

MEDIA KIT

INAUGURAL *fl*emba Florida Minority Business Awards

THURSDAY OCTOBER 3 2024
PRIME F. OSBORN III COVENTION CENTER



GLOBAL MINORITY BUSINESS ASSOCIATION®

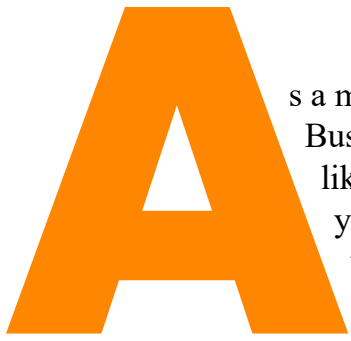
PRIMARY VISION

BUSINESS DEVELOPMENT + ENTREPRENEURSHIP SCHOOL CURRICULUM FOR YOUTH

The Global Minority Business Association® is working to create a groundbreaking business development/entrepreneurship program and reshaping education at the Business Development Institute. Designed for students from 6th to 12th grade, we will integrate business development and entrepreneurial thinking into the core curriculum, equipping students with essential skills for the modern economy.



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As a member of the First Coast Business Community, I would like to extend an invitation for your esteemed organization to join other industry leaders who are partnering with us for the upcoming 2024

Florida Minority Business Awards.

The Florida Minority Business Awards (FLOMBA) is a prestigious event that recognizes the outstanding achievements of minority business owners in Florida. We have set a precedence to serve as a catalyst for a new generation of business owners who are valuable trend-setters and innovators in “Building Cultural and Global Relationships.” By partnering with this event, your organization will have a unique opportunity to showcase your commitment to promoting diversity and supporting cultural business advancement in the region. Your brand will also be associated with a reputable and well-established event that attracts top business leaders, foreign dignitaries, political powerhouses, industry experts, and entrepreneurs from across the state and region.

Our counterpart, The Georgia Minority Business Awards, set standards to embrace diversity, overcome cultural obstacles and continue to build global relationships. The amalgamation of like-minded individuals forms powerful partnerships, thus creating common ground for success and achievement. The Florida Minority Business Awards mission is one and the same.

In March of 2024, the Georgia Minority Business Awards hosted their 26th annual awards dinner to

celebrate minority businesses and entrepreneurs from around Georgia. In October of 2024, the Florida Minority Business Awards will host our 1st annual awards dinner to celebrate minority businesses and entrepreneurs from North Florida and the surrounding area who are making an impact within their perspective business communities.

We represent all people, ethnicities, and cultures. The speakers, CEO’s, minority business winners and scholarship recipients represent the best in success and exhibit business ethics and values nationally and throughout the state of Florida.

The Global Minority Business Association® has the mission to create an entrepreneurial school curriculum for youth in middle and high school; Business Development Institute, Inc. (BDI). Scholarships are awarded to students at colleges and universities that have a focus in Business, International Studies, Robotics, and IT partnership programs with business schools and MBA campaigns that promote future employment opportunities and corporate growth in Florida.

We invite your organization to join us in supporting this important event and promoting diversity, equity, and inclusion in the business community. Your participation will make a significant difference in the lives of minority-owned businesses and entrepreneurs throughout Florida.

Sean Clinkscales, *President/CEO*
Global Minority Business Association & Florida
Minority Business Awards



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2024 FLORIDA MINORITY BUSINESS AWARDS ATTENDEE DATA POINTS* [Based on GMBA attendees*]



As potential partners, you'll gain visibility among a diverse and dynamic audience at our events, where the spotlight shines not just on achievements but also on the promise of new partnerships and collaborations. Our attendee data showcases the broad spectrum of professionals you'll connect with, offering a unique opportunity to engage directly with award recipients and attendees alike. This environment fosters meaningful connections, opening the door to collaborative ventures that can drive mutual growth and success.

1. Demographics:

Age Ranges:

- Majority aged between 30-50.
- Significant presence of young professionals (25-30) and seasoned professionals (50-60).

Gender Distribution:

- Approximately 55% male, 40% female, 5% non-binary or prefer not to say.

