METRO BIRMINGHAM CHILDREN'S BUSINESS FAIR

Where Possibilities Begin.



MEDIA KIT

Introducing young people to entrepreneurship through creativity, confidence, and hands-on experience.

About the Organization

The Metro Birmingham Children's Business Fair (MBCBF) is a community-based 501(c)(3) nonprofit organization that introduces young people ages 6–16 to entrepreneurship through hands-on business experiences.

At the fair, children and teens create and present their own business ideas, products, or services. They have the opportunity to interact with customers, practice communicating the value of what they offer, and experience the responsibilities and rewards of operating a small business.

MBCBF works to make entrepreneurship approachable for young people while connecting families, educators, businesses, and community partners around a shared investment in the next generation.

Our work is rooted in a simple belief: young people have ideas worth exploring and potential worth encouraging.

Our Mission and Vision

Our Mission

To introduce children and teens ages 6–16 to entrepreneurship and help them explore business ownership as a meaningful possibility for their future.

Our Vision

A community where young people are encouraged to think creatively, take initiative, solve problems, and recognize their ability to turn ideas into action.

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What Happens at the Fair

The Metro Birmingham Children's Business Fair gives young entrepreneurs an opportunity to bring a business idea from concept to customer in a supportive, real-world setting.

Before the event, participants develop a product or service, think through pricing and presentation, and prepare to explain what makes their business special. At the fair, they set up their own tables, welcome visitors, answer

questions, and engage with customers.

The experience gives children a chance to practice business skills in action—not simply learn about entrepreneurship, but experience it firsthand.



A fair is more than a marketplace. It is a hands-on learning experience where ideas, effort, and creativity take center stage.

What Children Learn

Participating in a business fair helps young people develop practical skills that can serve them well in school, work, and everyday life.

Communication

Introducing a business, describing a product or service, answering questions, and interacting with customers.

Creativity and Problem-Solving

Developing an idea, finding ways to make it useful or appealing, and adapting when challenges arise.

Money Matters

Exploring pricing, expenses, sales, and the relationship between revenue and profit.

Planning and Responsibility

Preparing products or services, organizing a display, setting goals, and following through.

Confidence and Initiative

Taking ownership of an idea, making decisions, and presenting work to others.



The Impact on Young Entrepreneurs

For many children, the Metro Birmingham Children's Business Fair is their first opportunity to experience what it means to own and operate a business.

They begin with an idea. They make decisions, prepare their products or services, interact with customers, and discover what it takes to bring their ideas to life.

Confidence

Learning to introduce themselves, speak with customers, and believe in their abilities.

Independence

Making decisions and taking responsibility for their businesses.

Accomplishment

Experiencing the satisfaction of seeing an idea become something real.

Financial Awareness

Understanding the connection between pricing, expenses, sales, and profit.

Camaraderie

Connecting with other young entrepreneurs who share their interests and enthusiasm.

Goal Setting

Learning to establish goals and work toward achieving them.

A successful experience is not measured by sales alone. It is also measured by what children discover about themselves, what they learn, and what they begin to believe is possible.

Sometimes the most important thing a child takes home isn't what they earned. It's what they learned about themselves.

Sponsorship and Community Support

The Metro Birmingham Children's Business Fair depends on the generosity and commitment of businesses, organizations, foundations, and individuals who believe in the potential of young people.

Sponsorship helps make it possible to provide business fairs, educational workshops, learning opportunities, and resources that encourage young people to explore entrepreneurship.

By supporting MBCBF, sponsors become part of an effort to help children develop practical skills, confidence, creativity, and an entrepreneurial mindset.

Sponsorship Opportunities

We welcome financial support at a range of sponsorship levels. Current sponsorship opportunities and recognition benefits are outlined on our website and can also be discussed directly with our team.

More Than Financial Support

There are many ways to contribute to the success of young entrepreneurs. In addition to financial sponsorship, we welcome community partners and volunteers who can share their knowledge, experience, time, and professional expertise.

• Volunteering at fairs and workshops

• Sharing business knowledge and professional experience

• Mentoring young people interested in entrepreneurship

• Providing resources and services that support our programs

• Introducing MBCBF to other community supporters

When you support the Metro Birmingham Children's Business Fair, you help create opportunities for young people to discover their abilities, explore their ideas, and experience the possibilities of entrepreneurship.

Together, we can help young people see what is possible—and give them the opportunity to begin.

Founders and Leadership

The Metro Birmingham Children's Business Fair was founded by Charita H. Cadenhead and Sabrina Mays, who share a belief in the potential of young people and the value of introducing children to entrepreneurship.

Their vision is to create opportunities for young people to explore business ownership, develop practical skills, build confidence, and discover what they can accomplish when given the chance to turn an idea into action.

Through the Metro Birmingham Children's Business Fair, they are working to encourage a new generation of creative thinkers, problem-solvers, innovators, and entrepreneurs.

Charita H. Cadenhead Co-Founder	**Sabrina Mays** Co-Founder

Connect With Us

We welcome conversations with businesses, organizations, foundations, families, and community members who share our interest in encouraging young entrepreneurs.

Whether you are interested in sponsorship, volunteering, partnerships, media coverage, or learning more about our programs, we would love to hear from you.

Metro Birmingham Children's Business Fair

Website: www.bizsavvykids.org

Email: metrobrminghamcbf@gmail.com

Phone: 205-527-1112

Facebook: Metro Birmingham Children's Business Fair

Instagram: @bham_childrens_business_fair

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