



Vendor Kit

LEGUP Wealth Symposium

4600 333 Bay St, Toronto, ON
Friday April 4th, Saturday April 5th, 2025

2025





It is with great pleasure and gratitude that I extend a warm welcome to you as we embark on a transformative journey together. Your commitment to our cause speaks volumes, and we are thrilled to have you as a valued partner in our mission.

At Brothers Who Care we believe in the power of unity to drive positive change. Your support not only empowers our community, but also strengthens the foundation of a brighter, more inclusive future. Together, we can make a lasting impact and create opportunities for those who need it most.

Vendor Extravaganza: Unlocking Opportunities Together

As a LEGUP Marketplace Vendor you are not merely a contributor; you are an integral part of a movement that: seeks to break barriers, foster equality, and uplift the voices that have been historically marginalized.

Your involvement underscores your dedication to making a difference, and we are genuinely grateful for your commitment.

We look forward to collaborating closely with you, sharing successes, and overcoming challenges together. Your support fuels our passion, and we are confident that, with your partnership, we will achieve remarkable milestones.

Once again, welcome to our community of change makers. Your belief in our initiative is a powerful testament to the positive impact we can create together.

**With gratitude,
David Griffiths
Founder, Brothers Who Care
Email: info@brotherswhocare.com**

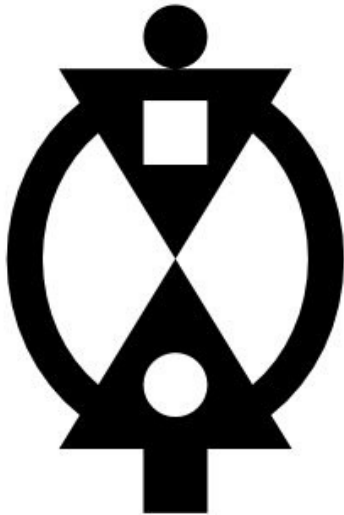


Brothers Who Care is proud to introduce the **2025 LEGUP Wealth Symposium**, an innovative initiative designed to address the root causes of financial disparities within the Black and racialized community. By enabling access to economic justice and human equity for people who have been systematically excluded from growing wealth, we aim to empower individuals and families with the tools and resources needed to break the cycle of financial hardship.

The symposium tackles the: income, racial wealth and information gap with holistic angles that meet individuals where they are in the process. There is an enhanced focus on financial security with practical steps that lead to action supported by behavioural science. Finally, we leverage data and technology to track outcomes in social purpose efforts, especially related to wellbeing (and whether having financial security leads to better health/happiness/social connections).

Focused on Wealth Sustainability, LEGUP aligns with the UN's SDGs No. 8, to promote inclusive and sustainable economic growth, employment and decent work for all, and Canada's National Financial Literacy Strategy 2021-2026 to make the financial ecosystem more: accessible, inclusive, and effective for all Canadians.

LEGUP Secure Our Wealth initiative tackles the UN SDG#8 to promote inclusive and sustainable economic growth, employment and decent work for all



Boa Me Na Me Mmoa Wo

"Help me and let me help you!"

It goes beyond simply sharing knowledge. It's about pooling our resources to create collective income streams.

Imagine a group of neighbours investing in a local renewable energy project, sharing the profits and building a sustainable future together.

Or a community forming a cooperative to launch a small business, leveraging collective skills and capital to create jobs and wealth for everyone.

This isn't just about money; it's about empowerment. When we understand how money works, we gain control over our financial destinies.

When we collaborate, we create opportunities for ourselves and future generations.

Let's embrace cooperation and interdependence as the stepping stones to a brighter, more financially secure future for all.

"Whatever affects one directly affects all indirectly"

Martin Luther King Jr

Inspired by the Adinkra symbol **Boa Me Na Me Mmoa Wo** ("Help me and let me help you"), this year's theme emphasizes the power of collective action in wealth creation and community prosperity.

The LEGUP Secure Our Wealth Symposium promises to be an inspiring, and actionable event that will empower attendees to overcome financial barriers, build sustainable wealth, and transform their futures.

The symposium will equip attendees with the tools to overcome barriers of economic inequity and thrive in today's evolving digital economy.

Elevate Your Business at the 2025 LEGUP Wealth Symposium



The LEGUP Wealth Symposium is not just an event; it's a platform for networking and establishing connections that can extend far beyond the symposium itself.

