



REROUTE TO RECONNECT

SPONSORSHIP
OPPORTUNITIES



2023 AEO NATIONAL
CONFERENCE

(Re)route:
Reconnecting
the Ecosystem



MAY 1-3, 2023
DETROIT, MICHIGAN



Connie Evans
PRESIDENT & CEO

In the wake of the pandemic, supply chain disruptions, inflation, higher interest rates, a looming recession, and staffing shortages remain as obstacles for small businesses and practitioners alike. These challenges have left the business ecosystem fractured and siloed. As a result, there is no coordinated approach to solving these challenges that harness resources and ideas across the ecosystem.

The time is now for us to reconnect through shared vision and synergized innovation around these vast and complex problems. For the first time ever, AEO's Annual Conference is bringing together the entire ecosystem—including small business owners—to remedy the side effects of the pandemic and the instability left in its wake.

The 2023 Conference theme, **(Re)route: Reconnecting the Ecosystem**, will serve as

the rally point for small business advocates, microlenders, and small business owners to propose practical and policy solutions that can catalyze tangible change. The conference will feature insightful plenary sessions, curated content for small business owners, and practitioner working groups that include specialized content for both rural and urban communities.

In the spirit of re-routing, AEO is headed back to Detroit, a city known for its resilience and transformative innovation. On May 1-3, 2023, this convening will chart a new course toward actionable strategies that will unify key actors to bring about deep and lasting impact for Main Street.

We look forward to seeing you in Detroit!

Sincerely,

Connie E. Evans
President & CEO

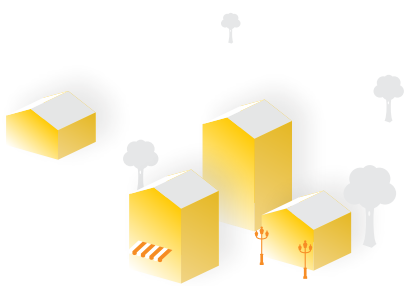


Detroit Marriott at the Renaissance Center

Why AEO?

Every organization that is doing the work of championing equitable financing and microbusiness growth should be connected to AEO and aligned with AEO's voice as we continue to expand the microbusiness ecosystem and drive innovation within it. Why? We are the trusted voice of entrepreneurs, not only because of our deep body of expertise, but also because

we embody the ideals that we champion. Our diverse staff is a direct reflection of the diversity of the people we serve. In addition, we've historically produced the most diverse speaker lineup in the entire industry. At AEO, we don't just talk about the work that needs to be done; we lead the way through action.



Detroit

This year's national conference will take place in Detroit, Michigan at the **Detroit Marriott at the Renaissance Center.**

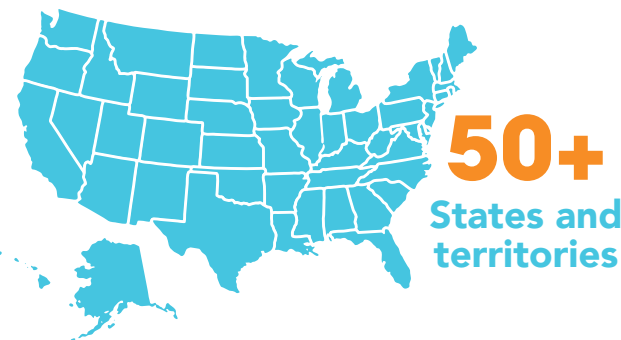
Detroit is the ideal place to host this year's conference as the city embraces risk-taking entrepreneurs, creative incubators, and innovative small businesses. Detroit is the country's largest predominantly Black city and is home to over 50,000 minority-owned small businesses.

Detroit has something for everyone and was recently named one of the world's 50 greatest places in 2022, by TIME Magazine. The city features award-winning and up-and-coming restaurants offering a wide variety of cuisines, scenic and social parks, and a walkable international riverfront. Visitors can enjoy the recently expanded Motown Museum, the Charles H. Wright Museum of African American History, and The Henry Ford Museum. The area's notable landmarks also include the GM Renaissance Center and Hart Plaza.



