

ART

CULTURE

FAMILY

HEALTH



T A M P A B A Y



SPONSORSHIP OPPORTUNITIES

TAMPABLACKHERITAGE.ORG | INFO@TAMPABLACKHEITAGE.ORG



Welcome

Culture...

TBBHF embraces all cultures and values encompassing past and present history. The festival creates a platform for creative expressions that reflect a culture's values and aesthetics, like music, dance, visual arts and storytelling.

Art...

TBBHF offers a unique blend of African and African American art. This art can be in a variety of mediums such as paint, music, crafts, authors, and photography.

Community...

TBBHF creates a sense of belonging through programming that is inclusive to everyone. The festival has something for everyone, from adults to children's activities, health and wellness events and financial literacy for small business and entrepreneurs.

History...

TBBHF delivers activities that encompasses historical and current events that effect the African and African American community. The festival knows the importance for individuals to engage and learn why events occurred and how they shape the present.



**CELEBRATING 25 YEARS OF
CULTURAL EXCELLENCE IN FLORIDA**

TAMPABLACKHERITAGE.ORG | INFO@TAMPABLACKHERITAGE.ORG

P.O. BOX 16622 • TAMPA, FL 33687



P.O. Box 16622 | Tampa, FL 33687-6622 | info@tampablackheritage.org | tampablackheritage.org

Greetings:

As one of the largest annual art and cultural festivals in Florida, the Tampa Bay Black Heritage Festival, Inc. (TBBHF) is a destination for both residents and tourists alike. With museums, parks, and sports venues, Tampa Bay offers the perfect backdrop for the festival's vibrant programming expansion from January to April.

Our goal is to promote and preserve the arts, culture, and history of African Americans and the African Diaspora, bringing a unique blend of heritage and creativity to the community and State of Florida. The festival is inclusive and features cultural and educational activities for children, youth, and adults.

We are reaching out to request your help in leveraging our mission, support humanities, community, and provide your business with premium branding opportunities. Sponsorship gives you valuable consumer exposure and positions your brand within a dynamic and engaged audience.

Please review our sponsorship packet and join us in educating, commemorating, and sharing our heritage. You can view clips from recent and past festivals on our website at www.tampablackheritage.org. If you have any questions or need additional information, please contact us at sponsorship@tampablackheritage.org.

Thank you for considering your support of the Tampa Bay Black Heritage Festival, Inc.

Warm regards,

The Board of Directors

Tampa Bay Black Heritage Festival, Inc.
Celebrating Tampa's Heart and Soul for 25 years.



Signature Heritage Events

TAMPA BAY BLACK HERITAGE FESTIVAL, INC. Sponsorship Opportunities Contract



TBBHF 5K Run/Walk – The 5K Run/walk energizes the community through health and wellness, knowledge, and unity. This dynamic fitness event blends interval workouts with education on health disparities affecting the Black and Brown community. Sponsors gain direct engagement with an active audience while demonstrating a commitment to community health. This event champions a sponsor commitment for health equity and wellness in under served communities.

TBBHF Business Seminar – This event supports entrepreneurial education for minority-owned businesses, while contributing to long-term wealth-building and innovation in the region. The impactful series delivers practical training from industry leaders across sectors-finance, law, accounting, marketing and more – catering to aspiring and established small-business owners. This event supports a sponsor’s effort to demonstrate your commitment to economic and supplier inclusion.

TBBHF Heritage Gala – The Heritage Gala is an elegant evening of gratitude, recognition, and celebration. Sponsors are highlighted in a high-visibility, high energy atmosphere featuring fine dining, entertainment and cultural excellence. This more than a gala—it is a tribute to the partnerships that make TBBHF’s mission thrive.

TBBHF Leadership Luncheon – The Leadership Luncheon is a civic engagement of thoughtful dialogue. Guided by influential speakers, the events sparks conversations about justice, equality and progress. This intimate luncheon allows sponsors to engage with policymakers, educators and grassroots leaders who are shaping policy and community priorities.

TBBHF Music Fest – This two-day cultural celebration draws thousands from across the region and offers unmatched exposure for Florida. The Music fest offers national and regional artist, villages (Health & Wellness, Youth STEM, Arts and Culture and Business Branding) that allows for tailored brand alignment and direct engagement with multicultural consumers, families, and business owners.

