



THE BLACK

Entrepreneur

HOMECOMING EXPERIENCE

The Black Entrepreneur Homecoming Experience (BEHOE) is a three-day business conference that edifies entrepreneurship and economic growth for business owners and professionals of color. The conference reaches 400+ attendees worldwide, virtually and in-person via Atlanta, GA.



SEPTEMBER 2022



ATLANTA, GA

SPONSORSHIP LEVELS

SMALL BUSINESS LEVEL

- Sponsor an Attendee:
\$997
- Esteemed Impact Level:
\$1,500

CORPORATE - INSTITUTION LEVEL

- Legacy Level:
\$3,500
- Corporate Level:
\$5,000
- Lifetime Sponsor (Comes w/ a Plaque):
\$10,000

Goal:

\$20,000-\$50,000 in sponsorship dollars secure by July 2022.

EVENT TESTIMONIALS

66

BEHOE was personal for me. It came at a time where I was going through an identity crisis in the marketplace. Being in one industry for so long BEHOE showed me regular successful people who looked just like me who were showing us a blueprint. It opened my eyes and unlocked a greater potential that I had in myself.



Natisha L • Sacramento, CA

66

BEHOE was everything I needed! It unlocked a portal of untapped success that I had been searching for all along. Brand Sponsorships, I even started selling \$3,000+ high ticket offers after BEHOE! I'm truly excited about this year's event to tap into more areas of business and meet more people that could be conducive to my success!



Ja'Kelli E • Atlanta, GA

66

BEHOE was a true blessing. Just by being in the room I was being shifted immediately. The speakers were very transparent and I personally walked away with more than what I invested. I can't wait this year's experience and to reunite with my brothers and sisters.



Jasmine B • Atlanta, GA

WHY IS THIS CONFERENCE SO TIMELY AND NECESSARY?

JALYNN JONES'

THE BLACK ENTREPRENEURS' HOMECOMING EXPERIENCE

It is a 3-Day Business Conference designed to elevate the sales, marketing and personal development of African-American educators, entrepreneurs, and influencers.



Let's help Influencers of product and service-based businesses experience the possibility of rapid financial growth!

The greatest leverage for Black-Owned Businesses is understanding the value of learning the newest strategies and technologies in the marketplace that connect them to a global audience.

My team and I believe that hundreds of activists and historical figures have done extraordinary work to restore the human rights of BIPOC people. The ownership of businesses, real estate, insurance, and market share are essential elements of wealth that are the solution to stimulating the wealth gap amongst some of the most brilliant minds in the country. Unlike any other conference, The Black Entrepreneur Homecoming Experience is revolutionizing the access to information, implementation, and the world's fastest-growing companies who are committed to social impact that changes lives.

Black entrepreneurs need to feel valued to grow the economy faster than ever before.

Our sponsors desire to have an active role in the dissolution of disproportionate failure among black-owned businesses.

Our sponsors desire to contribute to the development and scaling of businesses beyond six figures to increase the wealth circulation in local, national, and international communities.

Our sponsors see the value of being recognized in a room full of influencers with massive communities to show the level of social responsibility you've committed to seeing companies like them become successful.

The Black Entrepreneur Homecoming Experience powered by The Jalynn Jones Movement is well-positioned to use our reach and influence to offer sustainable knowledge, skills, and fresh perspective to help digital brands, influencers, and product to service-based businesses grow and expand their businesses beyond six-figure annual income.

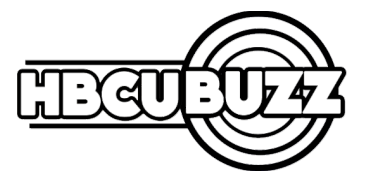
WHO IS JALYNN?



I am an innovative visionary skilled in business and sales, channeling my passion and expertise into stimulating, advancing, and sustaining wealth for Black businesses and the overall community.

I speak mindset, methods, advancement, and business development.