By becoming a vendor at the LEGUP Wealth Symposium, you send a powerful message about your company's dedication to: diversity, equity, and inclusion. Your presence will demonstrate that you actively support initiatives that aim to close the wealth gap and create opportunities for underrepresented communities.

The symposium will attract a diverse audience of over 250: professionals, entrepreneurs, and community leaders who are actively seeking ways to enhance their financial well-being. As a vendor, you will have direct access to engage with potential customers who align with your brand values.

The best thing about it, you have a chance to: engage with attendees, share your products/services, and build meaningful relationships. Let's take a moment to explore what our symposium has to offer and consider the benefits it could bring to your organization:



Exclusively Tailored for Black and Racialized Entrepreneurs:

Our symposium is specifically designed to address the unique challenges and opportunities faced by Black & Racialized entrepreneurs. We understand the importance of creating a platform that caters to your diverse needs and aspirations.

Symposium Spotlight: Elevate Your Brand with Unbeatable Marketing Strategies:

Our marketing strategies are designed to reach Black & racialized entrepreneurs and industry professionals, ensuring that your message resonates with our audience. As part of our pre-event marketing campaigns, we ensure that your brand receives maximum exposure leading up to the event. Social media promotions, and featured mentions will put your company in the spotlight, capturing the attention of our diverse audience.

Linking Success: Unleashing Networking Opportunities for Professional Growth:

Exciting networking opportunities await you at the upcoming symposium! Vendors will have an opportunity to connect with: like-minded individuals, industry experts, and successful Black and racialized entrepreneurs who have navigated similar paths. You will be exposed to a supportive network that understands the nuances of your journey and can provide valuable insights.



LEGUP
SECURE OUR WEALTH

Diverse Activities and Programs Await You:

In our continuous efforts to enhance the symposium experience for attendees, we have curated a dynamic lineup of activities and programs that cater to a wide range of interests and preferences. We believe that this diverse approach will not only provide valuable networking opportunities but also ensure a vibrant and enriching atmosphere throughout the event.

Here's a sneak peek into some of the exciting activities and programs planned:

Interactive Wealth Workshops: Engage with industry experts in hands-on workshops covering the latest trends

LEGUP Symposium Soiree: This year you are invited to our second Symposium Soiree. It promises to be a delightful and sophisticated experience, offering attendees a variety of enjoyable elements including: memorable live music, and surprise performances.

Innovative Exhibitions: Explore other vendors and their cutting-edge products and services.

Cultural Art Showcase: Immerse yourself in the rich creativity of our community with cultural art displays.



Bring Your Promotional Material and Shine

To maximize your visibility and make the most out of this incredible opportunity, we strongly encourage you to bring along your promotional materials, including brochures, business cards, and banners.

These materials are powerful tools to showcase your products or services.

Remember, the **LEGUP Wealth Symposium** is a fantastic opportunity to showcase what makes your business unique. By bringing your promotional materials, you're ensuring that attendees leave with a clear understanding of your offerings and how they can benefit from buying your products, or utilizing your service.

This year we are encouraging the use of digital merchandising as consumers today expect dynamic and visually appealing content. Digital presentations cater to these expectations by providing a more engaging and interactive experience compared to static presentations.



Symposium Logistics: A Comprehensive Guide for Vendors

This year, the marketplace is strategically designed to accommodate the needs of our vendors, providing sufficient room for: product displays, promotional materials, and interactive elements to engage with symposium attendees. You are responsible for the layout and design of your booth space that will contribute to the overall branding and marketing efforts of your business.

The size of vendor booth spaces are: 8 x10 feet and 10 x 10 feet (**sizes are approximate and will be finalized before the day of the event**)

Table and Chairs: Booth space will come equipped with a table and two chairs, providing a designated area for product demonstrations, or discussions with potential clients.



Symposium Logistics: A Comprehensive Guide for Vendors

Electricity and Lighting: Access to electricity is available. Vendors needing electronic displays, lighting, or other powered equipment must insure to include that information when filling out the Vendor Marketplace Form.

Wi-Fi Access: Reliable Wi-Fi will be provided to enable vendors to conduct online demonstrations, process transactions, and stay connected throughout the event.