YES, I'd like to be a part of the Tampa Bay Black Heritage Festival and will be participating at the:

- TITLE LEVEL \$100,000 (___)
- PRESENTING LEVEL \$50,000 (___)
- EBONY LEVEL \$30,000 (___)
- TEAKWOOD LEVEL \$20,000 (___)
- MAHOGANY LEVEL \$10,000 (___)
- HERITAGE LEVEL \$5,000

OTHER SPONSORSHIP OPPORTUNITIES:

- (___) Music Fest Health and Wellness Village (min. \$10,000)
- (___) 5K / Boot Camp (min. \$5,500)

OTHER DONATIONS:

- (___) In-kind / Gift / Donation

Full Name _____		
Title _____		
Company Name _____		
Mailing Address _____		
Tagline/Company Description _____		
Phone _____	Fax _____	
Email Address _____		
_____ Signature	_____ Print Name	_____ Date

Commemorative Souvenir Booklet Ad Sizes

(Height x Width): Full page – 10" x 7.5", Half page – 5" x 7.5", Quarter page – 3 - 3/4" x 5", Business Card size: 2-3/4" x 3-3/4"

Formats for Ad & Logo:

For logo art, JPEG, PDF, TIFF or EPS formats are acceptable. File should be 300 dpi with a height/width or width/height document size of no less than 2" x 4" (600 x 120 pixels). Ads and logos should be saved as a [Press Quality] or [High Quality Print] 300 dpi PDF file. Please use high resolution logos and art (300 dpi) in your ads.

Logo, Ad and Contact Information:

Please email all ads and logo to info@tampablackheritage.org no later than Dec. 1st.* and include ad size. Any questions email info@tampablackheritage.org.

Check should be made payable to:
Tampa Bay Black Heritage Festival, Inc.

Mailing Check & Form:

Please mail check, including this form to:

Tampa Bay Black Heritage Festival, Inc.,
P.O. Box 16622, Tampa, FL 33687-6622.
All contributions to the Festival are tax-deductible.
Tax ID Number: 59-3710725

The Tampa Bay Black Heritage Festival, Inc. – TBBHF is a 501(c)3 non-profit organization dedicated to the arts and humanities. A volunteer Board of Directors comprising of representatives with various backgrounds governs the organization.

*Current year



The TBBHF with the support of sponsors reaches over 100,000 impressions and provides an economic boom that touches the Tampa Bay area as well as the state of Florida by providing spectacular events and destinations to visit. The festival consumer has an average family size of 3.5 with ages ranging from 25 to 65; family incomes range from \$30,000 to \$200,000..

Over 50% of the attendees had or planned to purchase a home, automobiles, cable subscriptions, cell phones, credit cards and primary health services. Just under 50% had or planned to purchase an IRA, stocks and bonds, legal services, home improvement and mortgages.

Some significant habits of attendees:

- 40% visit grocery stores weekly
- 33% visit pharmacies weekly
- 69% visit discount retailers weekly
- 59% visit convenience stores weekly

Benefits of Sponsorship:

Sponsors enjoy wide-reaching benefits for contributing to the Tampa Bay Black Heritage Festival impacting the community in a positive manner. Your contribution will:

- ▶ Build public awareness for your company through our outreach.
- ▶ Help identify your company as one that promotes and embraces culture.
- ▶ Immerse and involve your company in a multi-day event that encompass unity, education and celebration.
- ▶ Connect your company with TBBHF's effort to bring culturally significant and educational art and entertainment to the Tampa Bay community.
- ▶ Give your company a tax deduction for donating to the Tampa Bay Black Heritage Festival, a 501(c) 3 tax-exempt organization.
- ▶ Allow your employees to participate and volunteer in one of the largest African-American events in the Tampa Bay community and Florida.

Advertising & Promotional Opportunities:

Sponsors may benefit from high-level branding opportunities and new customer awareness through the following:

Radio – continuous commercials on stations in the Tampa Bay area, plus Orlando, Jacksonville, Winter Haven, and South FL.

Cable – commercials aired throughout South Florida on popular television stations

Print – advertisements with news partners, including the Tampa Bay Times, Florida Sentinel Bulletin, Wesley Chapel, and other newspapers within bay area, surrounding counties and Florida region

Web – www.tampablackheritage.org

Email Marketing – e-blasts and Festival updates through email marketing service

Mobile Advertising – HART buses: Interior and Exterior signs

Web Banners – on local and regional websites

Brochures/Flyers – distributed in the bay area, surrounding counties, and other cities throughout Florida

PR – press releases, media advisories and calendar listings distributed via local and state media outlets

On-site – photographer, videographer, FOX 13 and other local stations

Programs – Commemorative Souvenir Booklets distributed, featuring artists, speakers, authors, sponsors, advertisements from community businesses, and Festival information

