining jobs, expanding access to essential goods and services, and strengthening the economic fabric of North Minneapolis.

### Advancing Racial Wealth Equity

Entrepreneurship is a proven pathway to closing the racial wealth gap. By investing in NEON, you support Black and Latinx entrepreneurs whose ventures can increase household wealth by 400-600% (Bryson, Crosby, & Seo 2020; Fairlie and Robb, 2008), helping to build long-term economic stability across generations.

### Powering a Thriving Northside

Sponsoring NEON means investing in a community-driven vision for revitalizing Minneapolis' historic Black Northside. Your support expands our capacity to cultivate an inclusive, economically dynamic, and culturally rich neighborhood where residents and businesses can thrive.





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## 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 multi-cultural community of entrepreneurs.

**Our Work:** Our programming and services include:

- Business incubation and technical assistance
- Co-working and private office spaces
- Marketplace events for product and service testing
- Training and workshops
- Individualized business development and feasibility assessment
- Loan origination, packaging, and application support
- Micro-granting

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## NEON

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 nearly 1,000 aspiring entrepreneurs and small business owners—90% BIPOC (including 80% Black) and 100% low-to-moderate income—with the tools, resources, and access to capital and expertise needed to plan, launch, grow, and thrive 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 education.

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 plays a critical role ensuring development in North Minneapolis is driven by Northsiders, for Northsiders.



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## 2026 7.0 Event Series

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NEON's Community Conversation Series has become a cornerstone of our community engagement since its launch in 2020. Building on six successful years, the upcoming Community Conversation 7.0 Series continues this popular forum, which has engaged more than 1,500 community members through in-person events over the past five years. With this next series, we anticipate expanded visibility and an even greater platform for NEON's mission.

Designed to foster meaningful, strategic dialogue, the series features panel discussions that convene BIPOC-owned businesses and entrepreneurs, NEON leadership, and invited guest speakers. Together, they explore issues of social and racial equity, economic opportunity, and community-driven support for NEON initiatives.

The 7.0 Series will include three sessions with dynamic speakers, each followed by a networking reception to deepen connections and collaboration. These gatherings also provide a unique opportunity to bring together leading donors and community partners to learn more about and support NEON's 20th Anniversary Celebration.

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## Highlights from Community Conversations Series 6.0

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A three-part series hosted by NEON CEO Warren McLean; Session 1: **Northside Transformation from Drive Thru to Destination Northside**, Session 2: **Commitment to Investing in North Minneapolis**, and Session 3: **Don't Let Your Zip Code Determine Your Life Span**.



Pictured from left to right: Abou Amara, Warren McLean, Adair Mosley, Teto Wilson, Devean George.  
**Session 6.1 Panel**



## NEON Collective Kitchen's Grand Opening

NEON Collective Kitchens is a major capital project created by NEON to support food-based entrepreneurs and revitalize the economic landscape of North Minneapolis.

### Purpose & Goals

North Minneapolis has historically lacked accessible commercial kitchen space, which is a significant barrier for food entrepreneurs (like food truck, caterers, packaged goods, producers, and restaurants). Collective Kitchens aims to:

- Provide affordable, shared commercial kitchen space for food business creation and scaling
- Support entrepreneurs with equipment, classrooms, and collaboration spaces
- Foster community connection, business growth, and innovation

### Facility Features

Collective Kitchens is a nearly 25,000 sqft facility which will include:

- Shared commercial kitchens and private/custom kitchen suites
- Food storage, packaging, and prep areas
- Retail kitchen spaces and food-hall-style customer areas
- Classrooms and training spaces for entrepreneurs and community members

NEON's Kitchen is located on West Broadway Ave near the Capri Theatre in North Minneapolis.

### Grand Opening

NEON's Collective Kitchens will open in early 2026.





## 2026 Sponsorship Opportunities

### **\$15,026 — Partner Sponsor**

- Sponsor recognition on invitation and all 7.0-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 before Conversations
- Sponsor logo on branded attendee gift at 1 session

### **\$10,026 — Reception Sponsor**

- 7.0 Series Event material, multi-media recognition
- Sponsor logo on photo-op banner [Step and Repeat]
- 12 (Reserved) seats for the live Conversations
  - Includes Networking Reception and drink tickets
- Meet & Greet with speakers before Conversations
- Sponsor logo on cocktail napkins

### **\$7,500 — Advocate Sponsor**

- 7.0 Series Event material, multi-media recognition
- 10 (Reserved) seats for the live Conversations
  - Includes Networking Reception and drink ticket
- Meet & Greet with speakers before Conversations

### **\$5,026 — Associate Sponsor**

- 7.0 Series Event material, multi-media recognition
- 6 (Reserved) seats for the live Conversations
  - Includes Networking Reception and drink ticket

### **\$3,026 — Friend Sponsor**

- 7.0 Series Event material, multi-media recognition
- 2 (Reserved) seats at each live Conversation
  - Includes Networking Reception and drink ticket

### **Recognition for all sponsors:**

- On-screen recognition during 6.0 Series
- Featured on NEON website, LinkedIn, e-newsletter, and Annual Report





## Sponsorship Form

Sponsorship Levels	\$15,026	\$10,026	\$7,500	\$5,026	\$3,026
Recognition on invitation and all 7.0-related material	•				
Logo on photo-op banner [Step and Repeat]	•	•			
(Reserved) seats for the live Conversations	14 seats	12 seats	10 seats	6 seats	2 seats
Meet & Greet with speakers before Conversations	•	•	•		
Logo on branded attendee gift at 1 session	•				
Sponsor logo on cocktail napkins		•			

### Sponsorship Contact

Sponsorship Level: ☐ \$15,026 ☐ \$10,026 ☐ \$7,500 ☐ \$5,026 ☐ \$3,026

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 612-746-4150 or [neon.mn.events@gmail.com](mailto:neon.mn.events@gmail.com)