MY CLIENTS & I HAVE BEEN FEATURED ON:



Jalynn is a Vision-to-Profit Business Coach, Sales Influencer, Black Entrepreneurship Thought Leader, Community Maximizer, Gerontologist. While these are just a few of the titles Jalynn A. Jones is known by, a more fitting description might simply be: Revolutionary.

Only 29 years old, Jalynn is an HBCU graduate who studied Business Administration before earning a Master's degree in Gerontology. Jalynn has already racked up an impressive list of personal and professional accomplishments. Among her most notable achievements is the launch of her first HBCU-inspired business conference, The Black Entrepreneur Homecoming Experience.

In the past 7 years, Jalynn went from working as a Certified Nursing Assistant, making \$7.25 an hour to earning a six-figure salary in corporate healthcare sales and business development to stepping into the CEO role and launching a profitable coaching business. Without paid ads or extensive community outreach, she grew her company to \$100,000 plus in just 18 months.

To date, her coaching practice has supported over 1,500 entrepreneurs on their journey to multiple six-figure incomes, positioning many to generate their first \$5,000 month in less than 60 days – a game-changer for Black-owned businesses.

MEET THE FACES BEHIND THE BRAND



Jalynn Jones

Chief Visionary Officer



Re'Auna Jones

Executive Assistant, Internal & External Communications



Kianna Chennault

Fractional Legal Counsel



Brittany Raji Alberty

Marketing Strategist



Cheyenne Rhodes

Project Manager



Alisha Wilson

Operations Manager



Cotesia Oxford

Creative Director, Brand Visuals

WHO IS OUR AUDIENCE?

Our audience comprises online influences, coaches, consultants, course creators, and authors, as well as retail and corporate professionals who are experts at their craft. Their pure creative talent and abilities have grown their businesses to five and some even low six-figures but because they require access to the blueprint to scale beyond their plateau, our audience spends a great deal of time and money investing into solutions to shift them past the six-figure mark.

Our company's satellite location is in Atlanta, GA but our audience is concentrated in areas such as:

Georgia

Flordia

South Carolina

North Carolina

Texas

Lousiana

New York

New Jersey

California

Arizona

Nevada

Washington

Japan

Canada

US Virgin Islands

OUR COMPANY FRAMEWORK



01

Our Mission

Our Mission is to cultivate black entrepreneurship through the power of premium business coaching for start-up and sustainability success.



02

The Wealth Gap Stimulator Model

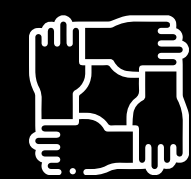
We serve high-value products and services utilizing various methodologies that shift-owned business at a time.



03

Our Philosophy

Black pretty and paid strives to ensure that every member in our community can W.I.N.
W-Create Wealth
I-Inspire Others
N-Network

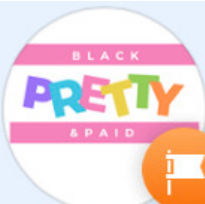


04

Our Mantra

We are the best and We Attract the Best.