Social Media – Twitter, Facebook, YouTube, Instagram and other platforms



Tampa Bay Black Heritage Festival DEMOGRAPHIC/MARKETING PROFILE

Ethnicity

African-American	83%
Hispanic	10%
Caucasian	5%
Asian	2%

Age

18-34	24%
35-45	35%
45 - 54	31%
55 and up	10%

Household Income

\$25,000 - \$49,999	50%
\$50,000 - \$99,999	43%
Over \$100,000	7%

Education

College Grad	49%
Post Grad	15%
Some College	15%
Technical School	21%

Gender

Male	45%
Female	55%

Marital Status

Married	43%
Single	47%
Divorced/Widowed	10%

Children

Any Children	56%
No Children	44%



The Tampa Bay Black Heritage Festival, Inc. – TBBHF is a 501(c)3 non-profit organization dedicated to the arts and humanities. A volunteer Board of Directors comprising of representatives with various backgrounds governs the organization. All contributions to the Festival are tax deductible.

Levels of Sponsorship

■ Title Sponsor – \$100,000 (1 sponsorship available)

- Rights to use Tampa Bay Black Heritage logo in pre-approved advertising, marketing and packaging material
- Rights to activate a co-branded promotion using the Festival logo.
- Name and logo recognition on all Festival materials
- 200 TV Spots, 400 Radio spots, Print circulation to reach 80,000
- 60 – second spot on Website and Jumbo screen at the Music Festival
- 15 – second spot on all social media platforms
- Full-page color ad inside cover page of souvenir book both print & digital
- Website takeover in April prior to music festival
- Exclusive live stage mentions as the Title Sponsor
- Included in TV commercial as title Sponsor
- Opportunity to address the audience at all Signature events
- Corporate logo displayed at all Signature events
- Shared Billboard display with over 500,000 impressions
- 20 x 20 or 10 x 10 Vendor activation in prime location
- 24 Tickets (3 reserved tables) catered VIP tent/Music Fest
- 30 Tickets – Preferred Seating
- 2 Tables – Gala (16 seats)
- 2 Tables – Leadership Luncheon (16 seats)

■ Presenting Sponsor – \$50,000 (1 sponsorship available)

- Name and logo recognition on all Festival materials
- 200 TV Spots, 400 Radio spots, Print circulation to reach 80,000
- Full -page color inside back cover in souvenir book
- Included in TV Commercial as presenting sponsor
- Opportunity to address the audience at all Signature events
- Corporate logo and link on Festival website for 1 year
- Corporate logo displayed at all Signature events
- Logo included on creative for exterior and interior HART Bus signage 60,000 impressions
- Shared Billboard display with over 500,000 impressions
- Banner ad on website
- 20 x 20 or 10 x 10 Vendor activation in prime location
- 15 Tickets – Catered VIP tent/Music Fest
- 15 Tickets – Preferred Seating
- 2 Tables – Gala (16 seats)
- 1 Table – Leadership Luncheon (8 seats)

■ Ebony Sponsor – \$30,000 (2 sponsorships available)

- 100 Spots TV, 100 spots Radio, and print media mention
- Half-page color ad in souvenir book
- Corporate logo and link on Festival website for 1 year
- Corporate logo displayed at all Signature events
- Recognition from the stage
- 20 x 20 or 10 x 10 Vendor activation in prime location
- 10 Tickets – Catered VIP tent/Music Fest
- 10 Tickets – Preferred Seating
- 1 Table – Gala (8 seats)
- 1 Table – Leadership Luncheon (8 seats)

Various sponsorship levels are named for different types of wood that symbolize the strength and essence of the African Diaspora.

■ Teakwood Sponsor – \$20,000 (3 sponsorships available)

- Select print media mention
- Corporate logo on Festival website for 1 year
- Recognition from the stage
- 10x10 vendor activation in prime location
- Opportunity to provide promotional item at a Signature Event
- Half-page black-and-white ad in souvenir book
- 8 Tickets – Catered VIP tent/Music Fest
- 4 Seats – Gala
- 4 Seats – Leadership Luncheon

■ Mahogany Sponsor – \$10,000 (unlimited)

- Name mention in select media releases
- Corporate logo on Festival website for 6 months
- Recognition from the stage
- One 6-foot table-Corporate Village
- Half-page black-and-white ad in souvenir book
- 6 Tickets – Catered VIP tent/Music Fest
- 4 Seats – Gala
- 2 Seats – Leadership Luncheon

