



URBAN CAREER FAIR

“DIVERSITY: A Necessary Element of a Successful Workforce”

The Business Gala • P.O. Box 40933 • Jacksonville, Florida 32203 •
Email: sponsor@businessgala.com

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Subject: The Business Gala Series: “Urban Career Fair 2004”
Location: Holiday Inn (Baymeadows) on Wednesday August 18th, 2004

Dear Potential / Sponsor:

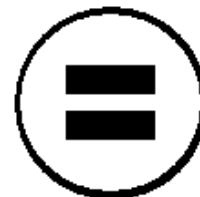
Blacksonville, LLC is launching its third annual **Urban Career Fair 2004** in partnership with the Jacksonville Urban League and Florida Technical College. The career expo is an initiative to increase the employment rate of minority professionals and to promote diversity within the Jacksonville workforce. This event is being held in conjunction with various community partners and corporate employers throughout the state of Florida.

The **Urban Career Fair** will consist of job-readiness training, online recruiting and job postings, and resume review. An anticipated 1,000 attendees will learn the fundamentals of career marketability and entrepreneurship. The event will be held on Wednesday, August 18, 2004, 9:00 a.m. - 3:00 p.m. at the Holiday Inn (Baymeadows).

We are seeking your support to assist with sponsorship, a keynote speaker, prizes, and/or vendor participation. Please use the enclosed form to indicate your support. Help us take responsibility to shift the focus of our community toward the next millennium through diversity and empowerment.

If you have any questions or need additional information regarding the Urban Career Fair, feel free to contact Mr. Jermyn Shannon-El at (904) 764-7828 or via email at jermyn@blacksonville.com.

SPONSORS



Jacksonville Urban League

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Urban Career Fair 2004

REGISTRATION IS EASY!

1. Please completely fill out the vendor registration information to include your proper contact information. Confirmation letters/receipts will be forwarded to registered attendees.
2. Return the original form with payment to the Jacksonville.com headquarters at PO Box 40933 | Jacksonville, FL 32218. We accept checks, money orders, Master Card & Visa. Upon acceptance of their application and payment, exhibitors will receive booth assignments.
3. Registration rate is \$200 per vendor, includes 8' x 2' table w/ skirts and two chairs. Group registrations must be conducted by contacting the Jacksonville office directly. This rate is available to business organizations and companies sponsoring employees. Requests for electrical outlets must be indicated on the application and additional information will be mailed to you. Rental fees are non refundable.
4. Professional career workshops may be attended based on availability. Please contact us for presentation opportunities.
5. Individual presentations may be scheduled at an additional fee per session. Registration for individual presentations will be conducted ONSITE ONLY and admittance will be granted according to available space.



VENDOR MATCH PROGRAM

Registration as a vendor at the Urban Career Fair is \$200. The six-hour segment is open to employers, business owners, not-for profit agencies and govt. agencies. Interested companies must be pre-registered by July 31st. Late registrations accepted through August 9, 2004; however an additional \$25 will be added to the initial rate.

FOUR EASY WAYS TO REGISTER ...

Phone: 904-764-7828 Fax: 904-764-7944
Email: support@businessgala.com
Mail: PO BOX 40933 | Jacksonville, FL 32203

Company / Organization

Name **Title** **Dept.**

Address **Suite #** **Route/Box**

City **State** **Zip**

Phone **Fax #** **Email**

Website



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Urban Career Fair 2004 - Annual Sponsorship Levels and Benefits

*Urban Career Center - www.urbancareercenter.com

*Business Gala - www.businessgala.com

Leadership Sponsor \$5,000 - Benefits at the Event

- Signage and booth at prime location
- Invitation to VIP mixer reception in the company of keynote speaker, media executives, facilitators and sponsors.
- One full banner ad (468x60) run of site for remainder of the year on urbancareercenter.com and businessgala.com website w/ link to your company's homepage and one job posting
- Special on-stage recognition, banner display and onsite mentions
- Business Gala co-sponsor on all promotional materials, including Print/TV/Radio outlets - 105.7 / Gospel 1400
- Company logo displayed on presentation screen
- Inserts in Career Fair bags
- 10,000 opt-in email subscriber access
- Two full-page ad (provided by sponsor) in the Business Gala Career Fair Program --back cover or inside front cover

Entrepreneurship Sponsor \$2,500 - Benefits at the Event

- Signage and booth at prime location
- One small banner ad (125x60) on urbancareercenter.com
- Company logo displayed on presentation screen
- 10,000 opt-in email subscriber access
- Inserts in Career Fair bags
- One full page ad (provided by sponsor) in the Business Gala Career Fair Program booklet

Community Sponsor \$500 - Benefits at the Event

- Signage and booth at prime location
- Logo and link to company homepage from Business Gala sponsor page
- One half page ad (provided by sponsor) in the Business Gala Career Fair Program booklet

Individual vendor space for the Career Fair - \$200

Additional Sponsorship Opportunities

A portion of all proceeds will benefit the Jacksonville chapter of the Urban League, a 501C3 organization. If you are interested in a different level of contribution, we are seeking underwriters to sponsor specific aspects of the event, such as food, workshops and displays. Each level of contribution varies and may be tailored to your participation.

For more info on sponsorship opportunities please contact:

Jermyn Shannon EL via email at: sponsor@businessgala.org / Phone: (904) 764-7828 | Fax: 904-764-7944



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MARKETING

OPPORTUNITIES:

Opportunity for inclusion in all marketing efforts as follows:

Television...UPN 17

Radio...(105.7,95.3FM)/(WZAZ 1400AM) - Jacksonville, Gainesville, Orlando, Tampa, Florida, Daytona, Miami

Newspaper/Magazines...*Times-Union, First Coast Entertainer, Folio Weekly, Jacksonville Business Journal and Eco-Latino, Florida Star, Christian Reader, Jacksonville Advocate, Essence Magazine, Onyx Magazine, Women's Digest, Jacksonville Free Press, Nzetta Magazine*

Internet Marketing - Businessgala.com/Urbancareercenter.com

Posters (50)...distributed city-wide

Flyers (10000)...distributed city-wide

Marquee Inserts (5,000)...Local and Regional mailings

On-site...Signage, database development, composing, sales, product sampling, marquee advertising and lobby displays

Stage Announcements...Highlighting your product or service

VIP Privileges...Seating, Parking, Hospitality

PARTNERSHIP

OPPORTUNITIES:

Product Sales/Product sampling...Database Development...Live Media

Appearances...Reinforce market position... Category / Product

Exclusivity...Cross promotions/partnerships...Corporate

Entertainment...Employee Hospitality...Business-to-Business

URBAN CAREER FAIR

PARTNERS:

Urban League...First Coast African American Chamber of Commerce...WZAZ Gospel 1400...Tama Broadcasting...Junior Achievement...Job Corps

CHARITABLE

AFFILIATION:

Blacksonville.com Community Scholarship Program is a scholarship awareness and monitoring initiative to help students, non-profit organizations and educational institutions successfully fulfill the grant process. Past recipients include: NSBE, MLK Elementary, UNCF, JABJ, and the Florida African American Student Association

PARTNERSHIP

PROGRAMS AND FEES:

- **Leadership** - \$5,000
- **Entrepreneurship** - \$2,500
- **Community Sponsor** - \$500
- **Vendor Costs** - \$200