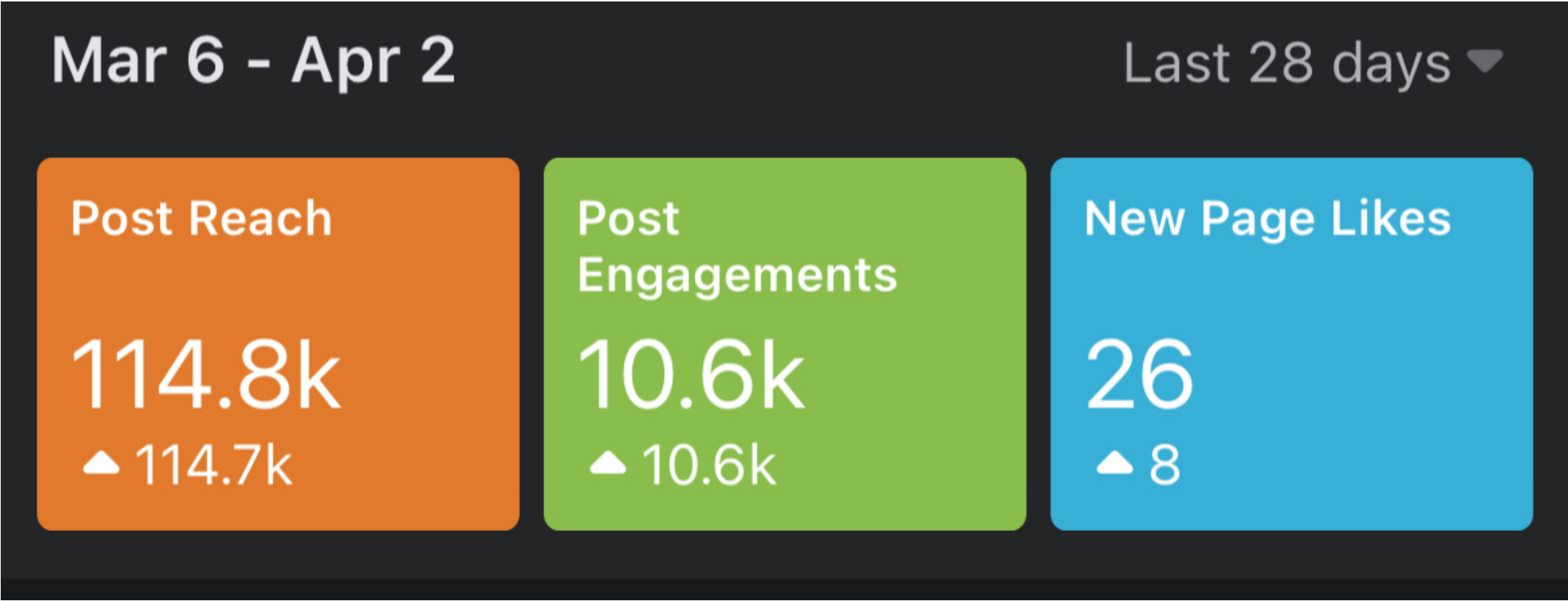
Our Manifesto is the essence every woman selected to join our community embodies in the marketplace.





Posts from **Black Pretty & Paid...** reached 2.9K people and had 228 engagements this week.
27m


...

METRICS




The Black Entrepreneur ClubhouseCon 🍷 from 12:42 pm 18.07	109 avg uniqs/hour	402 uniq users	30:07 avg. time	76 max. users	18 speakers	35.1% bounce	3h 42m duration	pro followers
The Black Entrepreneur Clubhouse Con 🍷 from 7:30 pm 17.07	98 avg uniqs/hour	213 uniq users	22:42 avg. time	45 max. users	15 speakers	32.9% bounce	2h 11m duration	pro followers
The Black Entrepreneur ClubhouseCon 🍷 from 11:11 am 15.07	206 avg uniqs/hour	614 uniq users	24:12 avg. time	105 max. users	32 speakers	30.0% bounce	2h 59m duration	pro followers
The Black Entrepreneur ClubhouseCon 🍷 from 9:03 pm 14.07	123 avg uniqs/hour	76 uniq users	15:36 avg. time	45 max. users	13 speakers	21.1% bounce	37m duration	pro followers
Black Entrepreneur Masterclass from 11:17 am 21.06	107 avg uniqs/hour	204 uniq users	24:55 avg. time	61 max. users	17 speakers	27.9% bounce	1h 54m duration	pro followers
Black Entrepreneur Masterclass from 11:12 am 11.06	162 avg uniqs/hour	1 381 uniq users	43:06 avg. time	145 max. users	71 speakers	33.3% bounce	8h 33m duration	pro followers
Clubhouse Course Day 1🎤 from 3:01 pm 07.06	34 avg uniqs/hour	79 uniq users	20:08 avg. time	17 max. users	7 speakers	34.2% bounce	2h 18m duration	pro followers

daretobeablkmillionaire 9+  

Professional Dashboard 

Tools and resources just for creators.



