



YOUNG,
GIFTED & BLACK™
ENTREPRENEURIAL
AWARDS, INC.

GENERAL SPONSORSHIP KIT





EXECUTIVE SUMMARY:

The Young, Gifted & Black™ Entrepreneurial Awards, Inc. is an approved & registered federal tax-exempt non-profit charitable organization under section 501(c)(3) of the Internal Revenue Code.

Donors can deduct contributions they make to the organization under IRC Section 170. The organization is also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522.

Organization Name: **YOUNG, GIFTED, & BLACK™ ENTREPRENEURIAL AWARDS, INC**

EIN: **88-3274168**

Effective Date: **May 2022 to Present**

Tax Exempt Organization Search: <https://apps.irs.gov/app/eos/>



OVERVIEW:

In 2006, the Young, Gifted & Black™ (YGB) Entrepreneurial Awards program was created with one goal and mission in mind:

To positively empower individuals and communities by highlighting the achievements of the “Unsung Heroes & Heroines” whose stories can help inspire others towards making future goals attainable.

The program has honored over 350+ honorees covering YGB-Americas, YGB-Africa & YGB-Caribbean within our Millennium Business, Professional Service, Nina Simone Artistic Excellence, Alumni Hall of Game & Lifetime Achievement Award categories.

To view the complete list of honorees to date, visit:

<https://www.ygbawards.com/recipients>



MISSION:

The Young, Gifted & Black™ (YGB) Entrepreneurial Awards was launched to celebrate Black History Month through a peer-to-peer nomination process that acknowledges achievements by Entrepreneurs, Executives, Artists, Small Business, Educators, Government Officials, Mom & Pop, Sports & Music Entertainment, Health Care, Lawyers...etc by recognizing their journey towards the “Continued Pursuit of Success.” The program honors Urban-American, African & Caribbean professionals who are the “Unsung Heroes & Heroines” within their communities.

The Young, Gifted & Black™ (YGB) Entrepreneurial Awards program places an emphasis on individuals that continue to reach levels of success through hard work and determination. There isn't a formal selection criterion to receive this award; rather the program focuses a nominee's path from where they have been in life to where they are now as ambassadors of the entrepreneurial spirit.



P.O.W.E.R. N. M.O.T.I.O.N.

PROVIDING OPPORTUNITY WITH EFFECTIVE RESOURCES

NETWORKING

MOTIVATES

OPTIMIZES

TRANSCENDS

INSPIRES

ORGANIZES

NURTURES

**Individuals Towards Empowerment & Reaching Their Desired
Goals In LIFE!**



NOMINATION

The Young, Gifted & Black™ Entrepreneurial Awards, Inc. nomination process is a Peer-To-Peer acknowledgment of the nominees Continued Pursuit of Success looking at the path taken to reach levels of success through hard work and determination.

The individual(s) making the nomination must have some type of personal connection with the nominee whether as a family, friend, business acquaintance or associate.

Requirements If Chosen As An Honoree:

Must be available and present in person to receive the award

If unable to attend the program, you will NOT receive the award (This May Be Waived Due To Special Circumstances)



DEMOGRAPHICS

Distribution:

- 25,000+
Direct Market Email
Subscribers

Target Market:

- Fortune 500 Corporate
Professionals
- Sports & Music Entertainment
- African & Caribbean Markets

Age:

- 22 – 35+

Audience %:

- 65% Urban Afro American,
Caribbean & Latin
- 25% Caucasian
- 10% Other

Gender %:

- 60% Women
- 40% Male

Average Household Income (HHI):

- \$33,500 – 250,000 +



SOCIAL NETWORK MARKETING REACH (AGGREGATE)

FACEBOOK

- NLG UNBP
- YGB AWARDS PROGRAM
- WE ARE ONE CARIBBEAN
- WE ARE ONE JAMAICA
- HAITINYC
 - Friends / Followers – 15,000+

LINKEDIN

- NLG Unified Network of Business Professionals
 - Members / Connections – 4,100+

INSTAGRAM / TWITTER

- NLG / YGB / WEAREONECARIB
 - Followers – 5,500+



CONTACTS

Website:

www.ygbawards.com

Contact:

347. 875.7601

Email:

ygbawards@ygbawards.com

Social Networks:

facebook.com/ygbawards

twitter.com/ygbawards

instagram.com/iamygbawards

pinterest/ygbawards

youtube.com/ygbawards

Hastags:

#YGB #YGBAWARDS #YGBONTHEMOVE
#POWERNMOTION #YOUNGGIFTEDBLACK
#NOMINATESOMEONE

HONOREES

- LIST OF CURRENT & FORMER RECIPIENTS
2006 TO PRESENT

WWW.YGBAWARDS.COM/RECIPIENTS

- **GALLERY**

WWW.FACEBOOK.COM/YGBAWARDS/PHOTOS





SPONSORSHIP

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
TO FIT ANY ENTITY'S ORGANIZATIONAL REQUIREMENTS



KING PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
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\$50,000

YOUNG, GIFTED, & BLACK™ (YGB) ENTREPRENEURIAL AWARDS
PRESENTED BY "YOUR COMPANY"



KING PACKAGE

- **Life Time Achievement & Alumni Hall of Fame Awards Presented by “Your Company”**
- Direct Placement of Sponsor’s Name and Logo and/or Text on All Printed, Online Media Advertisements and Public Relations Material
- Opening announcement at Awards Dinner & Presentation “Y.G.B. ENTREPRENEURIAL AWARDS” PRESENTED BY “YOUR COMPANY”
- Sponsor’s Name and/or Logo Engraved On Award
- Two Private VIP Tables Seating a Maximum of Ten (10) Guests/Table – Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities
- Weekly 30 or 60 second weekly Commercials run on Social Media platforms



KING PACKAGE

- Three (3) 30 or 60 second Commercial shown in entirety during the actual Awards dinner & Presentation Run-Of-Show
- Front Inside Cover Page and Full-Page Ad Placement in YGB Playbill
- Link to Sponsors Website on All Online Media and Printed Creatives
- Charitable Donation To Sponsor's Non-Profit Foundation on behalf of The NetLinkz Group, Inc/YGB Program
- Inclusion Of Sponsor Marketing Material Or Samples In Gift Bags
- Advertise Sponsor's Creative To The Netlinkz Group, Inc National Distribution & Social Media Platforms
- Public Announcements At The Event To Acknowledge Sponsor's Participation and/or Donation
- Ability To Display Sponsors Products & Services At The Event
- Photographs with Awardees on Step and Repeat Backdrop Displaying Sponsors Logo



NINA PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
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\$35,000



NINA PACKAGE

- Choice of Five (5) Awards Presented by “Your Company” – **Does Not Include Life Time Achievement of Alumni Hall of Fame Awards**
- Five (5) 30 or 60 second Commercials run on Social Media platforms during any week prior to the Event (1 spot per week)
- Three (3) 30 or 60 second Commercial shown in entirety during the actual Awards dinner & Presentation Run-Of-Show
- Direct Placement of Logo and/or Text on All Printed, Online Media Advertisements and Public Relations Material
- One (1) Private VIP Table Seating a Maximum of Ten (10) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities



NINA PACKAGE

- Full Page Ad Placement in YGB Playbill
- Link To Sponsors Website On All Online Media And Printed Creatives
- Advertise Sponsor's Creative To The Netlinkz Group, Inc National Distribution & Social Media Platforms
- Public Announcements At The Event To Acknowledge Of Sponsor's Participation and/or Donation
- Ability To Display Sponsors Products & Services At The Event
- Photographs With Awardees On Step And Repeat Backdrop Displaying Sponsors Logo
- Inclusion Of Sponsor Marketing Material Or Samples In Gift Bags



ALI PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
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\$25,000



ALI PACKAGE

- Choice of Two (2) Awards Presented by “Your Company” – **Does Not Include Life Time Achievement of Alumni Hall of Fame Awards**
- Five (5) 30 second Commercials run on Social Media platforms during any week prior to the Event (1 spot per week)
- One (1) 30 sec Commercial shown in entirety during the actual Awards dinner & Presentation Run-Of-Show
- Direct Placement of Logo and/or Text on All Printed, Online Media Advertisements and Public Relations Creatives
- One (1) Private VIP Table Seating a Maximum of Ten (10) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities



