

# The West Indian Social Club of Hartford, Inc.

Celebrating Caribbean American Heritage Month

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Est. October 27, 1950. 75 Years of continued service.

May 12, 2026

## **SUBJECT: Partnership Invitation – Caribbean American Small Business Empowerment EXPO & GrowthCONN**

The West Indian Social Club of Hartford invites you to sponsor the Caribbean American Small Business EXPO & GrowthCONN on June 27, 2026. Celebrating Heritage Month, this event acts as a "Trade Bridge"—connecting entrepreneurs with the capital, technology, and resources needed to scale. Join us to CONNect, Showcase, Exchange Ideas, Learn & Grow!

### **Why Partner with Us?**

Sponsoring GrowthCONN CONNects your brand with a motivated network of business owners and community leaders. Your partnership supports:

- **Expert Keynotes:** Sessions featuring Capital Access, Trade, Technology, and more.
- **The Trade Bridge:** Exclusive workshop on importing from the Caribbean.
- **Workforce Development:** Opportunities for local job seekers and career advancement.
- **Community Empowerment:** Building long-term economic resilience in the State of Connecticut.

### **EVENT DETAILS**

**Date:** Saturday, June 27, 2026 • **Time:** 10 AM – 3PM • **Location:** 3340 Main St, Hartford, CT 06120

**Audience:** Small Business Owners, Vendors, Job Seekers, & Community Members.

### **Sponsorship Opportunities**

We offer tiered sponsorship packages for maximum visibility, including logo placement, social media promotion, and speaking opportunities.

To request our full deck or a tailored package, please contact us via the EXPO Webpage (*Recommended*). Thank you for helping empower our local business community.

Best Regards,

John Rhone

*Director of Marketing &*

*Event Chairperson for the Caribbean American Heritage Month – Small Business Empowerment EXPO & GrowthCONN.*

### **QR-CODE**

Simply use your smartphone camera to scan the code below, and it will direct you to the page.



BUSINESS EXPO WEBPAGE:

[WestIndianSocialClub.org/expo](http://WestIndianSocialClub.org/expo)



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## Caribbean American Small Business Empowerment Expo & GrowthCONN Sponsorship Opportunity

### The "Heritage" Powered Title Sponsor (Exclusive) | \$5,000

- **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 contact 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.

### The "Impact" Partner | \$3,000

- **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.
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### The "Grand Finale" Prize Sponsor | \$2,500

- **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

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## Caribbean American Small Business Empowerment Expo & GrowthCONN Sponsorship Opportunity *Continued*

### The "Media & Branding" Sponsor | \$2,000

- **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.

### The Corporate "Growth" Sponsor | \$1,500

- **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.

### The "Fuel & Refresh" Sponsor | \$1,000

- **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

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