



# NEON

6.0  
COMMUNITY CONVERSATIONS

## 2025 Sponsorship Opportunities

### 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%** (Bryson, Crosby, & Seo 2020; 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.





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## Mission

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**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

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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 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 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.



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## 2025 6.0 Event Series

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NEON's Community Conversation 6.0 Series is sixth in our popular sequence of Community Conversations originating in 2020. Engaging over 1,500 community members through in-person participation in the first four years, we expect to draw increased attention to and elevate our profile through the next Community Conversation 6.0 Series. Designed to spark strategic dialogue, these panel discussions bring 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 4 sessions with networking receptions to follow.

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

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## Highlights from Community Conversations Series 5.0

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A four-part series hosted by NEON CEO Warren McLean; Session 1: ***Inflation, Interest Rates, and Equity in the Post-COVID Economy***, Session 2: ***Building Generational Wealth through Mergers & Acquisitions***, Session 3: ***Minnesota's Local Food Economy Today—Idea to Table***, and Session 4: ***Black Developers - Their Experiences with Building Successful Projects***

These sessions featured a number of esteemed panelists including:

- **Mary Anne Kowalski**, Owner of Kowalski's Markets
- **Florian Schattenmann**, CTO and VP for Innovation and Research & Development at Cargill
- **Neel Kashkari**, President and CEO of the Federal Reserve Bank of Minneapolis
- **Gloria Freeman**, Founder and CEO of Olu's Home, Inc. and Olu's Beginnings LLC



Pictured from left to right: Freddie Bell, Warren McLean, Gloria Freeman, Calvin LittleJohn  
**Session 5.4 Panel**



## 2025 Sponsorship Opportunities

### \$15,025 – Partner Sponsor

- Sponsor recognition on invitation and all 6.0-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
- Private group tour of the new “Kitchen”

### \$10,025 – Reception Sponsor

- 6.0 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

### \$5,525 – Advocate Sponsor

- 6.0 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

### \$4,025 – Associate Sponsor

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

### \$2,525 – Friend Sponsor

- 6.0 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	\$15,025	\$10,025	\$5,525	\$4,025	\$2,525
Recognition on invitation and all 6.0-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		•			
Private group tour of the new "Kitchen"	•				

### Sponsorship Contact

Sponsorship Level:  \$15,025  \$10,025  \$5,525  \$4,025  \$2,525

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