



The National Black TEEN Empowerment Expo, LLC (NBTEE) is a for-profit corporation that functions as a social entrepreneurial enterprise dedicated to building better communities for and with our children. The NBTEE will establish a network of non-profit organizations (similar to the Better Detroit Youth Movement model), and link these resources with numerous community and youth service providers to ultimately create a national youth movement.

Over the past two years of planning, I've strategically developed The National Black TEEN Empowerment Expo Presents FAME: Fashion, Art, Music & Education plan and brand to dynamically support a highly viable cause-related marketing property that will generate multiple revenue streams.

Our primary function beyond event (expo) planning will constitute consistent and powerful ways to leverage and better our teenage population through education, politics, economics and media. The expos will capitalize on a variety of corporate sponsorships, and be held in large urban markets to economically stimulate local business communities.

As many of you know, the NBTEE's primary goals include strengthening the ways our communities support their children, and delivering better ways to reach and teach today's young generation. However, our work has less to do with the live events we organize and host, and much more to do with establishing initiatives that consistently uplift our children and their communities.

It's equally important to note that our target market is not just African-American teens, but parents, educators and citizens via outreach to the schools and on the streets. Fashion, art and music circles are sub-target markets that strengthen the NBTEE's potential to engage the creative community and, thus, a larger base of consumers and supporters (and revenue-generators via exhibitors, vendors and advertisers). However, be assured the NBTEE will aggressively pursue and garner many corporate sponsors who may focus on their own bottom lines, but will still see the benefit our work can bring them, especially in this age and economy.

Through our initial outreach, I've been fortunate to have garnered the support and participation of more than 300 groups throughout the country. The NBTEE's national planning committee has evolved into sub-committees that will be functional by week's end.

Currently, I'm conducting research to wrap up the strategic business plan that will detail the NBTEE's broader-based initiatives. Concurrently, I'm helping to develop a corporate sponsorship presentation that will financially support our New York City and Atlanta events.

Now it's time to begin seeking out private investors and an experienced team of strategic partners who can deliver a specific expertise that will benefit the NBTEE and forward our future successes. . Potential partners should be highly experienced in one of the following categories:

- Event Planning
- Education
- Marketing, Media and Promotions
- Corporate Sponsorships and Funding Sources

If you'd like to invest in or partner with The National Black TEEN Empowerment Expo, LLC, or to learn more about this opportunity, please call me at 734.395.3079.

Through commitment, collaboration, strategy and creativity, the NBTEE will better our children's communities, and, ultimately, through this work, show the world the true worth of our youth.