

Work ~n~ Progress Career Fair

2012



www.BlockPartyForPeace.com

**ABetterMemphis.com, Inc.
P. O. Box 281376
901-379-9101 -Office
901-371-9102 - Fax**

WORK ~N~ PROGRESS CAREER FAIR

An Officially Sanctioned Event

@ the Block Party for Peace

Raleigh Springs Mall

3384 Austin Peay Hwy
Memphis, TN 38128

May 25-27, 2012



Our team understands that individually we are a "work in progress" and our career development is "work-ing progress", while workforce development and job creation in our community creates "work and progress". - Antonio Parkinson, Founder/State Representative



The annual Block Party for Peace powered by Black Market Strategies is the culminating event during Memphis Peace Week. Nestled inside of the Block Party for Peace are its core events, one of which is the Work ~n~ Progress Career Fair. The Work ~n~ Progress Career Fair is arguably Memphis' fastest growing and largest workforce development, job and education fair. In its sixth year this event is poised to serve attendees of the Block Party for Peace with multiple career and education related offerings from primary, college enrollment and workforce development to employers accepting applications on site.



We ask that you partner with us by providing sponsorship for this year's event. Last year's career fair vendors and sponsors had access to thousands of event attendees. The expected attendance at this year's event is expected to surpass that of last year. Join us at Work

~n~ Progress Career Fair where opportunity abounds for both your brand and the surrounding region!

Work ~n~ Progress Career Fair began with the inaugural Block Party for Peace.

Through extensive research, the Block Party for Peace team has come to understand the issues facing our communities today. Most crimes are committed with the intent of some form of economic gain, i.e. illegal drug sales, burglary, etc. With this in mind, we have decided to take an approach that cuts to the core of crime and violence in our city through job creation, workforce development, quality education and healthy living. In improving one's quality of life, we believe that we will decrease the desire for one to commit crime.

Our Mission - The Mission of Work ~n~ Progress Career Fair is to motivate participants to learn and strive for career and educational path choices that will help them live more successful, productive and satisfying lives. The three day event for families will include development activities, information and support designed to engage men and women in making informed career decisions as well as opportunities in employment and education.



From resume' writing to employment opportunities to your education needs, Work ~n~ Progress will create a distinctive experience for the attendees and their families, giving them the kind of practical information they can act on immediately to begin or continue to develop their professional lives.



This Block Party event will have something for everyone. The atmosphere will be fun, educational and motivational. The goal is to get information into the hands of everyone who has a role in shaping decisions regarding career, primary and continuing education and workforce development.

Our Values - the beliefs we hold as important that guide our actions.
Compassion - caring for others with patience, kindness, and understanding.
Quality - committing to excellence to be the very best in all we do.
Passion - providing care and service to all with whom we come in contact.
Accountability - taking ownership to achieve desired results.
Diversity - striving to create collaboration, cooperation, and productivity by appreciating unique skills and abilities, and treating others with respect.
Integrity - adhering to moral and ethical principles, soundness of character, honesty, and fairness.

BENEFITS OF SPONSORSHIP

SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$7,500

- The 2012 **Work ~n~ Progress Career Fair** will be officially renamed using your company name (e.g., XYZ Company presents **The Work ~n~ Progress Career Fair**). Signage will be present at every event associated with the 2012 Peace Week event schedule (i.e., Fashion Show, Peace Parade, etc.) This sponsorship is available only to one sponsor and is available on a first-come basis. Deadline for all sponsorships is April 13, 2012. The 2012 Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for the 2013 event
- Your company's name and logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- When possible, street banners or pole signs in event area at key traffic intersections will be hung with your company's logo, brand or name
- A Career Fair tent will be set up in your company's name along with catering from area restaurants
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo and brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first choice of booth space at **The Work ~n~ Progress Career Fair**. Competitors within your industry will not be able to sponsor the event at any level above Level 3 (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 2- GOLD SPONSOR- \$3,750

- Your company's logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- Whenever feasible, your logo will appear on street banners, pole signs, etc. placed at key intersections in event area
- Company name or logo on event website (includes hyperlink to your web site)
- Company logo/brand placed on event tee-shirts
- Prominent signage display throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Work ~n~ Progress Career Fair.***
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 3 –SILVER SPONSOR- \$1,750

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Work ~n~ Progress Career Fair.***
- Your company will be presented with a certificate of appreciation after the event

SPONSOR LEVEL 4 –BRONZE SPONSOR- \$500

- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Work ~n~ Progress Career Fair.***
- Your company will be presented with a certificate of appreciation after the event

Vendors

- Non-Food Vendor Booth Rental - \$250.00 – Covers all three days
- Non-Profit Booth Rental - \$200.00 – Covers all three days

FAQ:

1. *What size is the booth space? We provide a 10' x 10' space for your booth.*
2. *Do I need a canopy tent? No, this portion of the Block Party for Peace is held inside.*
3. *Is there overnight security? Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.*
4. *Can I rent tables and chairs from the organizers? Yes. (1) Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.*
5. *Is there anything that I cannot offer or sale? Yes, there are items that cannot be sold or offered by vendors at the Work ~n~ Progress Career Fair. They are: Water, pornographic material, material promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Work ~n~ Progress Career Fair organizers.*

6. *Should I supply my own electricity? Yes. In most instances vendors are responsible for supplying their own generators for their electrical needs. Silver level sponsors and above will have electrical needs supplied by event organizers. Requests must be made 30 days prior to event launch.*
7. *Will food be provided? Catered food items will be provided for silver level sponsors and above.*
8. *Is there a referral incentive associated with this event? Yes. We will reduce your fee charge by 15% for every paid referral.*
9. *When is setup? Setup for vendors begins at 4 PM on the Thursday prior to event launch.*
10. *Can I set up the day of? In some instances we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we highly recommend that you set up during the pre-determined setup time.*
11. **Who determines booth location and choice?** *Booth location choice is determined in this manner: **Fist Choice to Sponsors (Highest level first), Vendors (based on payment date).***





Workforce Planning

WORK ~N~
PROGRESS
CAREER FAIR



Work ~N~ Progress Career Fair - Letter of Intent

On behalf of _____
(Company name)

We intend to purchase a: **Level 1** **Level 2** **Level 3** **Level 4**
 Food Vendor **Non-Food Vendor** **Non-Profit** (*Must show proof of 501 c 3 designation from IRS*)
(Check appropriate box)

Our sponsorship will be paid by (date) _____

Please make check payable to: ABetterMemphis.com, Inc.

In the memo section: Work ~n~ Progress Career Fair

Name (Print): _____

Email (Req): _____

Your Title: _____

Telephone: _____ **Fax:** _____

Signature: _____ **Date:** _____

Please mail payment along with this form to:

Black Market Strategies

P.O Box 281453

Memphis, TN 38168

E-mail: info@BlockPartyForPeace.com

Phone: 901.379.9101

Fax: 901.379.9102

For Office Use Only

Amount Received: \$ _____ **Received From:** _____

Form of Payment: **Cash** **Check No.** _____ **Money Order** **In Kind**

If in kind, what was the specific item and value in dollars?

Received By (Please Print): _____

Received By (Please Sign): _____

Date: _____