



INNOPOWER

MINORITY BUSINESS WEEK





EQUITABLE INNOVATION

InnoPower is a 501c3 nonprofit that works with communities and stakeholders to create capacity-building opportunities for underrepresented businesses and professionals in education, workforce development, and entrepreneurship.

Launched in 2019, InnoPower's goal is to make Indiana the best state for minorities to start and grow a business.

Now a year-round movement with a unique focus on innovation, InnoPower works creatively with community stakeholders across all sectors on initiatives that lead to social and economic inclusion.

INVESTING IN OUR FUTURE

Projections by the U.S. Census Bureau show that by 2044, Whites will no longer comprise a racial majority in the United States. By then, the majority of our nation will be made up of a kaleidoscope of racial groups, including Blacks, Latinx, Asians, Native Americans and multiracial Americans. Not providing opportunities now for these currently underrepresented communities to grow will be detrimental to our future growth as a nation.

INNOPOWER'S IMPACT

Through an exclusive partnership with Recorder Media Group and the Indianapolis Recorder newspaper, InnoPower has quickly become a major voice for our local community, the state of Indiana, our nation, and internationally in West Africa.

500+

entrepreneurs
engaged

1K+

event viewers &
participants

10K+

newsletter
subscribers

BUILDING A COMMUNITY OF SUPPORT

When you partner with InnoPower, you join a year-round effort to support Indiana's minority business community. Through local, national and global partnerships, we are building an ecosystem of resources and support that powers innovation.



EXPANDING ACCESS TO CAREERS IN TECH

InnoPower, Rooted School (Rooted), The Indianapolis Recorder, and Eleven Fifty Academy announced a partnership to improve exposure to technology and light up career paths into the tech industry for African Americans. The shared mission is to create opportunities for African Americans, who are underrepresented in tech.

FUNDING FOR LOCAL ENTREPRENEURS

InnoPower teamed up with Indiana Black Expo, Recorder Media Group and Lilly Endowment, Inc. to present the 2020 IBX Power Pitch Competition. In December, 15 finalists competed for \$9,000 in cash prizes. The event was a culmination of Indiana Black Expo's IBX Series to support millennial-led businesses in the Indianapolis metro area.



EMPOWERING MINORITY BUSINESSES

InnoPower and The Indianapolis Recorder partnered with The S.H.E. Event to empower minority businesses in Central Indiana. The S.H.E. Event is a Black-owned organization that leverages technology and e-commerce to provide opportunities for women-owned businesses and vendors to showcase their goods, products, and services.

GOING GLOBAL

InnoPower is working to develop a stronger pipeline of awareness and access to Africa's talent and solutions, especially in the Nigeria and West Africa regions. Partnerships with The Funding Space, Afrigrants and Ugwumba Leadership Center are providing development opportunities for both African and American entrepreneurs.





InnoPower and Recorder Media Group are excited to host the new Indiana Minority Business Week. From June 14-18, 2021 we will gather thousands of community and business leaders for five days of programming that aim to address the societal and economic gaps COVID-19 amplified. Indiana Minority Business Week will focus on four pillars:

EDUCATION

For more than a generation, we have focused on improving the education of poor and minority students. Real gains have been made, but many gaps still exist. To increase the achievement levels of minority and low-income students, we need to focus on what really matters: high standards and visionary school leaders. Our education system is ripe for disruption and innovation.

ENTREPRENEURSHIP

Entrepreneurship is the key to economic growth for global and local economies. Yet, too many people still face significant, systemic barriers to entrepreneurial opportunity. In a time of changing demographics in the United States, it is important to include diverse communities in all economic development strategies. The local entrepreneurship ecosystem should mirror the diversity in the community that fosters it.

WORKFORCE DEVELOPMENT

The nature of work is transforming rapidly in our ever-changing world. As community leaders and organizations choose the path forward, it is imperative they rethink deeply held orthodoxies in order to shape a more inclusive future of work. Decades of systemic racism and many structural challenges underscore the underlying economic fragility of underrepresented groups. Generating innovative pathways to employment for marginalized populations has never been more critically needed by so many.

GOING GLOBAL

The old narrative of an Africa disconnected from the global economy is fading. A wave of transformation driven by business and modernization is thrusting the continent from the world's margins to the global mainstream. InnoPower is building a stronger pipeline of access to Africa's talent and solutions. In many ways, we should stop thinking about how Africa can be more like us. Rather, we should think about how we can be more like Africa.

AWARDS & RECOGNITION

Community, business, and education leaders will be recognized throughout the week during the Golden Laurel Shining Star Awards, African-American Excellence in Education Awards and the new InnoPower Innovation Awards.

2021 AGENDA AT A GLANCE



	JUNE 14	JUNE 15	JUNE 16	JUNE 17	JUNE 18
	DAY 1 SETTING THE STAGE	DAY 2 EDUCATION	DAY 3 WORKFORCE DEVELOPMENT	DAY 4 ENTREPRENEURSHIP	DAY 5 GOING GLOBAL
8:00a					
9:00a					
10:00a					
11:00a					Going Global Pitch Finals
12:00p					
1:00p		Excellence in Education Awards	Golden Laurel Shining Star Awards	Innovation Awards	
2:00p					
3:00p					

MAIN STAGE

The InnoPower main stage will feature a wide variety of community and business leaders as they share personal experiences, insights on our collective recovery, and resources for growth. Through panel discussions, fireside chats and keynote presentations, attendees will learn new ideas and strategies for strengthening their skills in business, career and life.

