

SHIFT THE FOCUS

STRATEGIES FOR SUSTAINABLE COMMUNITY DRIVEN CHANGE

SAVE THE DATE

FALL 2025

SACRAMENTO, CA

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CONTACT

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Shift the Focus CONFERENCE

FALL 2025 Sacramento, CA



July 18, 2025

Dear Community Partner,

We invite you to become a part of something transformative. Shift the Focus: Strategies for Sustainable, Community-Driven Change is more than a conference—it's a call to action. Taking place this fall in Sacramento, this gathering will bring together nonprofits, advocates, community leaders, and systems partners who are reimagining the way we address equity, sustainability, and impact across California.

This isn't just about dialogue. It's about building capacity, centering lived experience, and aligning resources with real community needs. And we can't do that without strong, values-aligned partners like you.

Your sponsorship will directly support:

- Local nonprofits and grassroots organizers to attend and lead
- Capacity-building workshops focused on funding, collaboration, and data-driven change
- A shared space where community wisdom drives the agenda—not the other way around

Whether you are a long-time champion of equity or looking for a meaningful way to connect with community-led movements, there is a sponsorship opportunity for you. As a sponsor, you'll receive recognition before, during, and after the event, and most importantly, you'll be supporting a shift that's long overdue.

We hope you'll review the following sponsorship opportunities and join us in shaping a future where communities are not only heard—but equipped and resourced to lead.

With gratitude,

A handwritten signature in blue ink that reads "Salena Pryor".

Salena Pryor, President
Black Small Business Association of CA

Strategies For Sustainable Community Change

TITLE SPONSORSHIP LEVEL

Package Includes:

- Naming rights to one workshop session
- Full-page ad in the virtual event guide
- Featured listing in the online directory of sponsors & partners
- Premium virtual exhibitor booth with video, chat, and downloadable resources
- Logo placement on event signage, slides, and streaming backgrounds
- Acknowledgment in all press releases and social media promotions
- 4 VIP Full Conference Passes (includes behind-the-scenes networking opportunities)
- Opportunity to include a sponsor spotlight video or resource in attendee materials
- Prominent logo placement throughout keynote promotion and replay access
- Post-Event Sponsorship Report

Sponsorship Investment: \$15,000

VISIONARY SPONSORSHIP LEVEL

Package Includes:

- Full-Page Digital Ad in the official virtual event guide (sent to all attendees + posted online)
- Listing in online directory of sponsors & partners
- Premium Virtual Sponsor Showcase featuring logo, description, video and downloadable resources
- Logo Placement on event landing page, digital signage, and between session slides
- On-Air Recognition during opening remarks and key sessions
- Engagement Opportunity through a sponsor spotlight session or short promo video played live
- Inclusion in the Attendee Resource Pack (PDF bundle of sponsor offers + tools emailed to attendees)
- 4 VIP All-Access Passes with premium access to networking and recordings
- Post-Event Sponsorship Report

Sponsorship Investment: \$10,000



IMPACT SPONSORSHIP LEVEL

Package Includes:

- Full-Page Ad & Directory Listing in the official virtual Summit Guide (sent to all attendees + posted online)
- Premium Virtual Sponsor Showcase with logo, description, video, and downloadable resources (replaces in-person booth)
- Logo Placement on event landing page, digital signage, and intermission slides
- Acknowledgement in All Press and Social Media promotions leading up to and during the summit
- 4 VIP All-Access Passes with premium networking and replay access
- Post-Event Sponsorship Report

Sponsorship Investment: \$5,000

COMMUNITY SPONSORSHIP LEVEL

Package Includes:

- Half-Page Digital Ad & Digital Listing in the official virtual Summit Guide (shared with all attendees + available online)
- Premium Virtual Sponsorship Showcase with logo, description, video, and downloadable resources
- Logo Placement on select digital signage, slides, and event webpages
- 2 VIP Passes with enhanced networking and replay access
- General Registration Access for additional team members
- Access to All Workshop & Conference Materials (recordings, slide decks, resource packets)
- Post-Event Sponsorship Report

Sponsorship Investment: \$2,500

SUPPORTED SPONSORSHIP LEVEL

Package Includes:

- Quarter-page Digital Ad in the official virtual Summit Guide (shared with all attendees + available online)
- Virtual exhibitor booth with 2 team logins (chat + resource uploads)
- 2 VIP Passes with full access to sessions
- General registration access to all workshops & conference recordings
- Name listed in the official digital attendance directory
- Recognition during select sessions as a Bronze Sponsor

Sponsorship Investment: \$1,500

EXHIBITOR SPONSORSHIP LEVEL

Package Includes:

- Virtual exhibitor space with 2 team logins (chat + downloadable resources)
- Company name listed in the official digital directory

Sponsorship Investment: \$500

BLACK SMALL BUSINESS ASSOCIATION OF CA

Please submit your completed form and payment/commitment to:
BSBA
9355 E Stockton Blvd., #217
Elk Grove, CA 95624

To email your form:

Print and complete the form, then scan or take a clear photo and send to:
Salena Pryor — spryor@bsba-ca.org

- TITLE SPONSORSHIP - \$15,000**
- VISION SPONSORSHIP LEVEL - \$10,000**
- IMPACT SPONSORSHIP LEVEL - \$5,000**
- COMMUNITY SPONSORSHIP LEVEL - \$2,500**
- SUPPORTER SPONSORSHIP LEVEL - \$1,500**
- EXHIBITOR SPONSORSHIP LEVEL - \$500**
- OTHER AMOUNT: _____**

(Organization) Name: _____

Address: _____

Phone: _____ Email: _____

Contact Name: _____ Authorized Signature: _____

Please invoice me/my company in the full amount to the attention of:

Card Type: Mastercard Visa AMEX Check

Cardholder Name: _____

Address: _____ City: _____ State: _____ Zip: _____

Card Number: _____

CCV: _____ Expiration Date (MM/YYYY): _____

Cardholder Signature: _____

[Download Sponsorship Form](#)

[Complete Sponsorship Online](#)





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Real change starts
when community
voices lead the vision —
and we build together
with purpose and
power.

— *SALENA PRYOR*
PRESIDENT, BSBA

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