



BLUEPRINT

BACKING BIPOC BUSINESSES™

powered by **DMZ**

**Copy and creative assets to be used to promote Blueprint across
your channels and network**

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Version 1 (Short form)

From now until July 26, applications are open for **Blueprint: Backing BIPOC Businesses™**, a mentorship and grant program from American Express, powered by the DMZ. The program supports the advancement of Black, Indigenous, and People of Colour (BIPOC) business owners across Canada through a comprehensive mentorship program, plus a \$10,000 grant to help take their business to the next level.

To learn more about the program, eligibility criteria and to apply, visit dmz.to/amexblueprint

Blueprint is powered by the DMZ in consultation with BIPOC-focused community organizations across Canada. The Blueprint mentorship program is made possible by a grant from the American Express Foundation. Additionally, American Express Canada is contributing \$1,000,000 in grants to be disbursed to the 100 selected participants.

Version 2 (Long-form)

From now until July 26, applications are open for **Blueprint: Backing BIPOC Businesses™**, a mentorship and grant program from American Express, powered by the DMZ, supporting the advancement of Black, Indigenous, and People of Colour (BIPOC) business owners across Canada.

100 BIPOC business owners from across Canada will be selected to take part in a comprehensive mentorship program designed to provide the tools, resources and community to help them thrive – plus a \$10,000 grant to help take their business to the next level. Participants will get access to:

- A 15-week curated mentorship and training program, delivered virtually, by subject matter experts and mentors
- Tailored programming to help participants with industry-specific challenges and offer tailored insights on proven strategies for success in their sectors
- A community network of Blueprint participants from across Canada connected through small group training and social events
- Online resources and learning materials designed to support the BIPOC small business community
- A \$10,000 grant to help unlock the next stage of their business growth

To learn more about the program, eligibility criteria and to apply, visit dmz.to/amexblueprint

Blueprint is powered by the DMZ in consultation with BIPOC-focused community organizations across Canada. The Blueprint mentorship program is made possible by a grant from the American Express Foundation. Additionally, American Express Canada is contributing \$1,000,000 in grants to be disbursed to the 100 selected participants.

Social Media & Banner Assets

Program Hashtag: #AmexBlueprint

Program URL: dmz.to/amexblueprint

Graphics: Social media and banner images (for use in email, newsletter and on website) available for download [here](#).



Announcement: @AmexCanada is back with Blueprint: Backing BIPOC Businesses, powered by the @TheDMZ. The 2022 program offers 100 BIPOC business owners access to a comprehensive mentorship program plus a \$10,000 grant to fuel the growth of their business. Apply by July 26 via dmz.to/amexblueprint. Eligibility criteria & terms apply. #AmexBlueprint



BIPOC business owners can take part in year two of American Express's Blueprint: Backing BIPOC Businesses, powered by the DMZ. 100 selected participants will get access to a comprehensive mentorship program with a \$10,000 grant to help take their business to the next level. Apply by July 26 via dmz.to/amexblueprint. Eligibility criteria & terms apply. #AmexBlueprint



Program alert! BIPOC business owners in Canada may be eligible to take part in Blueprint: Backing BIPOC Businesses, powered by the DMZ, a comprehensive mentorship program with a \$10,000 grant to help take their business to the next level. Apply by July 26 via dmz.to/amexblueprint. Eligibility criteria & terms apply. #AmexBlueprint @AmexCanada @TheDMZ



Program announcement: @AmexCanada's Blueprint: Backing BIPOC Businesses! Powered by the DMZ (@ryersondmz), the program provides 100 BIPOC business owners across Canada with access to a comprehensive mentorship program plus a \$10,000 grant to take their business to the next level. Apply by July 26 via dmz.to/amexblueprint. Eligibility criteria & terms apply. #AmexBlueprint

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