



2026

# B2B/CAREER EXPO

Hosted by CarMax Park in the Atlantic Union Bank Lounge

June 16, 2026 | 4:30 - 7:30

PREPARED BY  
**XYLO, LLC.**



757-334-2284 [www.xylonow.com](http://www.xylonow.com)

2929 N Arthur Ashe Blvd,  
Richmond, VA 23220 **Hosted at  
CarMax Park**



# WELCOME!



THANK YOU FOR YOUR INTEREST IN PARTNERING WITH US!

On behalf of The Boone Foundation and XYLO, LLC, I am pleased to present an opportunity to sponsor the FIRST OF MANY, **RVA Spring B2B Career Expo, taking place on Tuesday, June 16, 2026, at CarMax Park in Richmond, Virginia.**

This event will be hosted inside the Atlantic Union Bank Lounge at CarMax Park, creating a unique and elevated environment designed to connect Richmond's businesses, talent, and opportunities.

The RVA Spring B2B Career Expo will bring together job seekers, entrepreneurs, and established companies in a high-energy, professional setting. This experience is designed to foster meaningful connections, support workforce development, and provide businesses with direct access to a diverse and engaged audience.

We anticipate a strong turnout of professionals and local organizations, making this an ideal opportunity for your company to increase visibility, strengthen community presence, and engage directly with potential customers, partners, and future employees.

By becoming a sponsor, your organization will benefit from a multi-channel marketing and engagement experience, including:

- **Brand visibility across digital platforms, including email campaigns reaching over 24,000 contacts, social media promotion, and event website placement.**
- **On-site branding opportunities throughout the venue, including banners, digital screens, and event materials**
- **Sponsors receive consistent visibility through on-site digital displays and in-room screens, ensuring repeated brand exposure throughout the event.**
- **Live event engagement through direct interaction with attendees, DJ acknowledgments, and on-site recognition**

We have developed a range of sponsorship opportunities designed to align with your organization's marketing goals while providing meaningful exposure before, during, and after the event.

We would welcome the opportunity to discuss how we can tailor a sponsorship package that best fits your objectives and maximizes your presence at this inaugural experience.

Thank you for your time and consideration. We look forward to the possibility of partnering with your organization to create a high-impact event for the Richmond community!

*Matthew Boone*

Founder & CEO of The Boone Foundation



# ABOUT THE EVENT



**DATE: June 16, 2026**

**4:30pm - 7:30pm**

**CarMax Park Atlantic Union Bank Lounge**

## EVENT MECHANISM

The RVA Spring B2B Career Expo is a premier networking and workforce development event designed to connect Richmond's businesses, talent, and opportunities in a dynamic, professional environment.

Taking place on June 16, 2026, hosted at CarMax Park inside the Atlantic Union Bank Lounge, this will be the first B2B and Career Expo hosted at this venue. This unique setting creates an elevated experience for both attendees and participating organizations.

The event will bring together a diverse audience of job seekers, entrepreneurs, local businesses, and professionals, all looking to build meaningful connections, explore new opportunities, and grow within the Richmond market.

## OVERVIEW

THE RVA SPRING B2B CAREER EXPO IS MORE THAN AN EVENT — IT IS A STRATEGIC OPPORTUNITY TO CONNECT, GROW, AND LEAD WITHIN THE RICHMOND BUSINESS COMMUNITY.



THE  
BOONE  
FOUNDATION

# ON-SITE ACTIVITIES AND ACTIVATION



## PROFESSIONAL & BUSINESS ENGAGEMENT COMMUNITY & NETWORKING ON-SITE EXPERIENCE



### **BUSINESS ACTIVATION OPPORTUNITIES**

Local businesses and organizations can showcase their products and services through interactive booths, engaging directly with attendees in a professional environment.



### **CAREER & EDUCATIONAL RESOURCES**

Attendees will gain access to valuable information on career pathways, workforce development, and educational opportunities, supporting long-term professional growth within the Richmond community.



### **VENDOR & BRAND ACTIVATIONS**

Sponsors and vendors will be able to create immersive experiences through branded activations, product demonstrations, and direct interaction with attendees.