AEO by the Numbers

OUR MEMBERS



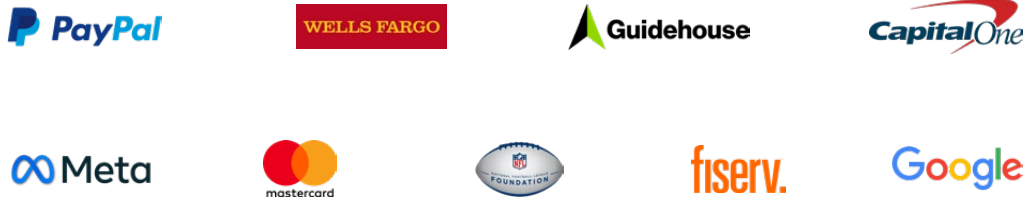
COVID-19 RESPONSE



Over **\$33B** in value captured through advocacy efforts such as:

- Codification and funding of the **Minority Business Development Agency (MBDA)** through the Build Back Better Act
- \$600 million expansion** of the Community Advantage Program through the Build Back Better Act
- Support for over **100,000 businesses** through the Restaurant Revitalization Act

A FEW OF OUR PARTNERS



Sponsorships

THE SPONSOR EXPERIENCE		8
PRESIDENT'S CIRCLE	\$200K+	9
GOLD SPONSOR	\$100K+	10
SILVER SPONSOR	\$75K+	11
BRONZE SPONSOR	\$50K+	12
FRIENDS OF AEO	UP TO \$50K	13

THE SPONSOR EXPERIENCE



As a sponsor of AEO’s 2023 conference, your brand will receive prime exposure to business leaders, entrepreneurs, CDFIs, and other organizations that champion small businesses throughout the country. Through multiple engagement opportunities such as special events, activations, technology, and more, your brand will be showcased across multiple channels before, during, and after the conference. Your brand will receive high-impact exposure across print and digital communication streams during and leading up to the conference.

Sponsorships are subject to final details outlined in the signed Sponsorship Agreement.

ABOUT AEO



The Association for Enterprise Opportunity

is the leading voice of innovation for microfinance and microbusiness. Our mission is to create economic opportunity for underserved entrepreneurs throughout the United States. We engineer transformational change through research, convening, incubation, and advocacy in order to foster a robust and inclusive marketplace.

PRESIDENT’S CIRCLE \$200K+

This exclusive circle of sponsors provides significant leadership by supporting the major gatherings that anchor and define the 2023 conference.

Opportunity to share 15–30 second video reel during a main stage session	Exclusive sponsorship opportunities (select one): Awards Gala Sponsor or Virtual Platform Sponsor	Activation onsite at the President’s Reception
Opportunity to showcase a course or resource on AEO’s RESILI platform , which serves entrepreneurs with resources for business growth	Primary placement on on-site signage	Primary placement on the conference website
6 conference registrations	10 awards gala tickets	A main stage speaking opportunity
Item placement in conference swag bag	Logo acknowledgement at breakfast, lunch, breaks and President’s Reception	Prominent acknowledgement in Program Book and Press Release

GOLD SPONSOR \$100K+

Gold Sponsors are at the core of the conference’s focus on empowering Main Street through access to information and business services.

Opportunity to share 15–30 second video reel during a main stage session	Activation onsite at the Welcome Reception	Opportunity to showcase a course or resource on AEO’s RESILI platform, which serves entrepreneurs with resources for business growth
Logo placement on the virtual platform	Primary placement on on-site signage	Primary placement on the conference website
4 conference registrations	8 awards gala tickets	A main stage speaking opportunity
Item placement in conference swag bag	Logo acknowledgement at breakfast, lunch, breaks and President’s Reception	Prominent acknowledgement in Program Book and Press Release

SILVER SPONSOR \$75K+

AEO is always looking for ways to help conference attendees deepen their understanding of microbusinesses and how best to support them. We invite Silver Sponsors to join in this work by sponsoring important breakout sessions with industry experts, covering a vast array of topics that impact Main Street.

Logo placement on the virtual platform	Placement on on-site signage
Primary placement on the conference website	3 conference registrations
6 awards gala tickets	Item placement in conference swag bag
Logo acknowledgement at breakfast, lunch, and breaks	Prominent acknowledgement in Program Book and Press Release



BRONZE SPONSOR \$50K+

Before and throughout the conference, attendees will be invited to join in a number of opportunities designed to promote engagement in our conference theme. We invite Bronze Sponsors to support this year's conference by connecting with key market entities that support AEO's work and mission.

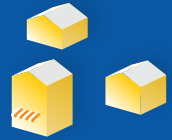
Item placement in conference swag bag	Logo placement on the virtual platform
Primary placement on the conference website	2 conference registrations
4 awards gala tickets	Logo acknowledgement at breakfast, lunch, and breaks
Prominent acknowledgement in Program Book and Press Release	

FRIENDS OF AEO UP TO \$50K

We invite Friends of AEO to support this year's conference and deepen their connection with our attendees and partners during this important event.

Logo placement on the virtual platform	Primary placement on the conference website
1 conference ticket	1 awards gala ticket
Acknowledgement on conference assets	Acknowledgement in Program Book

Join us in Detroit!



To learn more about sponsoring the AEO 2023 National Microbusiness Conference, or to discuss custom packages, please contact:

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