ALI PACKAGE

- Full Page Ad Placement in YGB Playbill
- Link To Sponsors Website On All Online Media And Printed Creatives
- Advertise Sponsor's Creative To The Netlinkz Group, Inc National Distribution & Social Media Platforms
- Public Announcements At The Event To Acknowledge Of Sponsor's Participation and/or Donation
- Ability To Display Sponsors Products & Services At The Event
- Photographs With Awardees On Step And Repeat Backdrop Displaying Sponsors Logo
- Inclusion Of Sponsor Marketing Material Or Samples In Gift Bags



MEDGAR PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
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\$15,000



MEDGAR PACKAGE

- Choice of One (1) Award Presented by “Your Company” – **Does Not Include Life Time Achievement of Alumni Hall of Fame Awards**
- One (1) Private VIP Table Seating a Maximum of Ten (10) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities
- Full Page Ad Placement in YGB Playbill
- Link To Sponsors Website On All Online Media And Printed Creatives
- Advertise Sponsor's Creative To The Netlinkz Group, Inc National Distribution & Social Media Platforms
- Public Announcements At The Event To Acknowledge Of Sponsor's Participation and/or Donation



MEDGAR PACKAGE

- Ability To Display Sponsors Products & Services At The Event
- Photographs With Awardees On Step And Repeat Backdrop Displaying Sponsors Logo
- Inclusion Of Sponsor Marketing Material Or Samples In Gift Bags

A black and white photograph of Rosa Parks, looking out of a window. The image is slightly blurred, giving it a historical or artistic feel. The window frame is visible, and the background outside is out of focus.

ROSA PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
TO FIT ANY ENTITY'S ORGANIZATIONAL REQUIREMENTS

\$10,000



ROSA PACKAGE

- Choice of One (1) Award Presented by “Your Company” within the **Millennium Business** Category
- Direct Placement of Sponsor’s Name and Logo and/or Text On All Printed, Online Media Advertisements, Marketing & Promotional Creatives and Public Relations Material
- VIP Table Seating A Maximum of Two (2) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities
- Quarter Placement In YGB Business Journal Journal
- Advertise Sponsor’s Creative To The Netlinkz Group, Inc National Distribution & Social Media Platforms



ROSA PACKAGE

- Public Announcements At The Event To Acknowledge Sponsor's Participation and/or Donation
- Ability To Display Sponsors Products & Services At The Event

A black and white portrait of a man with a mustache, wearing a dark suit jacket and a white shirt. The image is slightly blurred and has a vintage feel. Overlaid on the image is yellow text.

