

SPONSORSHIP Proposal

THE
PLATFORM
BUILDER
Summit



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Executive Summary

On behalf of Mitchell Productions, we are excited to present you with the opportunity to partner with us and become a valued sponsor of our 10th annual conference, "The Platform Builder Summit". This women's entrepreneur conference will take place November 13 & 14, 2026, in Richmond, Virginia.

This conference has attracted approximately 100+ women from Virginia, Maryland, and other East Coast locations. In prior years, special guest speakers have included Actress, Comedian & Author, Kim Coles from Living Single, along with local business professionals such as Charis Jones of Sassy Jones and local celebrity reporter from CBS 6, Antoinette Essa. This impactful event has become a cornerstone for women in business, providing them with a platform to network, learn, and gain business insight from industry leaders in the fields of marketing, branding, sales, accounting, grants, government contracting, book publishing, leadership development, and entrepreneurship.

As we set out to host our 10th conference, we are looking to partner with sponsors who can benefit from exposure to our audience and expand their customer base & and brand awareness. Our partnership opportunities range from \$30,000 to \$1,000.



Past Event Video Recaps

Click Here



2023 SUMMIT

Click Here



2025 SUMMIT



Our Audience

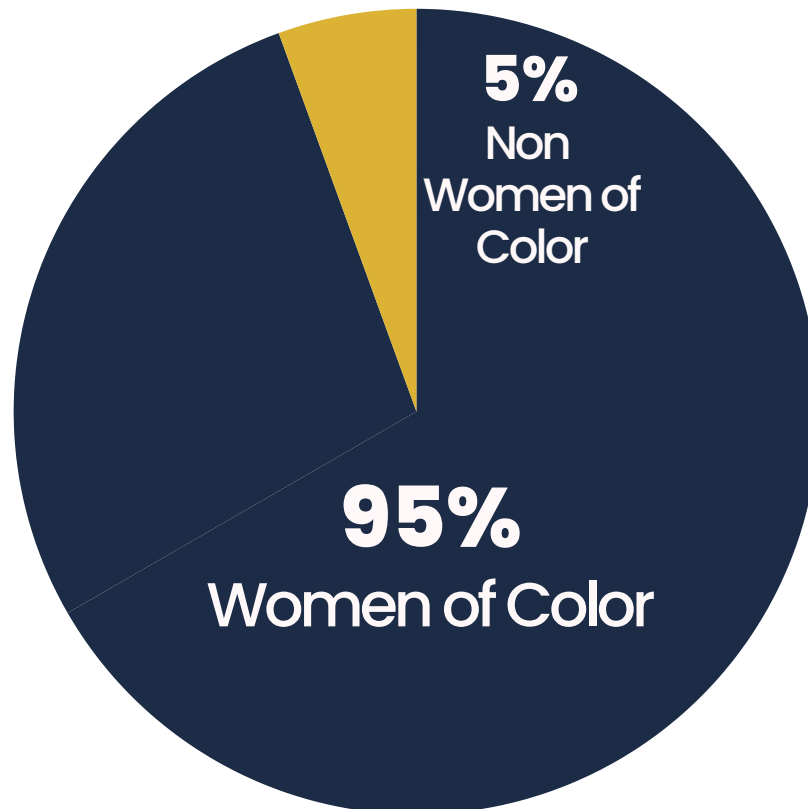
The Platform Builder Summit is a gathering that brings together aspiring and established women entrepreneurs, industry experts, and thought leaders. Over the past nine years, we have successfully empowered hundreds of women, equipping them with the knowledge, entrepreneurial resources, and connections needed to build their platform and go to the next level in their business.

We attract:

- Coaches & Consultants
- Therapists
- Realtors
- Financial Professionals
- Speakers
- Accountants
- Authors & Writers
- Non-profit leaders
- Fashion & Jewelry sellers
- Beauty professionals
- Career Advisors
- Educators
- Pastors & Ministry Leaders
- Grief Counselors
- Mentors

AUDIENCE DEMOGRAPHIC

Conferences hosted by Mitchell Productions attract 95% Women of color and 5% Non Women of Color (30 to 70 years old) who are action-takers in their business. They are passionate about building community and balancing family, business and self-care.



