



NEON
COMMUNITY CONVERSATIONS

2021 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%** (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.





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 multigenerational. 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.

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; and 7) micro-granting.

2021 Event Series

NEON's "Community Conversation Version 2.0" is based on the success of our first Community Conversation Series held in late 2020 and early 2021—which boasted influential national leaders such as Minnesota Attorney General, Keith Ellison, and Minneapolis Federal Reserve CEO, Neel Kashkari, and engaged hundreds of viewers virtually. We hope to continue to draw attention to and elevate our profile through the next Community Conversation Series, Version 2.0. This 3-part conversation series is designed to spark strategic dialogue related to NEON's work, as well as the roles of philanthropy, government, and successful entrepreneurs to address social and racial injustice, economic opportunity, and community support of NEON and BIPOC-owned businesses.

The NEON Northside Live! reception in November 2021 is our annual reception and fundraiser bringing top donors and community partners together to celebrate, support, and learn more about NEON's Grow & Thrive campaign.



NEON

2.0
COMMUNITY CONVERSATIONS

Sponsorship Levels

\$50,000 – Presenting Sponsor 2.0 Series

- Presenting sponsor recognition on invitation and all 2.0-related material
- Sponsor logo on stage backdrop
- On-screen recognition during 2.0 Series
- Meet & Greet speakers after Conversations
- 20 tickets to each of the 3 live Conversations and post festivities
- 20 tickets to annual Northside Live! event in November
 - Includes 20 tickets to Northside Live! VIP hosted cocktail hour
 - VIP guests: Warren McLean, Capital Campaign Committee
- Private group tour of the new “Kitchen”

\$35,000 – 2.0 Series Live Production Sponsor

- Production sponsor recognition on invitation and 2.0 materials
- Sponsor logo on stage backdrop
- On-screen recognition during 2.0 Series
- Meet & Greet speakers after Conversations
- 16 tickets to each of the 3 live Conversations and post festivities
- 16 tickets to annual Northside Live! event in November
 - Includes 16 tickets to Northside Live! VIP hosted cocktail hour
 - VIP guests: Warren McLean, Capital Campaign Committee
- Private group tour of the new “Kitchen”

\$20,000 – Northside Live! Premier Sponsor

- Sponsor recognition of Northside Live! event on invitation
- Meet & Greet speakers after Conversations
- 12 tickets to each of the 3 live Conversations and post festivities
- 12 tickets to annual Northside Live! event in November
 - Includes 12 tickets to Northside Live! VIP hosted cocktail hour
 - VIP guests: Warren McLean, Capital Campaign Committee
- Private group tour of the new “Kitchen”

\$15,000 – Northside Live! Partner Sponsor

- Sponsor recognition of Northside Live! event on invitation
- Meet & Greet speakers after Conversations
- 12 tickets to each of the 3 live Conversations and post festivities
- 12 tickets to annual Northside Live! event in November
 - Includes 12 tickets to Northside Live! VIP hosted cocktail hour
 - VIP guests: Warren McLean, Capital Campaign Committee

Recognition for all sponsors:

- Verbal recognition during Conversation
- 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 2.0

COMMUNITY CONVERSATIONS

Sponsorship Form

Sponsorship Levels	\$50,000	\$35,000	\$20,000	\$15,000
Recognition	Invitation, stage backdrop, screen	Invitation, stage backdrop, screen	Northside Live! Invite	Northside Live! Invite
Meet & Greet speakers after Conversations	•	•	•	•
Tickets to 3 live Conversations and post festivities	20 each	16 each	12 each	12 each
Tickets to Northside Live! Event and VIP reception	20 each	16 each	12 each	12 each
Private group tour of new "Kitchen"	•	•	•	

Sponsorship Contact

Sponsorship Level: \$50,000 \$35,000 \$20,000 \$15,000

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 (please circle one): 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