Ethnicity:

- Predominantly African American (53%), Caucasian (22%), Hispanic (20%), Asian (5%).

Income Levels:

- 36% earning \$50,000 - \$100,000.
- 33% earning \$100,000 - \$200,000.
- 28% above \$200,000.
- 3% below \$50,000.

2. Professional Background:

Job Titles:

- 40% are business owners or entrepreneurs.
- 23% hold managerial or executive positions.
- 20% are freelancers or consultants.
- 13% are in mid-level positions.
- 4% are in entry-level positions.

Industry Sectors:

- High representation in technology (20%), healthcare (15%), finance (15%), and creative industries (10%).

Business Size:

- 40% from small businesses (1-50 employees).
- 30% from medium-sized enterprises (50-250 employees).
- 20% from large corporations (250+ employees).

Years of Professional Experience:

- Average of 10-15 years of professional experience.

3. Interests and Lifestyle:

Business Topics:

- 48% interested in innovation and tech advancements.
- 67% focused on business growth and development strategies.

- 42% interested in networking and partnerships.
- Lifestyle Interests:
 - Travel and luxury goods are popular among 35%.
 - Cultural and artistic interests (25%).
 - Sports and outdoor activities (20%).
- Community Involvement:
 - 70% are involved in local business networks.
 - 30% are engaged in charity work or community projects.

4. Event Engagement:

Previous Attendance:

- 63% have attended similar events in the past year.

Participation Level:

- 40% are active networkers.
- 30% are passive attendees.
- 20% are speakers or panelists.
- Preferred Event Formats:
 - 40% prefer workshops and interactive sessions.
 - 35% enjoy keynote speeches.
 - 25% value networking sessions.

5. Digital Engagement:

Social Media Usage:

- 46% are active on LinkedIn for professional networking.
- 34% use Instagram and Twitter for business and personal use.

Email Engagement:

- High open rates (around 25-30%) for event-related newsletters.

Content Preferences:

- 68% prefer video content.
- 36% engage more with articles and blogs.
- 23% listen to podcasts related to business and innovation.

Device Usage:

- 77% primarily use mobile devices for content consumption.
- 41% use desktops for professional purposes.
- 38% use laptops for professional purposes.

BRAND MEDIA KIT ACTIVATION OPTIONS



- NAMING RIGHTS
- SOCIAL MEDIA INTEGRATION
- VIDEO AD INSERTION (15 - 90sec)
- FULL PAGE PROGRAM BOOK AD
- IMPACT LANDING PAGE
- SIMULCAST BRANDING

FULL PAGE - FULL COLOR PROGRAM BOOK AD



SIMULCAST PROJECTED SCREEN + LOWER THIRDS



BRAND ACTIVATION LEVELS AND BENEFITS

DESCRIPTIONS	TITLE SPONSOR	PRESENTING SPONSOR	OFFICIAL INDUSTRY PARTNER	DIRECTING BUSINESS PARTNER	MANAGING BUSINESS PARTNER	ASSOCIATE BUSINESS PARTNER	CONTRIBUTING BUSINESS PARTNER	ASSISTANT BUSINESS PARTNER	VENDOR PARTNER
	\$50,000	\$25,000	\$13,500	\$7,500	\$5,000	\$3,500	\$1,500	\$750	\$500
Prominent Branding as the VIP Reception Co-Sponsor in Promotional Materials	✓								
Company Included in TV, Radio, and Print Ads	✓	✓							
Company Name and Logo Link on Homepage event website, Marketing Materials, Electronic and Social Media	✓	✓	✓	✓					
Company Impact Landing page	✓	✓	✓	✓					
Company Name link sponsor page					✓	✓	✓		
Select social media promotion					✓	✓			