Our Reach



Total Facebook reach:
Facebook business page:
4,200, Facebook group:
3,364, and Facebook
professional profile
followers: 8,700



Total followers: 5,632



Total followers: 5,265



Total Subscribers: 1,522
Total Video Views: 133,431



The Sharvette Mitchell
Radio Show | Total
podcast/show listens since
inception: 350,356
Total episodes: 795+



Total connections: 4,367+



Not only will our sponsors and partners get access to the summit attendees but also the full reach of the Mitchell Productions audience and the conference producer's audience, Sharvette Mitchell.

By aligning your brand with our event, you will gain greater exposure, reinforcing your commitment to empowering women of color entrepreneurs, and connecting with a highly targeted audience.

Past Media Attention



Our past conferences have received media attention from CBS 6. The conference was featured on CBS 6 Virginia This Morning and on the CBS 6 A List Report.



Virginia This Morning – Interview – [Click here to view.](#)



CBS 6 –The A List Report – [Click here to view.](#)

EVENT SPONSORSHIP PROPOSAL

Sponsor Levels



Benefits & Perks	Title Sponsor \$30,000	Platinum Sponsor \$20,000	Gold Sponsor \$10,000	Silver Sponsor \$5,000
Presentation & Speaking opportunity	Opportunity to deliver two 60 minute main stage sessions	Opportunity to deliver a 50 minute main stage session	Opportunity to deliver a 50 minute main stage session	Opportunity to deliver a 40 minute main stage session
Program Booklet	Back Cover advertisement on the conference program	Full page interior advertisement in the conference program	Half-page advertisement in the conference program	Quarter-page advertisement in the conference program
Exhibition/ Vendor space	Exhibition/Vendor space in the high-traffic pre-event area (full conference)	Exhibition/Vendor space (full conference)	Exhibition/Vendor space (1 day of the conference)	One hour Vendor table before and after on stage session
Social Media Reach	Dedicated social media shout-outs and recognition including Live Streams, Posts & Reels	Dedicated social media shout-outs and recognition including Posts & Reels	Social media posts and mentions	Social media mentions
Logo & Brand recognition	Prominent logo placement on all marketing collateral, including event badges, event app, website, social media, email campaigns, and event signage	Logo placement on website, event app, social media, email campaigns, and event Step & Repeat Banner	Logo placement on website, event app, social media, email campaigns, and event Step & Repeat Banner	Logo placement on website, event app, social media and event Step & Repeat Banner
Internet Talk Radio Show/Podcast	Four LIVE interviews with Sponsor representatives & up to 60 second video/audio commercials airing for six shows	Three LIVE interviews with Sponsor representative & up to 60 second video/audio commercials airing for three shows	Two LIVE interviews with Sponsor representative and radio show mentions	One LIVE interview with the Sponsor representative
Complimentary Tickets	Four complimentary tickets	Three complimentary tickets	Two complimentary tickets	One complimentary ticket



A LA CARTE Sponsor OPTIONS

VIP Lunch Sponsor - \$2,500

- Logo placement on all tables of the VIP lunch & logo placement on the step and repeat banner
- Sponsor recognition during the conference and on social media
- Optional placement of promotional item(s) in VIP souvenir swap bag

VIP Swag Bag Sponsor - \$2,000

- Logo placement at the main registration booth & logo placement on the step and repeat banner
- Sponsor shout-out & recognition during the conference
- Custom pens with your company information, printed and placed in swag bag

Program Booklet Sponsor - \$1,000

- Full page advertisement (interior page) of the conference program
- Sponsor shout-out & recognition during the conference

A LA CARTE Sponsor OPTIONS



Snack Table Sponsor - \$500

- Half-page advertisement (interior page) of the conference program
- Signage at the Snack Table
- Social Media mention



Speaker's Lounge Sponsor - \$500

- Half-page advertisement (interior page) of the conference program
- Signage in the Speaker's Lounge
- Social Media mention



Content Creation Sponsor - \$500

- Half-page advertisement (interior page) of the conference program
- Signage in the Speaker's Lounge
- Social Media mention



Step and Repeat Banner - \$250

- Logo placement on the step and repeat banner
- Social Media mention



Let's Partner!