183
Posts

6,134
Followers

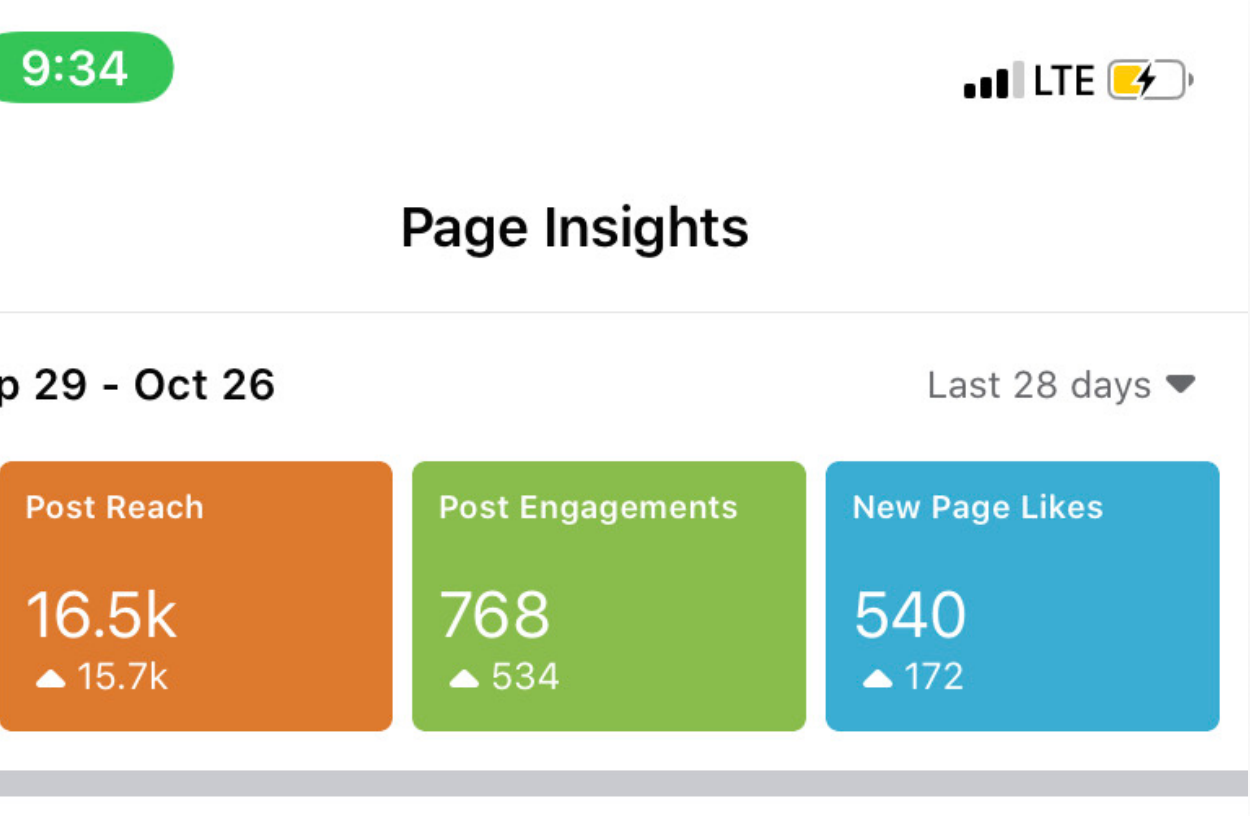
2,892
Following

The BEST Business Coach ✨

Entrepreneur

📍 ATL | Sales Mastery Coach & Fractional CEO to powerful black entrepreneurs | ✨ Get on the waitlist for the #1 conference for the culture 🖐️

www.flow.page/blackprettyandpaid



2:00   



Jalynn (Jalynn Jones)

