



Virginia Black Business Expo Partnership Opportunities

2026



5th Annual | Richmond, VA | 125 Vendors | 1,500+ Attendees

The Virginia Black Business Expo is a flagship, consumer-facing marketplace that connects Black-owned businesses directly with customers, corporations, community partners, and decision-makers.

With more than 125 vendors, 1,500+ attendees, regional radio promotion, and recurring local media coverage, the Expo serves as a powerful platform for visibility, commerce, and economic impact. Sponsorship directly supports venue costs, production, marketing, and vendor support—ensuring a high-quality experience for both businesses and attendees.

Presenting & Venue Partner | \$25,000

Exclusive 1 Available. Brand association with the full Expo ecosystem, including vendors, shoppers, and economic impact outcomes:

- Opportunity to sponsor up to five (5) vendor booths (branded as “Vendor Participation Sponsored by [Partner]”)
- Recognition on sponsored vendors’ booth signage and in vendor communications
- Opportunity to participate in one pre-Expo planning briefing (advisory input only; final decisions remain with VABCC)
- Opportunity to help shape one Expo feature area (e.g., Small Business Resource Row, First-Time Vendor Area, Youth Marketplace)
- Opportunity to deliver brief opening remarks (2–3 minutes, non-promotional)
- Premium vendor booth with priority placement
- Prominent recognition on: Main stage backdrop, Event signage and wayfinding, Radio and media promotions (as applicable)
- Inclusion in post-event Expo Impact Report, including: Number of vendors supported, Attendance metrics, Shopper engagement

Title Partner | \$15,000

- Opportunity to sponsor up to three (3) vendor booths
- Recognition as “Vendor Participation Sponsor” on select vendor signage
- Opportunity to provide input on one Expo engagement element (activation, resource area, or experience)
- Premium vendor booth
- Verbal recognition from the main stage
- Logo placement on event signage, marketing materials, and digital promotions
- Inclusion in radio and digital promotions (as applicable)
- Inclusion in post-event Expo Metrics Summary, including sponsored vendor participation

The Virginia Black Business Expo is a high-traffic, consumer-facing marketplace. Sponsorship benefits prioritize visibility, engagement, and brand alignment while preserving a vendor-first experience.



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Marketplace Partner | \$10,000

- Opportunity to sponsor up to two (2) vendor booths
- Recognition as “Vendor Support Sponsor” in vendor communications
- Standard vendor booth
- Logo placement on event signage and select marketing materials
- Recognition during the Expo program
- Inclusion in post-event Expo Impact Snapshot, including vendor participation supported

Community Partner | \$5,000

- Recognition as a Community Partner of the Virginia Black Business Expo
- Opportunity to sponsor one (1) vendor booth
- Recognition in vendor communications and event recap materials
- Standard vendor booth
- Logo placement on event signage and digital promotions

Supporting Partner | \$2,500

- Brand association with small business visibility and community engagement
- Logo placement on event signage and digital materials
- Recognition in post-event recap communications

Vendor Supporter | \$1,500

- Brand association with supporting small business participation
- Logo placement on select Expo materials
- Recognition in vendor communications and event recap

