



# CapCon2019

The UnConference for finance and wealth creation

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March 23, 2019  
Booker T. Washington High School  
1111 Park Ave  
Norfolk, Virginia 23504



Virginia Housing and Community Development Corporation  
445 N. Main St., #1574  
Suffolk, VA 23439-0016

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[www.VHCDC.org](http://www.VHCDC.org)

## Welcome To A Very Unique Sponsorship Opportunity

CapCon, a conference created and hosted by Virginia Housing and Community Development Corporation (VHCDC), is dedicated to presenting solutions to today's financial challenges, while showing individuals, families, and small business owners how to succeed - financially. CapTalks, presented in the form of short, powerful talks (15 minutes or less) delivers financial hacks that empower attendees to improve their personal finances, build wealth, and finance their small business.

CapCon began in 2005 as a conference where small business owners converged to learn how to access capital and credit and secure myriad financing for their ventures. The current iteration expands the range of financing to include ALL forms of capital, personal and business, and wealth building strategies. It enables financial experts and industry professionals to pull back the covers on their industries and help customers (attendees) understand how their industry really works!

Guests of CapCon2019 will experience a forum like no other. Speakers are limited to a fifteen (15) minute presentation, with or without visual aids. The topic **MUST** be financial and provide pure educational value for the audience. No commercials. No sales pitches. No talking points. No B\_ \_ \_ . The audience expects, and our speakers will deliver, information not generally known, but relatively simple to implement in their household or business.

This year we are excited to partner with Communities In Schools of Hampton Roads, Inc. Communities In Schools is a national organization working inside public and charter schools full-time building relationships that empower at-risk students to stay in school and achieve in life. We are working with the Hampton Roads chapter to bring a wealth of financial education, and resources, to students, their parents, and the surrounding communities!

Join us in making this event a memorable one for hundreds of individuals, families, and small businesses in our region. Join us for a unique opportunity. Become a sponsor today!

Sincerely,



James R Taylor III, President, Founder  
Virginia Housing and Community  
Development Corporation



# CapCon19

## Sponsorship Opportunities & Benefits

- At **CapTalks**, Sponsors will have the opportunity to market their products/services by speaking directly to a regional audience, plus capture a wide range of consumers with an eye towards learning, networking, financial security, wealth building, and business finance.
- At **CapShops**, Sponsors will have the opportunity for face-to-face presentation of their products/services; distribute their product/service literature, and signup new customers onsite. Our Platinum and Gold sponsors will have the opportunity for product placement within and outside the venue.
- By supporting programs and events that your customers value, you will win their interest and respect, even their gratitude. Ideally, however, they will see the benefit of your products/services in a new light, how your products/services can improve their lives, and generate increased awareness for your brand.
- It makes good business sense to support the only conference of its kind in the region... Your employees will love it, your brand/image will benefit, your marketing initiatives will be enhanced, and your customers will gain an appreciation of your company.

## VHCDC Strategic Partners



## VHCDC Brands



# CapCon19

## 2019 Attendee Demographics \*

<b>Gender</b>	42% Male 58% Female	<b>Business Location</b>	92% Virginia 8% All other
<b>Age</b>	1% 21-29 17% 30-39 16% 40-49 34% 50-59 32% 60+	<b>Business Structure</b>	20% C-Corporation 40% S-Corporation 27% LLC 1% LP/LLP 1% Non-Stock 11% Sole Proprietorship
<b>Education</b>	5% HS/G.E.D. 25% Some College 12% Associate Degree 35% Bachelor Degree 25% Graduate Degree	<b>Business Age</b>	4% 0 to 2 years 16% 3 to 5 years 16% 6 to 10 years 65% 10+ years
<b>Household Income</b>	38% \$49,999 or less 38% \$50,000 to \$99,999 24% \$100,000 or more	<b>Business Revenue</b>	30% \$0 to \$99,000 45% \$100k to \$1mil 25% \$1mil or more
<b>Housing Status</b>	70% Own 30% Rent	<b>Business Investments</b>	7% Yes 93% No
<b>Investments &amp; Savings</b>	26% Stocks, Bonds, CDs 45% Savings Account 29% Retirement Account	<b>Business Challenges</b>	9% Accounts Receivable 11% Financing Growth 36% Generating Revenue 11% Need a Business Loan 32% Other

\* Source: VHDC Personal Financial Needs Survey (9/13/17) & Small Business Financial Needs Survey (11/26/2017)

## VHDC Strategic Partners



## VHDC Brands





# CapCon19

## Our Attendees Want to Know!

It's all about education. No commercials. No slogans. No talking points. You'll have fifteen (15) minutes to teach our attendees real financial hacks that will save them money, help them get more bang for their buck, build wealth, and get their business funded! Here's a sample of topics our attendees have expressed interest in...