@coachjalynn

5.4k followers

1.1k following

ATTENTION 🗣️ BLACK PROFESSIONALS & ENTREPRENEURS; Six-figures is NOT your glass ceiling, that narrative is canceled 🚫. 🧑🏾 Hi! I'm Jalynn - The Vision to Profit Business Coach and Black Entrepreneurship Thought Leader of Clubhouse.

★ Join the waitlist for 2022's Black Entrepreneur Homecoming Experience! 🖐️

thenumberoneconferenceoftheyear.com

Bragging Rights:

👑 Founder, Black Pretty & Paid University

💙 For(bes) The Culture Member


👊 Visionary for the first HBCU-Themed Business Conference (get on the waitlist now! Link in Instagram Bio)

I Am:


🪄 The Compassionista Of Sales and Black Business Growth


🎯 An Ideation Alchemist for Millionaires


📝 Outchea 10X'n the Hood as a Activist for



BLACK PRETTY AND PAID U




 1.2k Members

 1 room per week

Schedule a Room

Add Members

1


Last 90 Days 

Mar 2 - May 30


Insights Overview

You reached +92.7% more accounts compared to Dec 2 - Mar 1


Accounts reached

34.6K
+92.7%

Accounts engaged

1,384
+16.4%

Total followers

6,134
+6.2%

SPEED COLLABORATIONS :The Power of Who from 2:10 pm 01.05

57
avg
uniqs/hour

432
uniq users

43:30
avg. time

51
max. users

139
speakers

22.9%
bounce

7h 34m
duration

pro
followers

Black Girls Do: Heal from Work, Money, & Man Trauma from 11:14 am 25.01

136
avg
uniqs/hour

191
uniq users

18:06
avg. time

54
max. users

13
speakers

35.1%
bounce

1h 24m
duration

pro
followers

Black Girls Do: Surpass Six-Figure Salaries from 11:12 am 18.01

135
avg
uniqs/hour

193
uniq users

17:08
avg. time

46