### **LEAD GENERATION OPPORTUNITIES**

Attendees are actively engaging with businesses, creating opportunities to capture leads, build relationships, and generate real business connections during and after the event.



### **NETWORKING OPPORTUNITIES**

The event fosters meaningful connections between professionals, entrepreneurs, job seekers, and business leaders, creating opportunities for collaboration and growth.



### **INTERACTIVE ENVIRONMENT**

Designed to be more than a traditional expo, the event encourages movement, conversation, and engagement throughout the venue, increasing visibility for participating sponsors and businesses.

Food and beverage service for this event will be provided exclusively by the venue's official provider (PSC).

# SPONSOR PACKAGES



## Presenting Sponsor (\$2000) [1 Available]

- Title Sponsor for Event.
- 10 Drink Tickets.
- Presenter logo on event website, digital/printed banner.
- Presenter logo on the brand new scoreboard along.
- Inclusion in email campaigns to 24K+ contacts.
- Featured social media posts and video spotlight.
- Event-level branding throughout entire experience.
- Priority placement in in-room TV rotation.
- Largest logo on step & repeat backdrop.
- Prominent logo in official event program.
- Exclusive exhibitor space.
- Speaking opportunity at the event.
- Verbal recognition throughout.
- First mention in promotions and announcements.
- First right of renewal for future events.



## Diamond Sponsor (\$1000) [4 Available]

- Premium exhibitor space.
- 6 Drink Tickets.
- Top-tier logo placement on event website, digital/printed banner.
- Inclusion in email campaigns (24K+ contacts).
- Three to four social media features.
- Prominent logo on in-room TV rotation.
- Enhanced logo placement on custom backdrop.
- Premium placement in official event program.
- DJ shoutouts and multiple verbal recognitions during the event.
- Dedicated sponsor spotlight post or feature.
- Option to host a branded activation or giveaway.

## Gold Sponsor (\$600)

- Exhibitor space with a 6 ft table.
- 4 Drink Tickets.
- Priority logo placement on event website, digital/printed banner.
- Inclusion in email campaigns (24K+ contacts).
- Two social media features.
- Increased frequency of logo on in-room TV rotation.
- Logo on custom step & repeat backdrop.
- Enhanced logo placement in the official event program.
- One DJ shoutout and verbal recognition during the event.
- Premium on-site placement.

## Silver Sponsor (\$400)

- Exhibitor space (6 ft table).
- 2 Drink Tickets.
- Logo on event website, digital/printed banner.
- Inclusion in email campaigns (24K+ contacts).
- One social media feature.
- Logo in official event program.
- Standard on-site placement.

## Bronze Sponsor (\$250)

- Exhibitor space (6 ft table).
- 2 Drink Tickets.
- Logo on event website.



Contact Matt Boone at [mboone@xylonow.com](mailto:mboone@xylonow.com) for sponsorships and exhibitor spaces.



**2026**

# THANK YOU!

## **CONTACT US**

757-334-2284

[www.xylonow.com](http://www.xylonow.com)

[mboone@xylonow.com](mailto:mboone@xylonow.com)



THE  
BOONE  
FOUNDATION

# RVA SPRING B2B CAREER EXPO

CONNECTING RICHMOND'S BUSINESSES, TALENT, AND OPPORTUNITIES



June 16, 2025  
4:30pm - 7:30pm



Hosted By CarMax Park  
2929 N Arthur Ashe Blvd, Richmond, VA 23220  
In the Atlantic Union Bank Lounge.

- ✓ Meet Local Businesses
- ✓ Explore Career Opportunities
- ✓ Gain Exposure for your Business
- ✓ Network with Entrepreneurs
- ✓ Discover Business Resources
- ✓ Food and Beverage Included!

JOB SEEKERS • ENTREPRENEURS • LOCAL BUSINESSES • PROFESSIONALS

**REGISTER YOUR SPACE TODAY!**

[WWW.XYLONOW.COM/EVENTS](http://WWW.XYLONOW.COM/EVENTS)



**SPONSORSHIPS AND EXHIBITOR SPACES ARE AVAILABLE STARTING AT \$250**

Contact Matt Boone at [mboone@xylonow.com](mailto:mboone@xylonow.com) for sponsorships and exhibitor spaces.