

# YOUNG, GIFTED & BLACK™ ENTREPRENUERIAL AWARDS

GENERAL SPONSORSHIP PROPOSAL







## MISSION:

The Young, Gifted & Black™ (YGB) Entrepreneurial Awards, launched in honor of Black History Month, is designed for peer-to-peer acknowledgement for their Talent, Ambition and Achievements toward the “Continued Pursuit of Success.” The program honors African-American & Caribbean professionals who are the “unsung heroes” 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 is designed for peer-to-peer acknowledgement of their Talent, Ambition and Achievements outlined by where they have been in life to where they are now as ambassadors of the entrepreneurial spirit.





## BACKGROUND:

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>



# 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!





# MEDIA PACKAGE

**ALL SPONSOR CREATIVES PLACED IN THE BUSINESS JOURNAL OR ON SOCIAL MEDIA  
PLATFORMS ARE FOR 1 YEAR**



## 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](http://www.ygbawards.com/journal) for 1 year





## **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



## 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**





## DEADLINE DATES

**January 9th 2020**

- **Second Press Release**

**January 16th 2020**

- **Early Bird Ticket & Table Purchase Ends**

**January 31th 2020**

- **Sponsorship & Journal Ad Buys Payments and Creative Due**

**February 16th 2020**

- **Final Press Release**

**February 26th 2020**

- **15th Annual Black Tie Awards Dinner**