CARVER PACKAGE

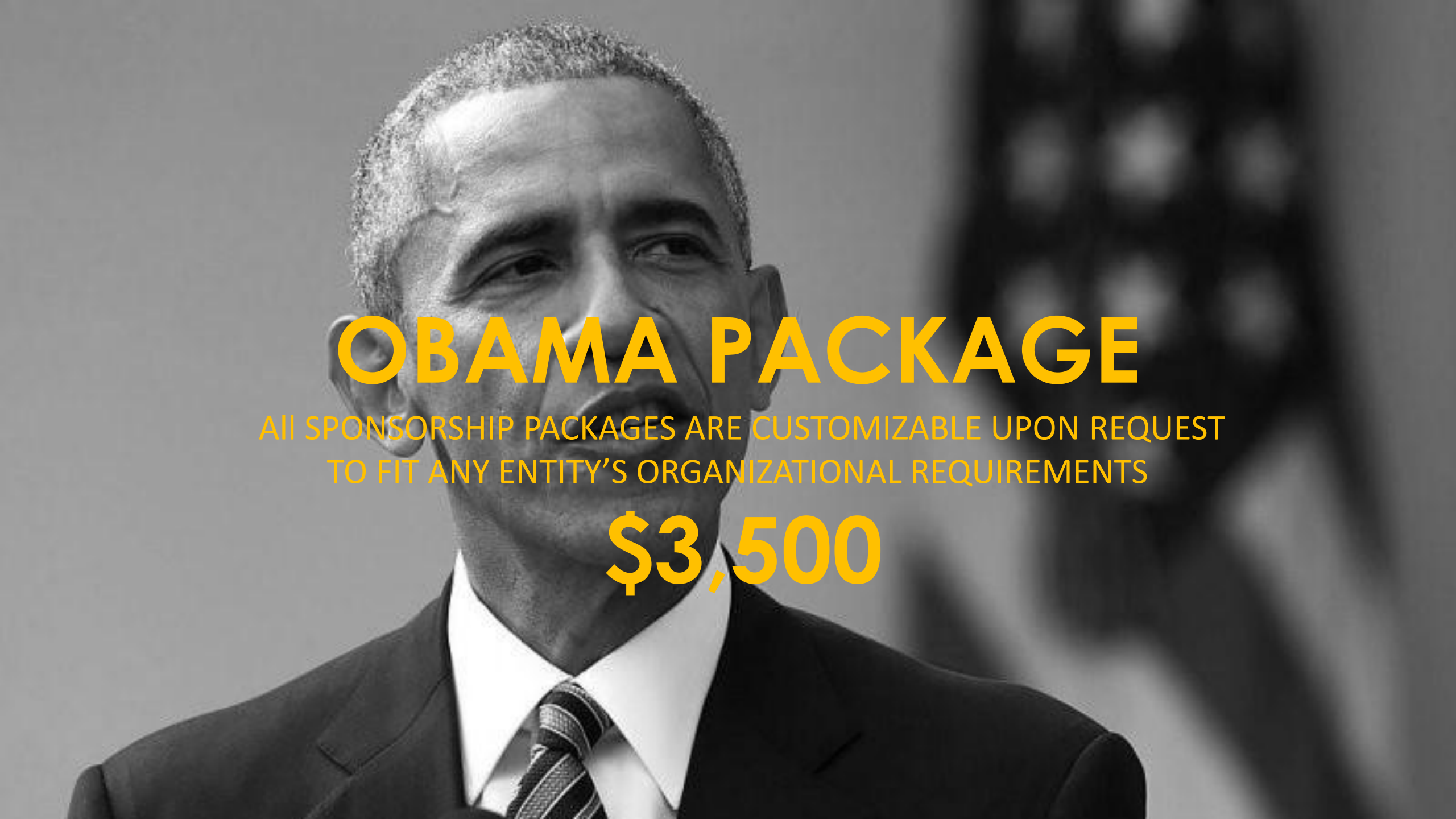
ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
TO FIT ANY ENTITY'S ORGANIZATIONAL REQUIREMENTS

\$5,000



CARVER PACKAGE

- Choice of One (1) Award Presented by “Your Company” within the **Professional Services** Category
- One (1) Private VIP Table Seating a Maximum of Ten (10) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues with a Five (5) Course Meal, Passed Hors d'oeuvres, Open Bar, Photo and Networking Session with All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities
- Full Page Ad Placement in YGB Business Journal
- Link to Sponsors Website on All Online Media and Printed
- The Event to Acknowledge of Sponsor's Participation and/or Donation
- Ability to Display Sponsors Products & Services at The Event
- Photographs with Awardees on Step and Repeat Backdrop Displaying Sponsors Logo & Inclusion of Sponsor Marketing Material or Samples in Gift Bags

A black and white portrait of Barack Obama, looking slightly to the right. He is wearing a dark suit, a white shirt, and a striped tie. The background is blurred, showing what appears to be an American flag.

