



Celebrating Caribbean American Heritage Month

Business EXPO & GrowthCONN 2026

Small Business Empowerment Expo & GrowthCONN

JUNE 27, 2026

| HARTFORD, CT

| CONNect & Grow

Economic Empowerment

Join us in celebrating the Caribbean Diaspora through a premier platform of business growth and technical innovation.

OUR MISSION & LEGACY

Empowering the Diaspora

The West Indian Social Club of Hartford, Inc. has been the heartbeat of our community for decades. GrowthCONN represents our next evolution: a bridge between heritage and 21st-century economic success.

- ✔ Commitment to Empowerment & Growth.
- ✔ Bridging the gap for Caribbean entrepreneurs.
- ✔ Fostering international trade opportunities.



THE GROWTHCONN PILLARS



Access to Capital

CONNecting small businesses with lenders and grants specifically for minority owners.



Tech & AI

Educating businesses about some of the latest cutting-edge Tech & AI tools to increase efficiency and reach.



Global Trade

Facilitating the 'Trade Bridge' between CONNecticut and Caribbean nations.



Talent Pipeline

Building a direct link between local talent and growing service industries.

PROJECTED IMPACT

500+

Attendees

30+

Key Vendors

15+

Industry Categories

Our audience includes decision-makers from construction, legal, finance, IT, health sectors, and other industries across the Greater Hartford region and beyond.

THE EXPO EXPERIENCE



LITTLE CARIBBEAN
MAIN STREET
Hartford, CT



Networking &
Job Opportunity



Presentations /
Workshops

WHY SPONSOR GROWTHCONN?

Brand Visibility

Gain direct exposure to Hartford's influential Caribbean business owners and a statewide network of trade professionals.

Logo placement on digital assets reaching 8,000+ residents via WISC social networks.

Lead Generation

The Expo floor is a high-energy hub for B2B and B2C lead generation. Position your brand at the center of the regional marketplace.

Connect with vendors across possibly 30+ service industries in a single day.

PARTNERSHIP TIERS

\$5,000

The "Heritage" Powered Title Sponsor (Exclusive)

- **Brand Dominance:** Title "powered by [Sponsor Name]"
- **The Main Stage:** 5-minute opening remarks to the entire assembly.
- **Room Naming Rights:** One of the two presentation rooms will be named "The [Sponsor Name] Growth Room."
- **Prime Real Estate:** Corporate Booth plus satellite booth in the highest-traffic areas.
- **Lead Generation:** Full digital directory of all registered businesses.
- **Full Media Blitz:** Large logo on all signage, social media banners, and logo on the Photography backdrop/banner for attendees' photos.
- **Digital Signage Spotlight:** Get featured on our digital screens as you walk about the presentation rooms.

PARTNERSHIP TIERS

\$3,000

The "Impact" Partner

- **Speaker Introduction:** Opportunity to introduce one of the Keynote Speakers.
- **Corporate Booth:** Premium Corporate Booth with 4 lunch tickets and TV setup w/ HDMI ready for you.
- **Digital Branding:** Featured "Spotlight" post on all social media and a permanent logo on the website footer.
- **Directory Feature:** Full-page color ad in the Post-Expo Business Contact Directory.
- **Registration Branding:** Logo included on the digital confirmation email sent to every attendee.
- **Digital Signage Spotlight:** Get featured on our digital screens as you walk about the presentation rooms.

PARTNERSHIP TIERS

\$2,500

The "Grand Finale" Prize Sponsor

- **Naming Rights:** "The [Sponsor Name] Grand Prize Drawing."
- **The "Stage Hero" Moment:** The sponsor physically stands on stage at 2:30 PM to pull the winning name and hand over the prize.
- **The "Passport" Branding:** To enter the drawing, attendees must complete their "Business Passport" (getting stickers from vendors). Your logo will be printed on every single passport.
- **Premium Booth:** 1 Premium Booth (\$350 value) included in a high-visibility location.
- **Social Media Blast:** A dedicated "Who will win?" teaser post featuring your logo 48 hours before the event.
- **Photo Op:** A professional photo with the winner, shared in the post-expo directory and press releases

PARTNERSHIP TIERS

\$2,000

The "Media & Branding" Sponsor

- **Logo Dominance:** Your logo will be featured on the Step & Repeat Banner (placed at the entrance or in a high-traffic "Photo Zone") alongside the Expo logo.
- **The "Digital Legacy":** Every professional headshot sent to a vendor will include a branded digital "thank you" card or a subtle watermark: "Professional Headshot Powered by [Sponsor Name]."
- **Naming Rights:** The headshot area will be officially called "The [Sponsor Name] Portrait Studio."
- **Premium Booth:** One Premium Booth (\$350 value) located directly next to the photo area for maximum engagement.
- **Online Gallery & Social Media Spotlight:** Digital brand graphic featuring sponsor information to be posted alongside event photos on social media and within the post-event photo gallery.

PARTNERSHIP TIERS

\$1,500

The Corporate "Growth" Sponsor


- **The Booth:** 1 Premium location booth, 2 tables, 4 chairs, and TV setup w/ HDMI ready for you.
- **Social Shoutout:** Mention in the "Thank You to our Corporate Partners" social media blast.
- **Signage:** Logo on the "Corporate Wall/Step Repeat Banner" at the entrance.
- **Lunch for 4:** Caribbean lunch.
- **Directory Inclusion:** Half-page ad in the Post-Expo Directory.

PARTNERSHIP TIERS

\$1,000

The "Fuel & Refresh" Sponsor

- **The "Caribbean Lunch Hero":** Signage "Lunch Powered by [Sponsor Name]."
- **Standard Booth:** 1 Standard.
- **Logo:** Small logo on the event map/schedule.
- **Shoutout:** Mention during the lunch break by the event moderator



“Empowerment is not a solitary journey; it is a bridge we build together between our heritage and our future.”

— *West Indian Social Club of Hartford, Inc.*

READY TO PARTNER?

Let's Talk

Connect with our sponsorship team today to tailor a package for your brand.



Email

westindiansocialclub@wiscoh.org



Call

860-247-5659



Website

www.westindiansocialclub.org

See You in June!

CONNect • Celebrate Heritage • Drive Growth • Scale the Future

Saturday, June 27, 2026

3340 Main Street, Hartford, CT 06120

