



2018 Regional BOOM Conference Sponsorship Opportunities

What: BOOM Conference is a unique experience bringing together people age 45 and older, interested in starting or growing a business. BOOM Conference offers a plenary session, luncheon, business pitch competition, business clinics and two workshop tracks:

- 1) **Launch Pad** – Participants explore Online Gig Work, Traditional Business Start-up, and Freelance Consulting Engagement
- 2) **Velocity Growth** – Participants learn about various funding sources, sales and marketing strategies, and business operations to include both technology and innovation.

Why: The 2018 Regional BOOM Conference connects you to the number three economy in the world? This market has “...more than 100 million consumers generating \$7 trillion a year in goods and services...Every year, their numbers and buying power expands.” (<http://bit.ly/2Fi7Gas>). This is the age 50+ US market. Likewise, according to *Boomer Entrepreneurs and the State of Entrepreneurship* by the Kaufmann Foundation, Baby Boomers are twice as likely as Millennials to plan a new business. About 24% of new entrepreneurs are between 55 and 64, and this percentage is steadily increasing. Kaufmann further cites that the average age of a successful start-up founder is 40. However, aspiring and established mature business owners find that traditional training conferences are not meeting their needs. Most meetings are developed with limited understanding of their learning style, mindset and the technology gap that exists. Building on the success of the inaugural 2017 BOOM Conference where attendees left inspired and prepared to move forward, the 2018 conference is designed to empower participants with practical tools, best practices and information.

Where: The Conference is being held at the beautiful Silver Spring Civic Center in downtown Silver Spring, 1 Veterans Pl, Silver Spring, MD 20910

When: Thursday, June 7, from 8:30 AM to 4:00 PM.

Who: The organizers are award-winning entrepreneur and gig income expert, Angela Heath, Executive Producer and radio talk show host, Shawn Perry. Ms. Heath is author of “*Do the Hustle without the Hassle*,” featuring insights and instruction on how to win in the online gig economy. Angela Heath is on a mission to help small businesses, career coaches, and everyday people leverage the online gig marketplace. Shawn Perry hosts *The Senior Zone*, a forum of connection and inspiring possibilities for older adults. The program airs at 10:00 AM EST on WYCB, 1340 AM. Shawn has worked tirelessly to promote the well-being of older adults and champions their causes.



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We invite you to partner with us as a conference sponsor at BOOM Conference 2018 - held June 7 in Silver Spring, MD.

As a sponsor, you will have the opportunity to influence and interact with mature, small business owners and aspiring entrepreneurs from the 3rd largest buying power in our nation. Through participation-based programming and networking-rich opportunities, we will engage in substantive conversations about how the changing economic landscape opens new doors for business growth opportunities and provides practical help for those wanting to start, or grow, a business.

Key features of this year's conference include:

- Scholarships for unemployed and under-employed aspiring business owners
- Interactive and practical business clinics that will enable attendees to:
 - Upgrade their social media profiles
 - Open a business bank account
 - Identify steps to get started in the gig economy
 - Walk away with a roadmap for success
- Exceptional networking with local and national experts
- Facebook Live Town Hall with nationally known authors

Sponsors will have the opportunity to interact with key business champions and advocates through the conference's two tracks:

- **Launch Pad** – Participants will explore the Online Gig Work, Traditional Business Start-up, and Freelance Consulting Engagement
- **Velocity Growth** – Participants will learn about various funding sources, sales and marketing strategies, and business operations to include both technology and innovation.

BUSINESS PITCH COMPETITION SPONSOR

See organizers to
create program &
your benefits

LEAD SPONSOR

\$7,500

- Presentation on 45+ Hustle Facebook Broadcast
- Branded conference bag (provided by sponsor)
- Primary placement on on-site signage
- Primary placement on the conference website
- Exhibit opportunity
- Speaking opportunity
- Breakfast focus group – explore barriers to entry for 45 + people into entrepreneurship
- Access to participant list

Media Sponsor

\$6,500

- The virtual conference Town Hall (Live Streaming)
- Promotional Advertising Package
- Presentation on 45+ Hustle Facebook Broadcast

Launch Pad Track Partner

\$4,500

- Placement on on-site signage
- Placement on the conference website
- Workshop presentation – training materials
- Exhibit Opportunity
- Presentation on 45+ Hustle Facebook Broadcast
- Access to participant list

Velocity Growth Track Partner

\$4,500

- Primary placement on on-site signage
- Primary placement on the conference website
- Workshop presentation – training materials
- Exhibit Opportunity
- Presentation on 45+ Hustle Facebook Broadcast
- Access to participant list

Microfinance Champion

\$3,000

- Placement on on-site signage
- Placement on the conference website
- Workshop presentation – training materials
- Presentation on 45+ Hustle Facebook Broadcast
- Access to participant list

Networking Partner – Conference App

\$3,000

- Conference App Primary Logo Placement
- Placement on the conference website
- Presentation on 45+ Hustle Facebook Broadcast
- Access to participant list

Energy Partner

\$3,000

- Conference lunch and beverage provider
- Placement on the conference website
- Acknowledgement during lunch

Business & Gig Tools Partner

\$2,000

- Placement on on-site signage
- Placement on the conference website
- Business clinic participation

Contacts

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