



The premier entrepreneurial and  
wealth building conference for  
African Americans

**November 7-9, 2008**

**Dallas, Texas**

**Expected Attendance: 500 - 1,000**

**Media Spending: Approx. \$100,000**



# Overview

**The Black Millionaires Summit** was co-founded by Myron Golden & WNBA Champion Dr. Fran Harris, this 1st annual event will be held in Dallas, Texas on the weekend of November 7-9, 2008.

**It targets professional, entrepreneurial African Americans 25-54**



## What Makes It Different?

**The Black Millionaires Summit** is the only event that brings next-level African American entrepreneurs from diverse backgrounds to the stage to share their business, wealth and success strategies from industries that include **sports**, Internet, **technology**, media, television, **network marketing**, publishing, **fashion**, **finance**, entertainment, **real estate**.



# The Mission

**To get you to your first or  
(next) million...FAST**



# Snapshot of Highlights

Speakers include megapreneurs Russell Simmons & NBA Legend Magic Johnson, plus millionaires in the Internet, personal development, network marketing, real estate and finance industries plus VIP Luncheon and booksignings.





# Snapshot of Opportunity

**The Black Millionaires Summit** offers the discerning partner and advertiser a myriad of opportunities to reach the entrepreneurial, professional, success-minded African American consumer including but not limited to these avenues:

Black Millionaires Summit 3-day event

**\$100,000+ in media**

Advertising in the official event program

**Online including website, social media and email marketing**

Exhibitor Space

**Product Placement**

*(Full Sponsor Opportunities List Begins on page 9)*



# Black Spending Power \$744 Billion

(2006, Target Market News)

In 2006, **5.7 million African Americans owned their own homes** up from 4.3 million in 1997 census

## Black U.S. Population

38.3 million

## Top Five Black Cities

New York

Chicago

Detroit

Philadelphia

Houston



# Where Blacks Spend Money

## Top Five Expenditures

Housing \$121.6 bil.

Food \$59.2 bil.

Cars/Trucks \$32.1 bil.

Clothing \$27.7 bil.

Health Care \$17.8 bil.



- Event “Titling” Privileges
- Company logo/title premium location
- Integrated brand presence in all venue spaces
- Largest logo/highest frequency placement on website
- Signage at event
- Access to attendee database
- Premium booth location at conference
- 5 VIP laminates for access to BMS events
- Opportunity to make brief remarks at event
- Goodie bag inclusion, sampling opportunities
- Event CD for promotional use only
- Logo in all press releases and media interviews
- Mentions in all radio, television, print and online ads

**Investment: \$100,000**



## SPONSORSHIP BENEFITS

- Company logo/title premium location
- Logo on website
- Signage at event
- Access to attendee database
- 2nd tier exhibitor booth location at conference
- 2 VIP laminates for access to Summit attendees
- Conference Goodie Bag inclusion, sampling opportunities
- Event CD for promotional use only
- Logo in \$25,000 print and online ad campaign

**Investment: \$25,000**



### **SPONSORSHIP BENEFITS**

- Company logo/title premium location
- Integrated brand presence in all venue spaces and at all events
- Logo on website
- Signage at event
- 2 VIP laminates for access to Summit attendees
- Conference Goodie bag inclusion, sampling opportunities
- Event CD for promotional use only
- Mentions in \$15,000 online ad campaign

**Investment: \$10,000**



### SPONSORSHIP BENEFITS

- Covers the multimedia at event -- audio, video, LCD panel, etc.
- Separate recognition in collateral materials (invitations, name tags, conference programs) and press releases
- Signage in registration area
- VIP luncheon tickets
- Event CD for promotional use only
- Acknowledgement at event

**Investment: \$10,000**



### SPONSORSHIP BENEFITS

- Covers speaking and hospitality expenses of celebrities Russell Simmons & Magic Johnson
- Goodie bag inclusion
- Mention at the event
- Event CD for promotional use only

**Investment: \$50,000**



## **SPONSORSHIP BENEFITS**

### **GOODIE BAGS \$3,500**

One (1) item in registration packets

Category exclusivity

### **EXHIBITOR (limited space) \$1,000**

Opportunity to meet attendees and display company materials

VIP Lunch Tickets

### **OFFICIAL PROGRAM AD RATES**

Full Page Ad - **\$10,000**

Half Page Ad - **\$5,000**

1/4 Page Ad - **\$2,500**

Inside Cover - **\$12,500**

Inside Back Cover - **\$12,500**

Back Cover - **\$25,000**



*"Well behaved women rarely make history."*

That's the motto by which Fran Harris lives her life. She believes that successful people always push the envelope with innovative ideas and unconventional thinking. An entrepreneur since age 9 and a paid speaker since junior high school, Fran knew at an early age that her calling was to inspire millions to live their dreams. She's traveled to over 30 countries as a speaker, business consultant and teambuilding expert. A highly decorated international athlete, she was captain of Texas, 34-0 NCAA Championship team, played on numerous USA national teams, starred professionally in Switzerland and Italy and was a member of the Houston Comets' first WNBA Championship team in 1997. A former Procter & Gamble sales and training executive, Fran now travels the world as a speaker and business expert. Her clients include solo entrepreneurs and multi-billion dollar corporations. She is the founder & Publisher of Collegepreneur magazine, the world's first entrepreneurship magazine for college students. She's a former ESPN, Lifetime Television & FOX Sports announcer who's recently appeared in over 100 media outlets including CNBC's The Big Idea & FOX Business Channel's "Cavuto".





Myron Golden is a dynamic business trainer and success coach and author who has over 23 years of experience in the marketing and sales arena. Despite the fact that he contracted polio as an infant Myron is a Black Belt in the martial arts and has had to overcome many obstacles to succeed in his life and career. He is in high demand as a speaker and trainer in the areas of sales, marketing, business development and financial literacy.

Myron has students that are making tens of thousands of dollars per month. And he can show anyone how to turn his or her passion into profits. Myron teaches everyday people to become wealthy often using skills they already have. His book "From The Trash Man To The Cash Man" has sold over 115,000 copies in the first two years of being in print.





Ready to get your share of this  
**\$744 billion**  
dollar market?

**Call now!**  
**214.260.7742**

**[www.BlackMillionairesSummit.com](http://www.BlackMillionairesSummit.com)**