



2027 OPPORTUNITIES GUIDE

Sponsor. Celebrate. Exhibit. Be seen.

Sponsorships • Ball tickets • Exhibitors • Program Ads

A two-day celebration of Black business, culture and connection in Saginaw.

FEBRUARY 26-27, 2027

Black Business Ball + Black Excellence Expo and Summit

Planned venue: Fashion Square Mall, former H&M space
Saginaw, Michigan • Subject to final venue and agency approvals

Presented by COSBE + KISS 107.1 FM
info@saginawblackexcellenceweekend.com

One weekend. Two experiences.

Business, culture and opportunity in Saginaw

The inaugural Black Excellence Experience Weekend brings together Black-owned businesses, entrepreneurs, professionals, resource partners and community members. Join us to celebrate achievement, discover businesses and build relationships.



Concept renderings. Final event layouts are subject to approval.

FRIDAY • FEBRUARY 26

Black Business Ball

An elegant evening featuring dinner, live entertainment, fashion, networking, and recognition of Black business and community impact. Black tie preferred.

SATURDAY • FEBRUARY 27

Expo + Summit

A curated marketplace and summit with Black-owned businesses, fireside chats, featured sessions, and business, financial and community resources.

Choose how you want to participate: sponsor the weekend, attend the Ball, exhibit at the Expo, or advertise in the event program.

Lead the inaugural experience

Premier sponsorship opportunities

PRESENTING

\$10,000

- Presenting recognition and premier logo placement
- Recognition at the Black Business Ball and Expo
- VIP table of 8
- Premium Expo space and full-page program advertisement
- Website/social recognition and speaking/welcome opportunity

GOLD

\$5,000

- Prominent logo placement
- 6 Ball tickets
- Expo booth and full-page program advertisement
- Website and social recognition
- Event signage

Benefits may be customized by agreement. Expo placement, welcome timing and fulfillment details will be coordinated with the event team.

Choose your level of support

Sponsorship opportunities for businesses and individuals

EXPERIENCE

\$1,000

Logo recognition; 2 Ball tickets; program recognition; website listing; social recognition.

COMMUNITY

\$500

Business or organization name or logo in the program; 1 General Admission Ball ticket; website recognition; social thank-you.

FRIEND OF BLACK EXCELLENCE

\$250

Name or business listing in the program and supporter recognition.

Sponsorships are subject to availability and confirmation. For package questions or customization, contact info@saginawblackexcellenceweekend.com.

Black Business Ball tickets

Friday, February 26, 2027 • 5-11 PM EST • Black tie preferred

GENERAL ADMISSION

\$80

Admission to the Black Business Ball, dinner, live entertainment, networking reception, awards and program, and cash bar access.

VIP EXPERIENCE

\$120

Priority check-in, complimentary arrival champagne, premium reserved seating, premium gift, VIP recognition, dinner and entertainment, and exclusive networking opportunities.

RESERVED TABLE OF EIGHT

\$600

Reserved table for 8 guests; company or family name on the table; dinner for eight; full evening program and entertainment.

Plan your evening

Tickets are for Friday’s Black Business Ball. Tickets go on sale November 1, 2026. See checkout for current availability and terms.

Hospitality benefits reflect the current Zeffy descriptions. Alcohol service remains subject to required venue, licensing and service approvals.

Exhibit at the Expo

Saturday, February 27, 2027 • 1-5 PM EST • Free general admission



Marketplace concept rendering. Final booth placement is assigned by the event team.

MARKETPLACE EXHIBITOR

\$100

For businesses, entrepreneurs, creators, service providers and community-facing brands.

PREPACKAGED FOOD VENDOR

\$100

For approved culinary businesses offering prepackaged food and beverage items only. No onsite cooking, open-flame preparation or made-to-order food service.

Apply first, receive approval, then pay. The vendor application form is coming soon; contact the event team for details. Space assignments require approval. Vendors are responsible for applicable licensing, labeling and health requirements.

Program advertising

Visibility for businesses, organizations and community supporters

Promote your business in the 2027 event program with an advertisement that fits your message and budget.

FULL PAGE	\$250
8.5" x 11" advertisement with space to tell your story.	

HALF PAGE	\$150
8.5" x 5.5" advertisement for a focused brand message.	

QUARTER PAGE	\$100
4.25" x 5.5" advertisement for your business or message of support.	

BUSINESS CARD AD	\$75
A business-card-sized placement for your logo, contact details and a short message.	

Artwork and placement

Sales open November 1, 2026. Send artwork to info@saginawblackexcellenceweekend.com after purchasing. Contact us for file formats, deadline, business-card dimensions and placement details. Presenting and Gold sponsors receive a full-page ad.

Join the experience

Choose the checkout for your opportunity

Four ways to take part

Use the dedicated COSBE Zeffy pages below. Ball tickets, Expo registration, vendor payments and program ad sales open November 1, 2026.



BALL TICKETS

General \$80 • VIP \$120 • Table of 8 \$600

[Open Zeffy checkout](#)



EXPO + SUMMIT / APPROVED VENDORS

Free attendee admission • Vendor fees \$100

[Open Zeffy checkout](#)



PROGRAM ADVERTISING

Full \$250 • Half \$150 • Quarter \$100 • Business card \$75

[Open Zeffy checkout](#)



SPONSORSHIPS

Presenting • Gold • Experience • Community • Friend

[Open Zeffy checkout](#)

Vendors: application and approval come before payment. The application form is coming soon.

Questions: info@saginawblackexcellenceweekend.com