- How to buy a home!
- How to save money on buying a car!
- How to invest in stocks!
- How to finance a small business!
- How to buy auto insurance!
- How to buy health insurance!
- How to finance a college education! \*
- How to get investors for a small business venture!
- How to rent an apartment! \*
- How to invest in real estate!
- How to get business credit!
- How to get the best interest/dividends on investments!
- How to really save and invest for retirement!
- How to buy life insurance!
- How to improve a FICO (credit) score!
- How to manage finances! \*

\* For High School Seniors and College Freshmen & Sophomore Students

## Strategic Partners



## VHCDC Brands



# CapCon19

## CapCon2019 Sponsorship Packages

### Platinum Sponsor \$1,000.00

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- Inclusion of name/logo on all CapCon print marketing and advertising materials
- Signage throughout the CapCon venue
- Access to attendee database for product/service marketing
- Three (3) CapTalk Presentations - Fifteen (15) minutes
- 1 prime exhibit booth/table
- Interior and Exterior Product Placement
- Inclusion of logo/link on VHDCDC website for one (1) year
- Inclusion of logo/link on MBE Capital Connect website for one (1) year
- Inclusion of logo/link on CapCon website for one (1) year
- Can provide gifts for CapCon attendees

### Strategic Partners



### VHDCDC Brands



# CapCon19

## CapCon2018 Sponsorship Packages

(Continued)

### Gold Sponsor \$250.00

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- Inclusion of name/logo on all Conference print marketing and advertising materials
- Signage throughout the CapCon venue
- Two (2) CapTalk Presentations - Fifteen (15) minutes
- 1 prime exhibit booth/table
- Interior and Exterior Product Placement
- Inclusion of logo/link on VHDCDC website for one (1) year
- Inclusion of logo/link on MBE Capital Connect website for one (1) year
- Inclusion of logo/link on CapCon website for one (1) year
- Can provide gifts for CapCon attendees

### Strategic Partners



### VHDCDC Brands



# CapCon19

## CapCon2018 Sponsorship Packages

(Continued)

### Silver Sponsor \$200.00

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- One (1) CapTalk Presentations – Fifteen (15) minutes
- 1 prime exhibit booth/table
- Inclusion of logo/link on VHDCDC website for six (6) months
- Inclusion of logo/link on MBE Capital Connect website for six (6) months
- Inclusion of logo/link on CapCon website for six (6) months

### Strategic Partners



### VHDCDC Brands





# CapCon19

## CapCon2018 Sponsorship Packages

(Continued)

### \* Government/Non-Profit Sponsor \$125 -----

- Inclusion of name/logo on selected Conference advertising & marketing materials
- One (1) CapTalk Presentations – Fifteen (15) minutes
- 2 Full Conference Registrations
- 1 exhibit booth/table
- Inclusion of logo/link on VHDCD website for six (6) months

### Strategic Partners



### VHDCD Brands



# CapCon19

## CapCon2019 Sponsorship Application

Sponsor Name: \_\_\_\_\_

Department: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Suite/Floor: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Cellphone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

### Sponsorship Level (Check One):

\_\_\_\_ Platinum Sponsor      Topics: \_\_\_\_\_

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\_\_\_\_ Gold Sponsor      Topics: \_\_\_\_\_

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\_\_\_\_ Silver Sponsor      Topic: \_\_\_\_\_

\_\_\_\_ Gov/Non-Profit      Topic: \_\_\_\_\_

The Sponsor hereby purchases the sponsorship level indicated in this Application. Sponsor agrees to pay Virginia Housing and Community Development Corporation (VHCDC) the appropriate sponsorship fee upon receipt of invoice. VHCDC reserves the right to reject this application or any presentation topic listed above. Presentations are subject to approval and no two entities may present the same topic. Sponsor levels, presentation topics, exhibit tables, and timeslots are first-come, first-served. Please submit your Application before January 31, 2019.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

**DO NOT SEND PAYMENT WITH THIS FORM. VHCDC WILL INVOICE YOUR COMPANY.  
PLEASE FAX THIS FORM TO: +1.866.931.5843 EMAIL TO: info@VHCDC.org or MAIL TO:**

**Virginia Housing and Community Development Corporation  
445 N. Main St., #1574 Suffolk, VA 23439-0016**

# CapCon18

## CapCon2018 Sponsorship Application

Sponsor Name: \_\_\_\_\_

Department: \_\_\_\_\_

Billing Address: \_\_\_\_\_ Suite/Floor: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Name: \_\_\_\_\_ Telephone: \_\_\_\_\_

Email Address: \_\_\_\_\_ Website: \_\_\_\_\_

Cellphone: \_\_\_\_\_ Facsimile: \_\_\_\_\_

### Sponsorship Level (Check One):

\_\_\_\_ Platinum Sponsor      Topics: \_\_\_\_\_

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\_\_\_\_ Gold Sponsor      Topics: \_\_\_\_\_

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\_\_\_\_ Silver Sponsor      Topics: \_\_\_\_\_

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\_\_\_\_ Bronze Sponsor      Topic: \_\_\_\_\_

\_\_\_\_ Government/Non-Profit Sponsor

The Sponsor hereby purchases the sponsorship level indicated in this Application. Sponsor agrees to pay Virginia Housing and Community Development Corporation (VHDC) the appropriate sponsorship fee upon receipt of invoice. VHDC reserves the right to reject this application or any presentation topic listed above. Presentations are subject to approval and no two entities may present the same topic. Sponsor levels, presentation topics, exhibit tables, and timeslots are first-come, first-served.

Signature: \_\_\_\_\_ Title: \_\_\_\_\_ Date: \_\_\_\_\_

DO NOT SEND PAYMENT WITH THIS FORM. YOU WILL BE INVOICED. FAX THIS FORM TO: 866.931.5843 or mail to:

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