EVENT NIGHT BENEFITS

Tickets for Exclusive VIP Pre-mixer	30	20	10	10	5	4	2	2	2
Tickets for Florida Minority Business Awards Program	3 Reserved VIP Tables of 10	2 Reserved VIP Tables of 10	1 Reserved VIP Table of 10	1 Reserved VIP Table of 10	5 VIP Seats	4 VIP Seats	2 VIP Seats	2 VIP Seats	2 VIP Seats
Prominent Branding as the VIP Reception Co-Sponsor for Night of Red-Carpet Event	✓								
Category Exclusivity	✓	✓	✓						
Acknowledgment during pre-mixer event	✓	✓							
Acknowledgment during awards ceremony	✓	✓							
Two Minute Speaking Opportunity for CEO or Designee During Program and One Minute Video During Program	✓	✓							
Company Logo on Step and Repeat	✓	✓							
Premium Table Placement	✓	✓	✓						
Table Recognition Signs	✓	✓	✓	✓	✓				
Full-Screen Sponsor Loop Ad in Video Presentation and in Souvenir Program	✓	✓	✓						
Company Logo on Ball Signage	✓	✓	✓						
Company Name Listed on Ball Signage				✓	✓	✓			
Company Logo Displayed on a Shared Screen as Part of Sponsor Video Loop and in Souvenir Program Book	✓	✓	✓	✓					
Company Name Listed as Part of Sponsor Video Presentation and Listing in Souvenir Program Book					✓	✓	✓	✓	
Company Logo Link on FLOMBA Website	✓	✓	✓	✓	✓	✓	✓	✓	✓
8' x 2' table with (2) chairs									✓

ADDITIONAL BENEFITS

Listing in Post Event Highlights Video	✓	✓	✓						
Listing in Post Event E-blast	✓	✓	✓	✓					
Listing in Pre and Post Event Press Release	✓	✓	✓	✓					



SPONSOR + PARTNER OPPORTUNITIES

Yes! I agree to participate in the 2024 Florida Minority Business Awards as the following level: (Please select one):

SPONSOR

- \$50,000 Title Sponsor
\$25,000 Presenting Sponsor

PARTNER

- \$13,500 Official Industry Partner
\$7,500 Directing Business Partner
\$5,000 Managing Business Partner
\$3,500 Associate Business Partner
\$1,500 Contributing Business Partner
\$750 Assistant Business Partner

VENDOR

- \$500 Vendor Partner
\$150 Vendor

TABLES + TICKETS

- \$1,500 VIP TABLE(S) Number of Tables
\$1,250 STANDARD TABLE(S) Number of Tables
\$150 VIP TICKET(S) Number of Tickets
\$125 STANDARD TICKET(S) Number of Tickets
\$ I am unable to attend, but please accept my donation.

RESPOND TO:

GMBA
Sean Clinkscales, President
4411 Fern Creek Drive
Jacksonville, FL 32277
T 904.576.4825

BRAND ACTIVATION SPONSORSHIP RESERVATION AND ADVERTISING FORM

SPONSOR CONTACT INFORMATION

Form fields for contact information: FULL NAME, TITLE, COMPANY, ADDRESS, CITY, STATE, ZIP, PHONE, ALT NUMBER, FAX, EMAIL

METHOD OF PAYMENT

PAYMENT BY CHECK | Please make checks payable in U.S. funds to Global Minority Business Association, Inc., and send along with your signed reservation form to:

GMBA, Inc.
4411 Fern Creek Drive
Jacksonville, FL 32277

- CREDIT CARD | VISA | MASTERCARD | DISCOVER | AMEX

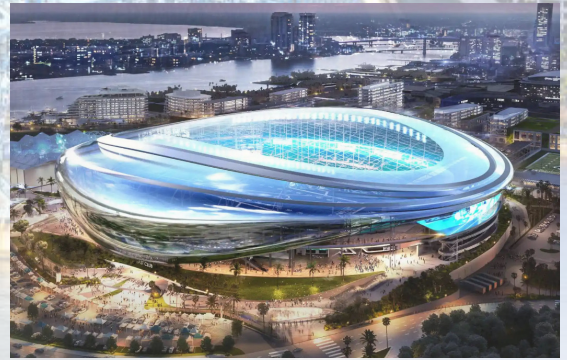
CREDIT CARD NUMBER, CCV, EXPIRATION DATE

NAME AS IT APPEARS ON CARD

AUTHORIZED SIGNATURE, DATE

DIGITAL INVOICE | Designate correct email address to send digital invoice for remittance

INVOICE EMAIL



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