



PRESENTS

Road to America 250

Virtual Business Fair

JULY 4 — AUGUST 31, 2026

A Seven-Part Strategic Framework

For Chamber Partners and Prospective Vendors



The Event at a Glance

A 60-day national broadcast celebrating Black-owned businesses on the DX Virtual TV streaming platform.

60

DAYS

July 4 – Aug 31, 2026

895

VENDOR SLOTS

Black-Owned Businesses

80

**CHAMBER
PARTNERS**

Across 6 U.S. Regions

42+DC

STATES

Nationwide Reach

Broadcasting on Roku · Apple TV · Fire TV · Web · iOS · Android



Two Audiences, One Mission

The Road to America 250 is designed to serve two groups in a single coordinated effort.

BLACK CHAMBERS & ASSOCIATIONS

Partner Organizations

- New funding stream through the Chamber Support Fund
- Greater visibility and community influence
- Expanded membership pipeline
- Recognition as a strategic broadcast partner
- DX manages all operational referral work

BLACK-OWNED BUSINESSES & CONTRACTORS

Virtual Vendors

- National broadcast platform exposure
- Reach buyers and audiences you can't reach alone
- Reusable marketing content for weeks of social media
- DX Vendor Academy live-stream training included
- Affordable tiers: \$500 (Legacy) or \$750 (Heritage)

The Chamber Support Fund

10% of every vendor fee flows directly to the Black Chamber of Commerce or Minority Contractor Association the vendor affiliates with. We are not asking chambers and associations for sponsorship dollars. We are bringing funding to them.



The Seven-Part Strategic Framework

Seven distinct purposes the Road to America 250 is designed to serve — for chambers, for vendors, and for the broader Black business ecosystem.

- 1 Expand Chamber Visibility
- 2 Reach New Buyer Audiences
- 3 Multiply Marketing Content
- 4 Turn Support Into Action
- 5 Build the Next Generation & Train Today's Vendors
- 6 Create a New Funding Stream
- 7 Build a Broadcast Marketplace

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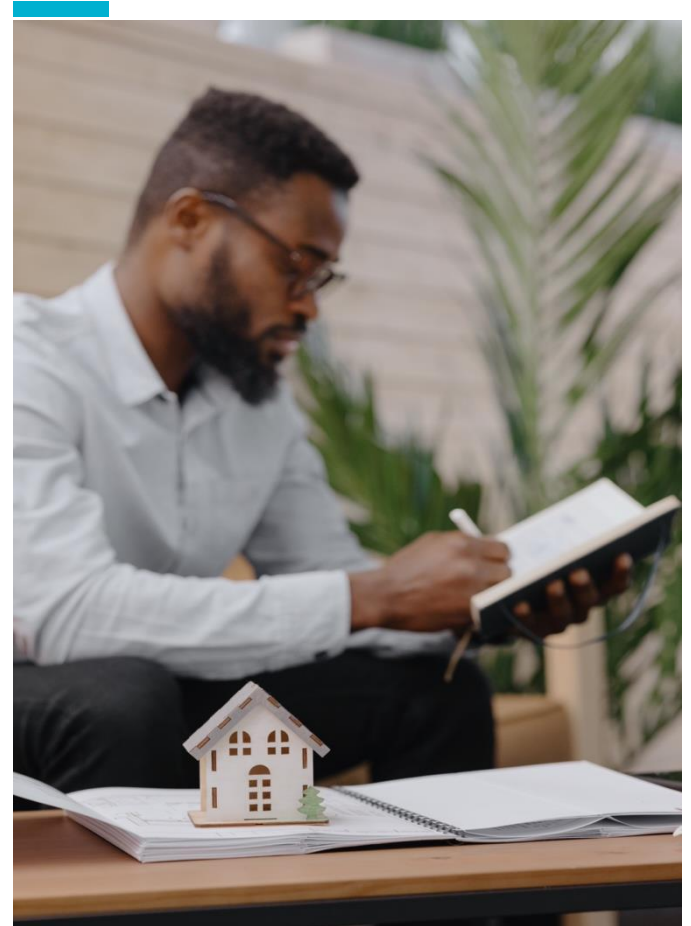
OF 7

STRATEGIC FRAMEWORK

Expand Your Chamber's Visibility and Community Influence

Position Black Chambers of Commerce and Minority Contractor Associations as visible economic power centers for Black business growth, supplier diversity, and community wealth building.