WORKSHOPS

Participants will have an opportunity to invest in their own professional development and personal growth through educational workshop tracks at the InnoPower conference. Tracks will include: marketing & branding, future job skills, leadership, and innovation.

SPECIAL EVENTS

InnoPower and Recorder Media Group have partnered to bring two important recognition programs, an exciting, new awards program, and a global pitch competition to this year's conference. Join us as we celebrate the leaders and innovators that are showing us all a path forward!

INCREASING COMPETITIVENESS

IMBW's main priority is to increase the competitiveness of Black and Brown businesses through unprecedented exposure to the regional innovation ecosystem. The event offers new insights and connections to people, organizations, and institutional drivers who support and champion the development and growth of business productivity.

WHY JOIN INNOPOWER IN 2021?

- Help make a positive impact on Indiana's minority business community
- Meet a diverse range of companies building new products and services
- Connect with community and business leaders at the forefront of change
- Build your brand image as a supportive, forward-thinking organization
- Expose your team to the knowledge and skills that will drive recovery and growth



SUPPORTING SPONSOR LEVELS



\$2,500

- Recognition on event website.
- Recognition in all event promotions and emails.



\$5,000

- Recognition on event website.
- Recognition in all event promotions and emails.
- Verbal recognition at event.
- Sponsor ads on social media and emails.
- Opportunity to join a panel at the event.



\$10,000

- Gold sponsor benefits
- 1 Dedicated sponsor email blast to InnoPower list.
- Opportunity to join a panel at the event.
- NFL Alumni package

PARTNERSHIP SPONSOR LEVELS



\$12,500

- Platinum sponsor benefits
- 4 opportunities available: Entrepreneurship, Education, Workforce Development, Going Global.
- Presenting sponsor recognition in all pillar events and activities.



\$15,000

- Platinum sponsor benefits
- 2 Dedicated sponsor email blasts to InnoPower list
- Presenting sponsor recognition in all event programs, materials and communication.



\$20,000

- Platinum sponsor benefits
- 3 Dedicated sponsor email blasts to InnoPower list
- Title sponsor recognition across all event activities, materials, marketing and communications.

2021 SPONSOR BENEFITS



	SILVER	GOLD	PLATINUM	PILLAR	PRESENTING	TITLE
	\$2,500	\$5,000	\$10,000	\$12,500	\$15,000	\$20,000
recognition on event website	X	X	X	X	X	X
recognition in all event promotions & emails	X	X	X	X	X	X
recognition throughout the event	X	X	X	X	X	X
recognition in the Indianapolis Recorder	X	X	X	X	X	X
opportunity to contribute to attendee swag box	X	X	X	X	X	X
VIP swag box for sponsors	X	X	X	X	X	X
verbal recognition during the event	X	X	X	X	X	X
sponsor ads on social media		X	X	X	X	X
sponsor ads in event emails		X	X	X	X	X
opportunity to join an event panel discussion			X	X	X	X
dedicated sponsor email to InnoPower list			X	X	X	X
dedicated 30-second ad during the event			X	X	X	X
customized partnership details			X	X	X	X
sponsor-branded item provided for swag box			X	X	X	X
NFL Alumni InnoPower package*			X	X	X	X
customized brand "ownership" of an event pillar				X		
Presenting Sponsor recognition					X	
customized Title Sponsor benefits & recognition						X



Through InnoPower's exclusive partnership with NFL Alumni, Platinum sponsors of the 2021 InnoPower Minority Business Week conference will receive the following NFL Alumni package:

- large NFL Alumni plaque
- NFL Alumni signature football
- exclusive access to NFL Alumni members' only merchandise (not open to the public)
- your business' name and logo displayed prominently on your local NFL Alumni chapter website
- exclusive access to NFL Alumni Player Members for player appearances
- stay informed with NFL Alumni newsletter

SPONSOR COMMITMENT FORM

Contact Name: _____

Company Name: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone Number: _____

Email Address: _____

I/My company commits to the sponsorship opportunities selected below.

Signature: _____

Date: _____

☐ Payment enclosed ☐ Please send invoice to address above

☐ Platinum Sponsorship - \$10,000

☐ Title Sponsorship - \$20,000

☐ Gold Sponsorship - \$5,000

☐ Presenting Sponsorship - \$15,000

☐ Silver Sponsorship - \$2,500

☐ Pillar Sponsorship - \$12,500

☐ Education ☐ Workforce Development

☐ Going Global ☐ Entrepreneurship

Thank you for your sponsorship commitment.

Please return by E-mail to: info@innopowerindy.com
or mail: 5868 E 71st St, E-36, Indianapolis, IN, 46220
Questions? Please call Emil Ekiyor at (833) 213-9993



THANK YOU FOR YOUR SUPPORT!

FOR MORE DETAILS:

Visit: www.innopowerindy.com
Email: info@innopowerindy.com