max. users

12
speakers

29.0%
bounce

1h 26m
duration

pro
followers

Leah Johnson Interview - founder of Black Girls Do___ from 9:00 pm 16.01

378
avg
uniqs/hour

422
uniq users

16:29
avg. time

114
max. users

75
speakers

28.7%
bounce

1h 7m
duration

pro
followers

Marketing Money Moves:Racks like Rozay (Rick Ross) from 6:07 pm 16.01

83
avg
uniqs/hour

178
uniq users

24:05
avg. time

40
max. users

18
speakers

28.7%
bounce

2h 8m
duration

pro
followers

Black Girls Do: Invest in Business Luxuries 🌟 from 11:12 am 11.01

137
avg
uniqs/hour

181
uniq users

12:06
avg. time

39
max. users

13
speakers

37.6%
bounce

1h 19m
duration

pro
followers

🔗 Disconnecting to Reconnect! Making SELF-CARE a lifestyle from 6:12 pm 06.01

27
avg
uniqs/hour

25
uniq users

19:49
avg. time

13
max. users

11
speakers

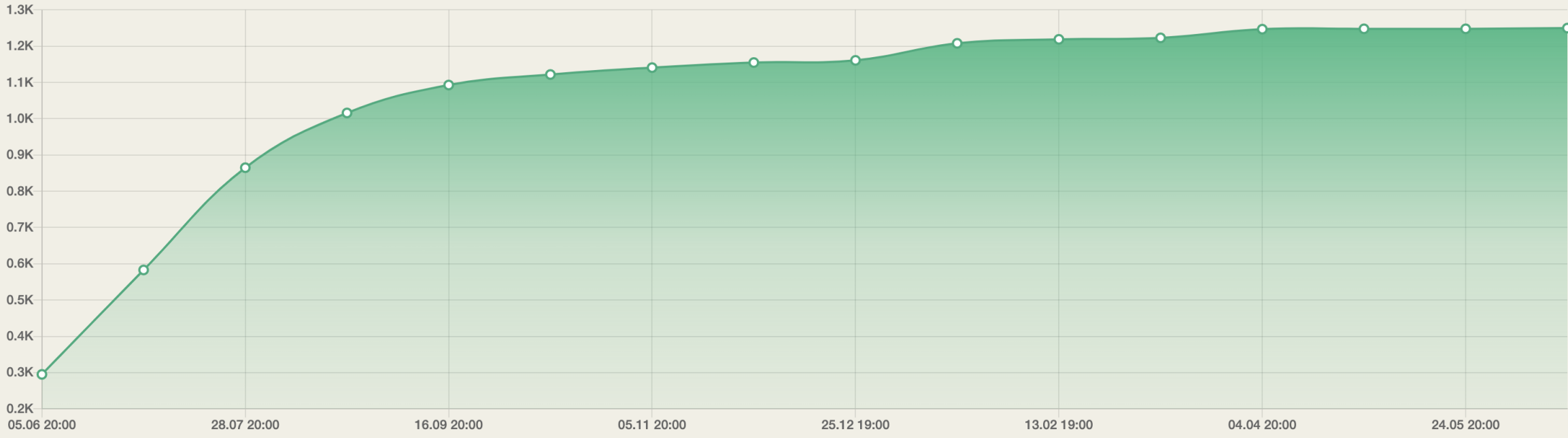
8.0%
bounce

56m
duration

pro
followers

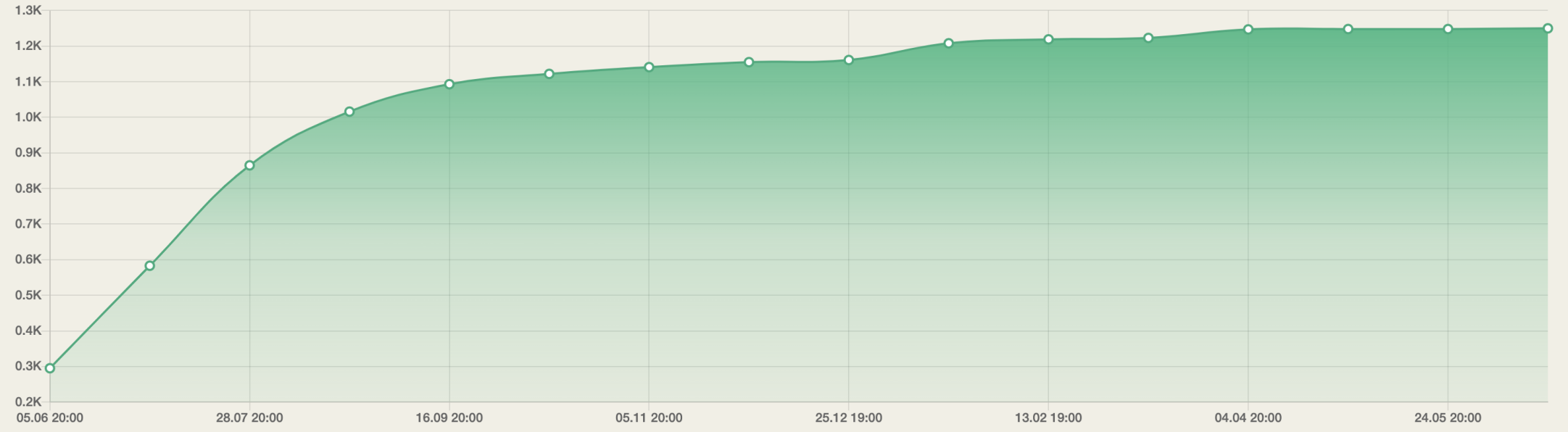
1 250
members

Dynamic by total members



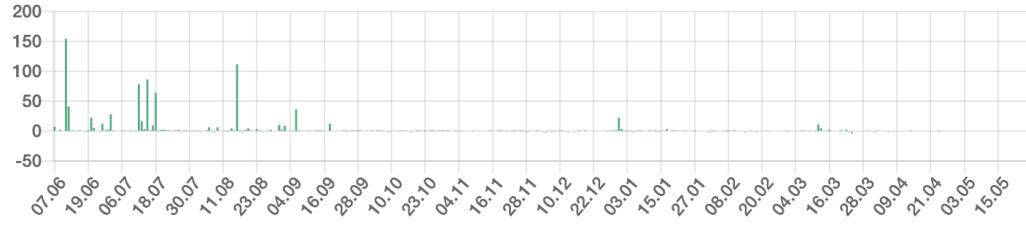
Daily statistics

Dynamic by total members

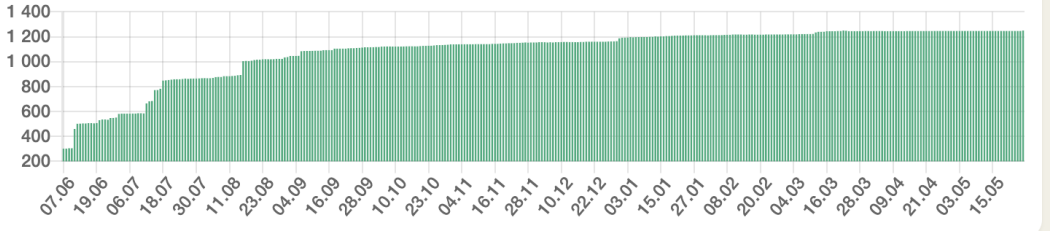


Daily statistics

Daily growth



Total followers by days



Tracked rooms

PARTNERSHIP OPPORTUNITIES

What do you receive as a sponsor?

- ➔ Visibility across an audience reach of 24,000 across all social media channels
- ➔ Incorporating your brand on all our marketing material online and during the conference

Format of the Event

- ➔ 3-Day Live Implementation Conference (In-Person and Virtual)
- ➔ Guest Speaker at the 3-Day Conference