Primary Benefit: Chambers & Associations



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STRATEGIC FRAMEWORK

Put Black-Owned Businesses in Front of Buyers They May Not Reach Alone

Help member businesses reach broader audiences, attract new customers, and open doors to partnerships, referrals, and procurement opportunities.

Primary Benefit: Vendors & Member Businesses



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STRATEGIC FRAMEWORK

Turn One Studio Appearance Into Weeks of Marketing Content

Give vendors professional broadcast content they can reuse across Instagram, LinkedIn, Facebook, websites, email campaigns, and sales conversations — with no additional re-streaming fees.

Primary Benefit: Vendors



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STRATEGIC FRAMEWORK

Help Consumers Turn Support Into Action

Make it easier for consumers to discover, buy from, hire, refer, and promote Black-owned businesses in their communities.

Mutual Benefit: Chambers + Vendors + Consumers



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STRATEGIC FRAMEWORK

Build the Next Generation of Business, Media, and Marketing Tech Talent — and Train Today's Vendors Too

Provide hands-on training in broadcasting, digital marketing, business storytelling, production, and technology through the Student Broadcast Academy for young adults and the new DX Vendor Academy — teaching participating business owners how to live-stream and produce video content for their ongoing marketing.

Mutual Benefit: Young Adults + Participating Vendors



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STRATEGIC FRAMEWORK

Create a New Funding Stream for Chambers and Associations

Support local Chambers and Associations through the Chamber Support Fund partnership with DX Tech Solutions and DX Virtual TV — helping them fund the work they already do for their members.

Primary Benefit: Chambers & Associations



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STRATEGIC FRAMEWORK

Create a Dedicated Broadcast Marketplace for Black Business Excellence

Provide a live-stream TV platform built specifically to promote Black-owned businesses, contractors, professional service firms, and practitioners in a polished, credible, high-visibility environment.

Mutual Benefit: Entire Black Business Ecosystem



The Vendor Model — Choose Your Tier

Black-owned businesses and minority contractors across the nation are encouraged to participate as Virtual Vendors.

LEGACY \$500

- Up to 2 broadcasts/week (10 min each)
- Virtual booth for full 60 days
- All raw footage yours to keep
- Exclusive discount code for customers
- Social media promotion
- DX Vendor Academy training included

HERITAGE **RECOMMENDED** \$750

- **Everything in Legacy, plus:**
- 10-min pro promotional video
- Extended airtime + live interview
- Newsletter & social spotlight
- Re-streams for your social media use
- Advanced DX Vendor Academy sessions

The Chamber Partnership

A straightforward partnership built on mutual value — money flows TO you, not FROM you.

THE CHAMBER OR ASSOCIATION WILL:

1. Agree to become a strategic partner
2. Refer member businesses
3. Name one Chamber Champion
4. Provide a brief promotional video
5. Use marketing capacity to promote
6. Occupy a complimentary Virtual Booth

DX TECH SOLUTIONS WILL:

1. Donate 10% of every vendor fee
2. Pay the Chamber Champion stipend (\$1,500)
3. Feature you in national broadcast visibility
4. Manage all referral relationships and operational work

National Scope

80 partner organizations representing 111 chamber and association leaders across six U.S. regions.

Northeast

5 orgs · 6 leaders

Massachusetts, New York

Mid-Atlantic

14 orgs · 23 leaders

PA, NJ, DE, MD, DC, VA

Southeast

12 orgs · 21 leaders

NC, FL, GA

Gulf Coast

16 orgs · 17 leaders

LA, MS, TN, TX

Midwest

12 orgs · 17 leaders

OH, WI, IN, MN, MO, IL

Mountain, SW & West

21 orgs · 27 leaders

OK, AZ, NM, CO, NV, CA, OR, WA

How to Participate

Two paths into the Road to America 250 — choose the one that fits your role.

CHAMBER OR ASSOCIATION

Become a Partner

1. Reply to our Chamber Invitation email indicating interest
2. Receive the Planning Toolkit and Partnership Memorandum
3. Name your Chamber Champion
4. Begin referring member businesses

info@dxtechsolutions.org

BLACK-OWNED BUSINESS OR CONTRACTOR

Become a Vendor

1. Complete the Vendor Application at the link below
2. Choose your tier: Legacy (\$500) or Heritage (\$750)
3. Indicate your affiliated chamber or association
4. We schedule your broadcasts and provide a student crew

dxvirtual.tv/events



Join the Road to America 250

*Whether you lead a chamber, run a business, or contract professionally —
there is a place for you in this 60-day national celebration.*

Rev. Maurice L. Butler, MBA, MDiv

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