



Celebrating Five Years of Barter Black®

Come With a Goal. Leave With Progress.

FEBRUARY 19, 2027

OUR STORY

Five Years of Barter Black[®]. One New Chapter.

Barter Black[®] is a bartering marketplace where Black entrepreneurs exchange products and services to start, grow and scale their businesses. Members earn our trade credits, Barter BucksSM, from one business and use them with another, without needing a direct match.

Barter Black[®] was born during the pandemic after Founder and CEO Nicole Murphy was forced to close her Airbnb management company. Seeing firsthand how quickly cash-flow constraints and limited access to funding could threaten a business, she asked:

With so much talent and expertise in our community, why aren't we using what we already have to help one another grow?

That question became a mission to ensure no Black-owned business or business idea fails because of a lack of funding or an inability to hire the support it needs.

On February 19, 2027, we will celebrate five years of building the Barter Black[®] ecosystem by launching the inaugural **BarterCon[™]**.

Five years built this community. BarterCon[™] is what we are building next.

Barter Black[®] built the ecosystem. Our trade credits, Barter BucksSM, power the exchange. BarterCon[™] brings it into the room.

THE ECOSYSTEM

BarterCon™ Is New. The Ecosystem Behind It Is Not.

5,500+

Email community

23,000+

Combined Social Media
Following

30 STATES

Represented across the
community

1,200+

App downloads

Opening speaker | Member Impact Awards | Lunch and refreshments | Five-year anniversary experience

THE CONCEPT

Come With a Goal. Leave With Progress.

NOT ANOTHER SIT-AND-LISTEN CONFERENCE

Entrepreneurs spend the day actively working on their businesses, not collecting another notebook of ideas.

HANDS-ON BUSINESS ACTIVATIONS

Each Activation is designed around a completed or substantially completed business outcome.

THE MARKETPLACE IN PERSON

Attendees connect, purchase and experience the Barter Black® bartering marketplace using trade credits, Barter BucksSM.

Entrepreneurs will not leave only knowing more. They will leave having moved something forward.

THE EXPERIENCE

One Full Working Day Designed for Progress.

UP TO 100

Onsite participants

2

Business Activation Rooms

6

Hands-on Business Activations

8

Participating Vendors

100

Barter BucksSM
Included With Each Paid Ticket

UP TO 2

Guided Creative Resets

Opening speaker | Member Impact Awards | Lunch and refreshments | Five-year anniversary experience

THE AUDIENCE

An Intimate Room. A Larger Ecosystem.

IN THE ROOM

An intentional room of up to 100 onsite participants, including entrepreneurs, business leaders, vendors, partners and program hosts. Founders are actively building, growing and looking for technology, financial services, operational support and trusted business resources.

BEYOND THE ROOM

Barter Black® email community, websites, social audiences, registration campaign, five-year anniversary campaign and continued post-event partner visibility.

The small format is a strength: partners receive repeated visibility and meaningful interaction instead of competing for attention inside a massive expo.

SPONSOR VALUE

More Than Logo Placement.

BE SEEN

Entrepreneurs and business leaders discover your brand.

BE PRESENT

Connect through meaningful recognition and approved onsite opportunities.

BE EXPERIENCED

Give attendees a reason to try, use or engage with your product or service.

STAY CONNECTED

Remain visible in the Barter Black® ecosystem after February 19th.

THE JOURNEY

Before, During and Beyond BarterCon™.

1

MONTHS BEFORE

Become part of the story

Website, partner announcement, email and social visibility.

2

REGISTRATION

Build awareness

Sponsor storytelling, offers and campaign inclusion.

3

FEBRUARY 19TH

Meet the community

Level-specific naming, welcome remarks, tables, experience support and opt-in engagement.

4

FEBRUARY - MAY

Turn awareness into engagement

Partner Hub, offers, trials and follow-up.

5

AFTERWARD

Measure what we built

Impact reporting, recognition and renewal opportunity.