- ➔ Award Ceremony for Sponsors, Speakers, and Attendees
- ➔ Lifetime Access to Private Online Community
- ➔ Plug + Play Templates for Sales, Business & Financial Planning, and Marketing
- ➔ 6-Figure Content Creation Templates and Guides
- ➔ Transformational Pre-Work with Coaching, Virtual Summits, and Networking Experiences
- ➔ 7 Keys to A 7-Figure Mindset Blueprint
- ➔ Invitation to a 16-Week Closed Container for Hybrid Coaching and Business Growth Curriculum

What Brands specifically receive as sponsors of the Black Entrepreneur Homecoming Experience

SPONSORS RECEIVE

- ➔ Visibility across a reach of 24,000 followers and approximately 200 attendees virtually and in-person
- ➔ Exhibitor Table for select sponsorship levels with 1 trained liaison volunteer provided
- ➔ Branded Retractable Banners or Flag Kick Featured on Kickoff Day of Conference
- ➔ Commerical Segment viewed during intermissions and special recognition segments
- ➔ Logos placed on the web page for the event for special recognition

www.jalynnajones.com www.learnleveragelaunch.com

Social Responsibility: sponsorship also has an impact on Tulsa Initiative (<https://www.tulsanonprofit.org/>), our nonprofit cause of choice. A portion of the proceeds from sponsors will fund the marketing and professional development of Tulsa Pitch Competition Winners

THANK YOU

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706-719-7199

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iam@blackprettyandpaid.com

Site:

www.jalynnajones.com

www.learnleveragedlaunch.com

