

Sponsorship Packet



October 15,
2026
10:00 AM- 4:00
PM

4th Annual Small Business Expo

Coweta County Fairgrounds & Conference
Center
275 Pine Road, Newnan, GA

Advocating for Your Business
Success

info@westcentralgachamber.org

Who We Are

The West Central Georgia Black Chamber of Commerce champions minority-owned businesses and fosters economic growth throughout underserved communities across the region.



A retired Delta Air Lines professional and former Meriwether County Commissioner, Shirley brings decades of leadership, civic service, and a proven commitment to advancing opportunities for others.

— **About the President & Founder Shirley Hines**

"Her vision — centered on equity, collaboration, partnership, and community empowerment — has positioned WCGBC as a trusted voice for business development."

—**President & Founder Shirley Hines' Vision**

"Founded in 2022, WCGBC serves 10 counties across West Central Georgia, advocating for Black-owned and minority-owned businesses by expanding access to resources, capital, and strategic connections."

— **WCGBC Mission Statement**



Business Readiness Workshops

2026 Workshop Series Highlights



2 Documented Bootcamps



6 -Part July Series



1 Additional Session Referenced



APRIL 28, 2026

Bankable Business Bootcamp

Preparing businesses for lending, including business professionalism, financial readiness, and banking relationships.



JUNE 25, 2026

Bankable Business Bootcamp

Becoming bank-ready, understanding lender expectations, financial-management practices, and the documents and metrics used in business-loan decisions.

Held at the University of West Georgia Richards College Business Building in Carrollton.



2026 REFERENCE

Fix Your Business Operations

Presented by Stewart Haney as part of a 2026 service-provider workshop series.

Publicly available references do not clearly confirm whether this session was organized directly by WCGBC or shared as a partner program.



The Chamber also promoted a six-part free small-business workshop series in July, though publicly indexed materials do not reliably list all six session titles or confirm which sessions had already taken place.



CONNECT • EMPOWER • GROW

WCGBC's 2026 programming emphasized capital readiness, operational improvement, and practical technical assistance for small businesses.

**Bank readiness +
technical assistance =
stronger businesses**



The documented workshops show a continued focus on helping entrepreneurs improve lending readiness, strengthen operations, and navigate business growth with confidence.

Why Sponsor the Small Business Expo?



High Visibility

Entrepreneurs & leaders across 10 counties

- **Direct access:** Pre-qualified audience of decision-makers and buyers
- **Regional reach:** Distribution across 10 West Georgia counties
- **Exhibitors:** Products, Services, Non-profits, Government Agencies and On- site Professional Head Shots



Proven Impact

Georgia ranks #5 in the nation for small business climate (2025)



Brand Equity

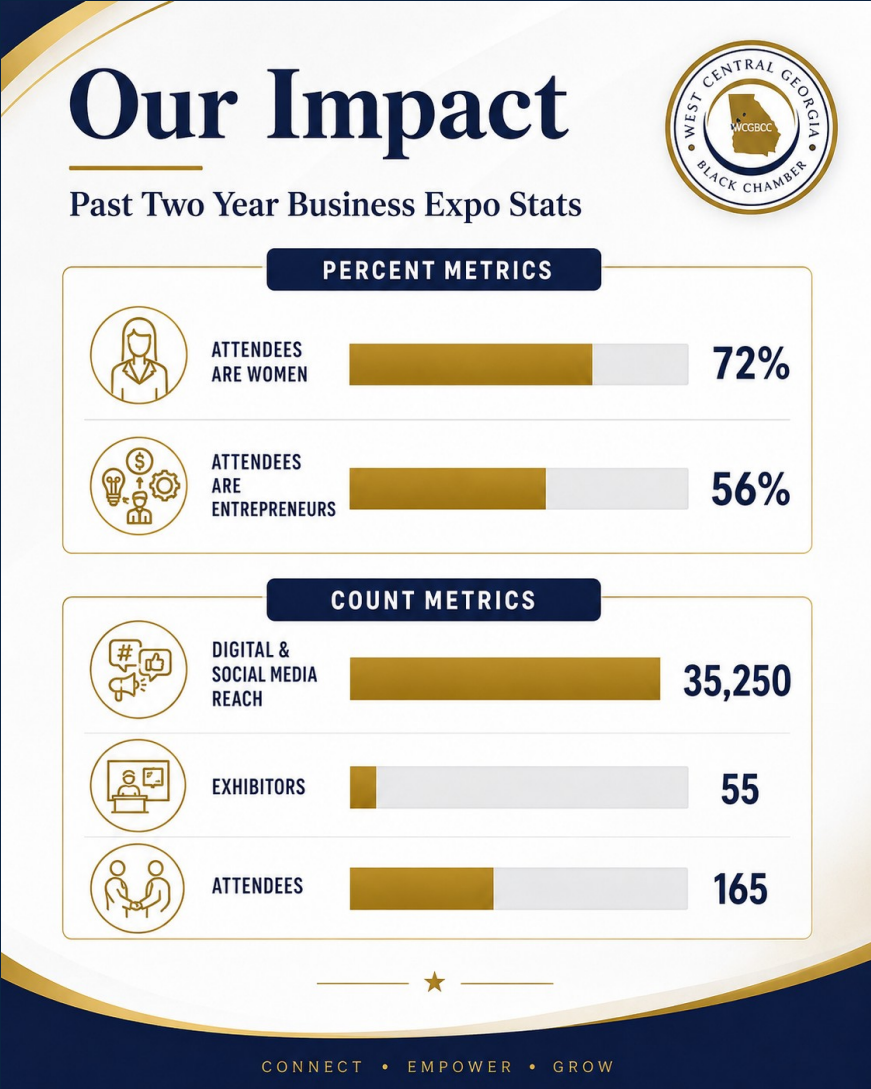
Champion equity, opportunity & generational wealth

- **Women & minority leaders:** A diverse, engaged entrepreneurial audience
- **Community champions:** Position your brand as an equity advocate
- **Experiences:** Networking, Enriching Conversations & Panel Discussions

Event Goals: 100+ attendees and business owners, 20–25 paid vendors, two breakout sessions, and a live business pitch program

pitch program

Three Years of Proven Impact



WCGBC was selected as a subrecipient of Governor Brian Kemp's Small Business Revitalization (SBR) Grant — a testament to the chamber's credibility, reach, and impact.



\$111,900

Entrepreneurial momentum is high — yet West Central Georgia still faces critical gaps in capital access and technical assistance. Your sponsorship helps bridge that gap.

Breakout Sessions: Real Skills, Real Growth

All sessions are open to every attendee and designed for actionable, real-world takeaways that participants can apply immediately.

1 Session 1 — Access to Capital & Becoming Bankable

Lenders, financial readiness, credit building, and funding resources for small business owners ready to grow.

2 Session 2 — Marketing, Sales & Procurement

Customer growth, digital visibility, corporate and government contracting, and supplier readiness.

3 Live Business Pitch Program — 2:15–3:15 PM

Entrepreneurs compete before expert judges — prime sponsor visibility with logo recognition and stage presence.



Sponsorship Levels



All sponsorship levels include brand recognition in event marketing materials distributed across 10 counties. Contact us to discuss custom partnership opportunities.

Partner and Grow with the Us!

Your sponsorship is an investment in community, equity, and economic growth.

Join us in empowering the next generation of small business owners across West Central Georgia.

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SCAN ME

