2022 Sponsorship Opportunities

NEON 3.0
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 can **increase wealth for Black and Latinx families by 400-600%**, making entrepreneurship a powerful lever for closing the racial wealth gap (Bryson, Crosby, & Seo 2020; Fairlie & 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.

NEON
Northside Economic
Opportunity Network

1007 West Broadway Avenue North | Minneapolis, MN 55411 | info@neon-mn.org

NEON

Northside Economic Opportunity Network

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. We have since 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. A keystone review published by MIT Press finds having an entrepreneur in the family increases wealth for Black and Latinx families by 400-600%, making entrepreneurship a powerful lever for closing the racial wealth gap.

By investing in BIPOC entrepreneurs and business owners, NEON is building sustainable businesses and family-supporting jobs and ensuring culturally representative services and amenities in Northside neighborhoods. As our community moves forward from a year of challenges and community healing, NEON has a critical role to play ensuring development in North Minneapolis is driven by Northsiders, for Northsiders.

NEON 3.0
COMMUNITY CONVERSATIONS

2022 Event Series

NEON's "Community Conversation Version 3.0" is the third annual Community Conversation series which originated in 2020. Engaging nearly 1,000 community members through in-person and virtual viewership in the first two years, we expect to draw increased attention to and elevate our profile through the next Community Conversation Series, Version 3.0. Designed to spark strategic dialogue, the conversation series brings together BIPOC-owned business and entrepreneurs, NEON leadership, and national guests 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 taking place in the afternoon, with networking receptions to follow. Thanks to excellent survey response and feedback we'll plan to feature our own local entrepreneurs, corporate executives and BIPOC-owned business owners with connections to food, sports and housing-among other business interests.

The 2022 3.0 series will bring top donors and community partners together to support and learn more about NEON's work with the Grow & Thrive campaign.

Highlights from Community Conversation 2.0

Our most well attended conversation was our final installment, which featured very successful minority entrepreneurs, alongside **Warren McLean** and the venerable **Daymond John:**

- **Anissa Keyes**, NEON Entrepreneur and Founder & President of Arubah
- **Justin Sutherland**, Celebrity Chef, owns and operates Handsome Hog, and the culinary director of Noyes & Cutler in Saint Paul

NEON 3.0
COMMUNITY CONVERSATIONS

Sponsorship Levels

$35,000 – Presenting Sponsor

- Opportunity to share a pre-recorded message
- Invitation Recognition and on all 3.0-related material
- Sponsor logo on photo-op banner [Step and Repeat]
- Meet & Greet speakers after Conversations
- 16 Reserved seats to each of the live Conversations
    - includes Networking Receptions and drink tickets
- Sponsor logo on branded attendee gift at 1 session
- Private group tour of the new "Kitchen"

$25,000 – Premier Reception Sponsor

- Invitation Recognition and on all 3.0-related material
- Sponsor logo on photo-op banner [Step and Repeat]
- Meet & Greet speakers after Conversations
- 14 Reserved seats to each of the live Conversations
    - includes Networking Receptions and drink tickets
- Sponsor logo on branded attendee gift at 1 session
- Private group tour of the new "Kitchen"

$20,000 – Live Production Sponsor

- Invitation Recognition and on all 3.0-related material
- Sponsor logo on photo-op banner [Step and Repeat]
- Meet & Greet speakers after Conversations
- 12 Reserved seats to each of the live Conversations
    - includes Networking Receptions and drink tickets
- Sponsor logo on branded attendee gift at 1 session
- Private group tour of the new "Kitchen"

Recognition for all sponsors:

- On-screen recognition during 3.0 Series
- Livestream landing page recognition
- Conversation production closing credits
- NEON: website, LinkedIn, e-newsletter, Annual Report
- Event media: event/registration page, e-blast, social media, signage

NEON 3.0
COMMUNITY CONVERSATIONS

Sponsorship Form

Sponsorship Levels	$35,000	$25,000	$20,000
Opportunity to share a pre-recorded message	•		
Invitation recognition	•	•	•
Logo on Step and Repeat banner	•	•	•
Private group tour of new "Kitchen"	•	•	•
Meet & Greet speakers after Conversations	•	•	•
Sponsor logo on branded attendee gift at 1 session	•	•	•
Seats to each of the Conversations and receptions	16 each	14 each	12 each

Sponsorship Contact

Sponsorship Level: ☐ $35,000 ☐ $25,000 ☐ $20,000

Company: _____ Contact Name: _____

Address: _____

(Address must match billing address on credit card)

City: _____ State: _____ Zip code: _____

Email: _____Phone: _____

Payment Information

☐ Check enclosed (please make payable to NEON) ☐ Please Invoice me _____(date)

☐ Credit Card (Additional processing fee may apply): ☐ Visa ☐ Mastercard ☐ Amex ☐ Discover

Cardholder Name: _____

Credit card number: _____

Expiration date: _____/_____Security Code: _____

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 Bev Ordahl at 612-746-4150 or bev.ordahl@jmurphyassociates.com