OBAMA PACKAGE

ALL SPONSORSHIP PACKAGES ARE CUSTOMIZABLE UPON REQUEST
TO FIT ANY ENTITY'S ORGANIZATIONAL REQUIREMENTS

\$3,500



OBAMA PACKAGE

- Sponsor can create a custom package with the option of selecting **1.) Non-Cover Page Full page Business Journal Placement or 2.) 30-60 second Commercial which runs on the YGB Social Media Platforms** and displayed on screen for the entire event duration
- Direct Placement of Sponsor's Name and Logo and/or Text On All Printed, Online Media Advertisements, Marketing & Promotional Creatives and Public Relations Material
- General Table Complimentary Seating for Two (2) Guests/Table - Assigned front stage seating to accommodate family, friends & colleagues complimentary Open Bar, Five (5) Course Meal, Passed Hors D'oeuvres, Photo and Networking Session With All Awardees, Automatic inclusion in Silent Auction for Prizes & Specialty Gift Bags, and the YGB Program to highlight the evening's activities
- Half Page Placement In YGB Business Journal



MEDIA PACKAGE

ONE (1) YEAR PLACEMENT IN DIGITAL BUSINESS JOURNAL,
WEBSITE & ALL SOCIAL PLATFORMS

\$2,500



BUSINESS JOURNAL – ADVERTISEMENT PACKAGE

- **PLAYNOTE BOOKLET SIZE**
5" x 8" or 300 dpi 1500 x 1800 pixels
- **Placement (Based on Availability):**
 - ☐ Front & Back Cover (Outside & Inside) OR Centerfold
 - ☐ PRIME & PREMIUM Placement
- **BUSINESS JOURNAL** is also converted to digital document and marketed to the YGB Network & remains on our website @ www.ygbawards.com/journal for 1 year



YOUNG, GIFTED & BLACK®
ENTREPRENEURIAL AWARDS

BUSINESS JOURNAL – ADVERTISEMENT PACKAGE

COLOR GLOSSY PACKAGE

Inside Front Cover, Inside Back Cover, Center Fold
¼ page - \$300 | ½ page - \$450 | Full page - \$550

Outside Back Cover
¼ page - \$400 | ½ page - \$500 | Full page - \$650

Non-Cover Page
¼ page - \$250 | ½ page - \$350 | Full page - \$450

BLACK & WHITE PACKAGE

¼ page - \$150 | ½ page - \$275 | Full page - \$400



YOUNG, GIFTED & BLACK®
ENTREPRENEURIAL AWARDS

COMMERCIAL SPOTS – ADVERTISEMENT PACKAGE

TITLE, PRESENTING & SUPPORTING SPONSORS

PREMIUM COLOR COMMERCIALS DURING EVENT RUN-Of-SHOW

60 Second - \$1500

30 Second - \$1250

PREMIUM Non-COLOR COMMERCIALS DURING EVENT RUN-Of-SHOW

60 Second - \$750

30 Second - \$675



YOUNG, GIFTED & BLACK®
ENTREPRENEURIAL AWARDS

COMMERCIAL SPOTS – ADVERTISEMENT PACKAGE

Instagram | Facebook | YouTube | Twitter

COLOR GLOSSY PACKAGE

60 SECOND

\$475 per/each Social Media Post

30 SECOND

\$300 per/each Social Media Post

1MIN TO 3MIN

\$675 YouTube Media Post

Non-COLOR COMMERCIALS

60 SECOND

\$250 per/each Social Media Post

30 SECOND

\$200 per/each Social Media Post

1MIN TO 3MIN

\$575 YouTube Media Post



CHARITABLE PLATFORM

YGB CARES PROGRAM – EDUCATIONAL ASSISTANCE – CHARITABLE CONTRIBUTIONS

MAKE A DONATION

Are you willing to make a donation to support the YGB Entrepreneurial Awards Educational Assistance Program?

The Young, Gifted & Black Entrepreneurial Awards is a registered and approved IRS Tax Exempt 501 c(3) non-profit organizations providing educational assistance to students towards tuition, books and/or lodging, small business, entrepreneurs, community base entities and qualified special programs through contributions. This is accomplished by revenue generated from the YGB Entrepreneurial Awards and direct donations by supporters.

MAKE A DONATION by scanning any of the QR Codes below or click on a image which takes you to the respective site for payments to our Business Accounts



TO BANK

Direct Payment To Business Banking
Account
Merchant Fees Applied



PAYPAL

Direct Payment
PayPal.Me/YGBAWARDS
Business Account



CASHAPP

Direct Payment
CashApp
\$ygbawards
Business Account



LET'S CELEBRATE

#YGBONETHEMOVE #POWERNMOTION #NOMINATESOMEONE #YGBAWARDS

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