THE MARKETPLACE IN ACTION

Purchasing Power Is Already Built Into BarterCon™.

RECIEVE

Paid attendee tickets include
100 Barter BucksSM.

CIRCULATE

Attendees use trade credits
with participating BarterCon™
businesses.

MEASURE

Track Barter BucksSM
circulated, transactions
completed and participating
businesses supported.

INVESTMENT

Partnership Opportunities at a Glance.

PARTNERSHIP	INVESTMENT	AVAILABLE
Founding Presenting Partner	\$5,000	1
Business Activation Room Partner	\$3,000	2
Named Experience Partner	\$2,000	Limited
Supporting Partner	\$1,000	4
Financial + In-Kind Partner	Custom	Limited

Partnerships may include financial support, approved in-kind resources or a combination of both.

1 AVAILABLE

Founding Presenting Partner - \$5,000

The highest level of partnership with the inaugural BarterCon™.

- Recognition as 'BarterCon™ 2027 presented by [Company]' across key event marketing, website, signage and opening/closing programming
- **Premium brand visibility** with highest-priority logo placement and three dedicated or featured social media promotions
- **Up to a 3-minute welcome** during the opening program
- **Premium sponsor table in the main check-in and gathering area**, providing visibility as attendees arrive, transition and gather throughout the day
- **4 BarterCon™ passes**
- **Dedicated pre-event email feature and post-event partner feature**
- **Hero placement in the BarterCon™ Partner Hub through May 31, 2027**
- **Customized post-event impact recap** including available event, digital and engagement results

Position your company alongside BarterCon™ as we celebrate five years of Barter Black® and bring entrepreneurs together for a full day of implementation, connection and community.

2 AVAILABLE

Business Activation Room Partners - \$3,000 Each

Put your brand inside the rooms where entrepreneurs are doing the work.

THE BUILD ROOM

Supported by [Company]

THE GROWTH ROOM

Supported by [Company]

- **Exclusive “Supported by [Company]” association with one Business Activation Room**
- **Featured room branding** across the website, room schedule, signage and applicable event communications
- **Sponsor table inside your assigned Business Activation Room**
- **Up to a 90-second welcome** before the first Business Activation in the room
- **2 BarterCon™ passes**
- **Two dedicated or featured social media promotions and one email feature**
- **Featured Partner Hub placement through May 31, 2027**
- **Room-specific post-event engagement recap**

FLEXIBLE OPTIONS

Support the Part of BarterCon™ That Fits Your Brand.

NAMED EXPERIENCE PARTNER – \$2,000

- Exclusive “Supported by [Company]” recognition
- Branding tied to the selected experience
- Verbal recognition when applicable
- Dedicated social media + email feature
- 2 BarterCon™ passes
- Featured Partner Hub placement through May 31, 2027
- Post-event impact/results summary when measurable

SUPPORTING PARTNER – \$1,000

- Official BarterCon™ Supporting Partner recognition
- Logo placement across select digital and onsite materials
- Collective email + social media promotion
- 1 BarterCon™ pass
- Partner Hub listing through May 31, 2027
- Event + post-event partner recognition

FINANCIAL AND IN-KIND PARTNER – CUSTOM

- Custom partnership combining financial and approved in-kind support
- In-kind support may include food, printing, technology, transportation, materials, or production
- Benefits and recognition based on contribution and event needs
- All terms confirmed through a custom agreement
- In-kind value does not automatically equal a cash sponsorship level

LET'S BUILD TOGETHER

Five Years of Building Led Us Here.

Help us launch what comes next.

Join Barter Black® as we celebrate five years, launch the inaugural BarterCon™ and create an experience that helps entrepreneurs make measurable progress.

Schedule a Sponsorship Call

calendly.com/barterblack/bartercon

Email Our Sponsorship Team

build@barterblack.io

Learn More

BuildAtBarterCon.com/Sponsorship



Nicole Murphy | Founder + CEO, Barter Black®