By becoming a sponsor, you will not only play a vital role in supporting women entrepreneurs but also increase visibility and networking opportunities within the Richmond, Virginia business community.

We believe that together, we can continue to empower women business owners to reach new heights in their entrepreneurial journeys.

To discuss sponsorship options in more detail or to customize a package that best aligns with your organization's objectives, please contact Sharvette Mitchell, CEO of Mitchell Productions at info@mitchell-productions.com or (804) 806-4407 ext 101.

MEET THE EVENT PRODUCER



About the Conference Producer



Sharvette Mitchell is the CEO of Mitchell Productions – a marketing and professional development firm that helps women entrepreneurs grow their brand, visibility, and revenue. Known as THE PLATFORM BUILDER®, she is leading conversations in marketing and business development. She was named one of the African American Marketing Association’s 2025 ‘50 Black Marketers to Watch’ for Content and Creative Excellence, a recognition of her leadership, creativity, and industry impact. After a successful 25-year career in corporate America at Capital One Bank, with 20 of the years spent in training and development, Sharvette transitioned into full-time entrepreneurship. She is now focused on coaching and training small business owners across the country. Her ability to blend corporate insight with marketing has positioned her as a trusted advisor in personal branding, visibility strategy, and leadership development. Sharvette is a graduate of Virginia Commonwealth University with a Bachelor of Science in Marketing. She is also a graduate of the Goldman Sachs One Million Black Women: Black in Business Program. Sharvette’s unique approach, encapsulated in her trademarked framework THE PLATFORM BUILDER®, has become a beacon for small businesses seeking to build their brand. By honing their visibility, marketing, and branding strategies, she has enabled numerous businesses to generate more revenue, achieve growth, and establish increased brand recognition. Her one-on-one consulting, innovative group coaching programs, engaging speaking/training and live conferences/summits have been applauded for their effectiveness and creativity. Sharvette’s acclaim extends to being featured in prestigious publications such as Yahoo! Finance, AARP, Huffington Post, HOPE for Women Magazine, CBNation, and Sista Sense Magazine, where her thoughts on marketing and branding are often sought. Her appearances on CBS 6 Monday Motivation, CBS 6 Virginia This Morning, The CW Network, and Comcast Cable showcase her as a thought leader. Her certifications include WOSB with the U.S. Small Business Administration, SWaM by the Virginia Department of Small Business & Supplier Diversity and and National Minority Supplier Development Council (NMSDC). Moreover, as an ICF Professional Certified Leadership Coach, Sharvette embodies a blend of coaching and influential leadership. Since 2008, The Sharvette Mitchell Radio Show, with over 795+ episodes, has been a platform for marketing insights, powerful conversations, and interviews, resonating with listeners and viewers across multiple audio and live-streaming platforms. Sharvette is a past recipient of the ACHI Magazine’s – Radio Personality of the Year Award. Sharvette is the Visionary Author behind eight book collaborations, including PROPEL, POUR, PURSUE, PEARLS, Prepare for PURPOSE, Positioned to PIVOT, PROSPER and Prioritize your POTENTIAL. These works further illustrate her passion for guiding others to pursue their dreams and document their transformational stories or intellectual property. Her previous role on the Board of Directors of James River Writers and current volunteer role with International Christian Ministries, Inc. attests to her contributions to the community and her peers. Whether guiding a small business to marketing success, delivering powerful training, or redefining a brand’s identity, Sharvette’s strategic mind and marketing expertise stand as a testament to what can be achieved with strategy, consistency, and leadership.