

presents

# #SIDE**GIG**CON *Virtual* CONFERENCE

**SATURDAY, JULY 22, 2023**

## SPONSORSHIP DECK

Prepared By:

**DUAL** **PRENEUR**

info@dualpreneur.com

# ABOUT #SIDEGIGCON



You are invited to participate in the 4th Annual #SIDEGIGCON.

#SIDEGIGCON Virtual Conference focuses on startup strategies, marketing & branding, sales, and increasing profitability in a Side Gig Economy through interactive virtual sessions.

With your help, we can give new and experienced DUALpreneurs (Employees + Entrepreneurs) in our community the education, resources, and tools they need to start, build and grow their side business.

Our focal points are people with side businesses, but it is open to all entrepreneurs at every level. Novice and experienced attendees will have access to training to assist with the growth of their side business in return making our local economy stronger.

Saturday, July 22nd will be the all-day virtual event with keynote speakers and sessions.

For additional information or to become a Sponsor, Speaker, or Virtual Exhibitor, contact Tarra Jackson at [info@dualpreneur.com](mailto:info@dualpreneur.com).



# PAST SPEAKERS



**James Bailey**  
CEO, Russell Innovation  
Center for Entrepreneurs



**Heather Wagenhals**  
TV Personality  
& Media Expert



**Kendall Ficklin**  
International Speaker &  
Business Coach



**Gerri Detweiler**  
Business Credit &  
Financing Expert, NAV

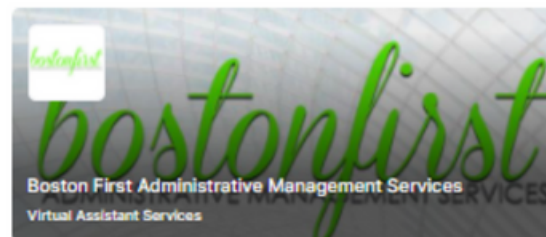
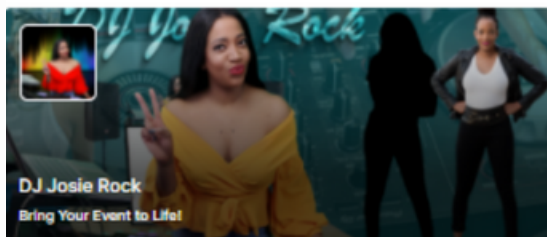
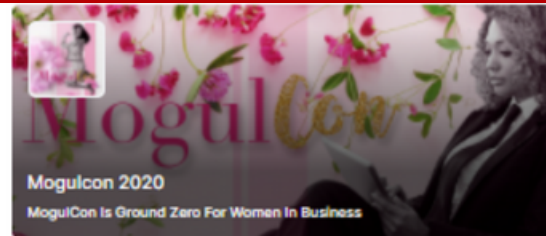


**Jay Fleischman**  
Student Loan Attorney &  
Podcast Show Host



**Dr. Cheryl Wood**  
International Inspirational  
Speaker & Speaker Coach

# PAST SPONSORS





# EVENT STATISTICS



2020 - 2022

**193**  
AVERAGE  
ATTENDEES

**39%**  
MEN

**61%**  
WOMEN



# ABOUT THE FOUNDER

## Tarra Jackson

#SIDEGIGCON was created by Tarra Jackson, also known as Madam Money®, DUALpreneur® (*Employee + Entrepreneur*) Founder, Business Coach, Author, Digital Marketing Expert, and award-winning, international Speaker. Tarra has experience in owning and operating several successful businesses. Although she is an accomplished businesswoman, her passion is to educate and provide aspiring and established entrepreneurs with training and resources.

Tarra is the author of the best-selling books, *"Financial Fornication," "4 Financial Languages: The Secrets to Communicating about Money,"* and *"The DUALpreneur Bible: 10 Commandments to Starting a Successful Side Business."*

Tarra is a personal finance expert and animated International Speaker. Tarra is also the founder of DUALpreneur®, an organization that provides support services and events for people with Side Gigs.



Tarra's experience, knowledge, and witty sense of humor make her a valued resource and favorite financial commentator for international media outlets such as Radio One, Fox News, Al Jazeera News, Black Enterprise & Essence Magazines, the Rickey Smiley Morning Show, GetUp! Mornings with Erica Campbell and Essence Music Festival.

Looking forward to partnering with you!

*Tarra Jackson*



# SPONSORSHIP LEVELS

## PLATINUM - \$2,000 (1)

- "In Partnership With ..." Byline
- Up to 20-minute speech on Main Stage
- Primary Logo Placement on Website & Marketing Materials
- 10 VIP Accesses
- Marketing Flyer Inclusion in Virtual VIP Swag Bag
- Social Media Promotion
- Listed as Platinum Sponsor on Digital Promo Material, Website, & Emails
- Virtual Conference Recording

## GOLD - \$1,000 (1)

- "In Collaboration With ..." Byline
- Up to 15-minute speech
- Logo Placement on Website
- 5 VIP Registrations
- Marketing Flyer Inclusion in Virtual VIP Swag Bag
- Social Media Promotion
- Virtual Exhibitor Space
- Listed as Gold Sponsor on Digital Promo Material, Website, & Emails
- Virtual Conference Recording

## SILVER - \$500 (3)

- Up to 10-Minute Speech on Main Stage
- Logo Placement on Website
- 2 VIP Accesses
- Marketing Flyer Inclusion in Virtual VIP Swag Bag
- Social Media Promotion
- Listed as Silver Sponsor on Digital Promo Material, Website, & Emails
- Virtual Conference Recording

## AWARD SPONSOR - \$250 (5)

- "Presented by..." byline for Award
- Logo Placement on Award & Website
- Presenter of Award
- 1 VIP Registration
- Marketing Flyer Inclusion in Virtual VIP Swag Bag
- Social Media Promotion
- Listed as Award Sponsor on Digital Promo Material, Website, & Emails

# SPONSORSHIP LEVELS

## **BREAK OUT SPEAKER - \$97**

- Host a private breakout session for up to 30 mins sharing product/service details
- Listed as Virtual Speaker on Website
- Social Media Promo Pic & Promotion
- 1 VIP Access

## **BUSINESS SPOTLIGHT - \$47**

- Up to 3-Minute Elevator Pitch to share business product/service details
- 1 VIP Access



# IN KIND SPONSORSHIP

## SERVICE SPONSOR

- Award Plaques (5)
- Graphic Design
- Social Media Marketing
- Virtual Volunteers
- Videographer (Editing Services)

**SPONSORSHIP FEES MAY BE  
PAID VIA ONLINE INVOICE**