We will provide you with contact information for the on-site coordinator for any last-minute questions, or issues. Upon arrival on **Friday, April 4th**, co-ordinators on site will share the assigned booth locations, and where to set up for the day.

Explore Your Options: Vendor Booth Packages and Pricing



This section delves into the intricacies of being a vendor at the LEGUP Marketplace. Whether you're a seasoned exhibitor, or exploring opportunities for the first time, understanding our pricing structure is crucial for maximizing your presence and achieving your goals at our event.

We encourage our vendors to be clear on the goals you have when making a decision to be a part of the **2025 LEGUP Marketplace**. Goals are different depending on where you are in your entrepreneurial journey. Below is a list that you can utilize to determine what you want from your marketplace experience:

- Gathering Customer Feedback
- Building Relationships with Existing Customers
- Market Research
- Demonstrations and Hands-on Experience
- Public Relations and Media Coverage
- Brand Exposure and Awareness
- Networking & Lead Generation
- Sales and Revenue:
- Product Launch and Promotion
- Educational Opportunities

LEGUP Marketplace Premium Booth Package \$1000.00



Larger booth space, or better location within the event venue, 1 table (8 feet) , 2 chairs, and basic signage (Enhanced amenities, such as upgraded furnishings, carpeting, or lighting)

Access to a VIP, and hospitality area with comfortable seating, refreshments, and networking opportunities

**Access to common areas and LEGUP Symposium workshops and events
Power outlets, or access to electricity for electronic equipment and displays
(must be specified in form)**

Internet connectivity for processing transactions and staying connected

**Inclusion in event programs, websites, or other promotional materials
(Additional branding opportunities and signage)**

Access to complimentary meals, snacks, and beverages throughout the event

2 tickets will be provided to the LEGUP Symposium Soiree

Exclusive invitation to **Friday April 4th Networking event, where vendors can connect with other businesses and potential clients**

Featured in event marketing materials, social media, and other promotional channels



LEGUP Marketplace Platinum Booth Package \$1500.00

Booth located at the corner of aisles for increased visibility, 2 (6 feet) tables, 2 chairs, and basic signage (Enhanced amenities, such as upgraded furnishings, carpeting, or lighting)

Access to a VIP, and hospitality area with comfortable seating, refreshments, and networking opportunities

Access to common areas and LEGUP Symposium workshops and events

Power outlets, or access to electricity for electronic equipment and displays (must be specified in form)

Internet connectivity for processing transactions and staying connected
Inclusion in event programs, websites, or other promotional materials
(Additional branding opportunities and signage)

Access to complimentary meals, snacks, and beverages throughout the event

4 tickets will be provided to the LEGUP Symposium Soiree

Exclusive invitation to **Friday April 4th Networking event**, where vendors can connect with other businesses and potential clients

Featured in event marketing materials, social media, and other promotional channels

Join Our Dynamic Community: Exclusive Opportunities with Diverse Collaborative Partnerships



On behalf of the entire Brothers Who Care team, we are thrilled to welcome you as our newest vendor and partner in our shared mission. Your support is instrumental in driving positive change, and we are eager to embark on this exciting journey together.

At Brothers Who Care we take great pride in the meaningful collaborations we have forged with reputable sponsors who share our values and commitment to excellence. We are delighted to highlight some of the esteemed partners we are currently working with, and have had the privilege of working with in the past.

These collaborations have not only enhanced our programs, but have also contributed to the success of numerous initiatives, leaving a lasting and positive impact on the communities we serve.

We believe that you will bring a unique and valuable perspective to this symposium.

Ubuntu

"I am because we are, and because we are, therefore I am."

LEGUP Secure Our Wealth initiative tackles the UN SDG#8 to promote inclusive and sustainable economic growth, employment and decent work for all



Time to Enter the Marketplace

Mark your calendar and be part of a transformative experience that celebrates diversity, resilience, and the limitless potential of B.I.P.O.C entrepreneurs. Together, let's build a future of prosperity and success!

DEADLINE FOR VENDOR APPLICATION FORMS IS FRIDAY MARCH 21st, 2024

To secure your spot and discuss tailored opportunities for your involvement, complete the form, and feel free to contact Simone Jennifer Smith at simone@brotherswhocare.com. We look forward to the prospect of working together to make the 2024 LEGUP Wealth Symposium a transformative event.

Thank you for considering joining us as a vendor. Let's create positive change together.