■ Heritage Sponsor – \$5,000

- Name mention in select media releases
- Corporate logo on Festival website for 3 months
- Recognition from the stage
- Quarter page black-and-white ad in souvenir book
- 2 Tickets – Catered VIP tent/Music Fest

■ VIP Sponsor – \$25,000

- Rights to brand VIP tent as an exclusive sponsor inside and outside
- Logo on the website and ticket platform as the VIP tent sponsor
- Recognition on all social media platforms
- Branding on VIP passes
- 32 Passes – 4 Reserved tables in front of the stage
- 10 Tickets – Preferred Seating
- 4 tickets – Gala
- 15 second spot on Jumbo Screen at the Music Festival
- Recognition from the stage

■ Media Sponsor (customized based on proposal)



Through the Years Festival 2001 to 2009

Through the Years Festival 2010 to 2018

TAMPA'S BLACK HERITAGE FESTIVAL
"Celebrating Tampa Bay's Heart and Soul"

An official of the Tampa Bay Convention & Visitors Bureau
Multi-cultural Convention

An officially sanctioned event of the Tampa Bay Super Bowl LVIII
Kick Party

Tampa's Black Heritage Festival
January 19-21, 2001 • Udon Park, Franklin Street NEB • Tampa, Florida

SECOND ANNUAL
TAMPA'S BLACK HERITAGE FESTIVAL
"Celebrating Tampa Bay's Heart & Soul"

JANUARY 17-21, 2002
CURTIS NIXON PARK, DOWNTOWN TAMPA
TAMPA, FLORIDA

THIRD ANNUAL
BLACK HERITAGE FESTIVAL
January 16th - 20th
(Martin Luther King's Birthday Weekend)
University of South Florida
Tampa Campus

Featured Entertainment
Najee

Other Activities Include:
• Children's Village
• Artists and Authors Village
• History Village
• Food and Merchandise Vendors
• Live Music Concert: Join the "old school" concert at the Sun Dome!
• Health Village
• and much, much more!

Admission is FREE!
For more information and hotel packages visit
www.tampablackheritage.org
or call 1-888-529-1749

Promoting the Essence of the African-American Spirit

Other Sponsors:
• Florida Music Hall of Fame
• Florida Department of Health, We Make the Change
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 14-23, 2010

1-888-224-1733 ext. 3143
www.tampablackheritage.org

Promoting the Essence of the African-American Spirit

Other Sponsors:
• University of South Florida
• Florida Music Hall of Fame
• Florida Department of Health, We Make the Change
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 13-22, 2011

1-888-224-1733 ext. 3143
www.tampablackheritage.org

Keeping the Dream Alive - Something for Everyone

BLACK HERITAGE FESTIVAL
10-Day Celebration
January 12-21, 2012

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

1-888-224-1733 ext. 3143
www.tampablackheritage.org

TAMPA BAY BLACK HERITAGE FESTIVAL
Celebrating Tampa Bay's Heart and Soul

2004 Tampa Bay Black Heritage Festival
January 16th - 19th, 2004

Street Festival
University of South Florida
January 17th - 19th, 2004

BLACK HERITAGE FESTIVAL
Celebrating Tampa Bay's Heart and Soul

January 9th thru January 13th
www.tampablackheritage.org

SOMETHING FOR EVERYONE...
2006
BLACK HERITAGE FESTIVAL
Celebrating Tampa Bay's Heart and Soul

January 13th thru January 21st
tampablackheritage.org • 1-888-224-1733 x143

Celebrating the Heart & Soul of Tampa Bay
nobody does it better!

Thank you for joining us as we celebrated the 13th Annual Festival and Florida's 50th Anniversary, January 17-26, 2013

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 17-26, 2013

1-888-224-1733 ext. 3143
www.tampablackheritage.org

Experience Culture, Excitement, Music & Fun!

TAMPA BAY BLACK HERITAGE FESTIVAL & MUSIC FEST
January 14-25, 2011

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 14-25, 2011

1-888-224-1733 ext. 3143
www.tampablackheritage.org

Experience Culture, Excitement, Music & Fun!

TAMPA BAY BLACK HERITAGE FESTIVAL & MUSIC FEST
January 15-25, 2015

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 15-25, 2015

1-888-224-1733 ext. 3143
www.tampablackheritage.org

CELEBRATING TAMPA BAY'S HEART AND SOUL

BLACK HERITAGE FESTIVAL
January 12-20, 2007

1-888-224-1733 ext. 143
www.tampablackheritage.org

CELEBRATING TAMPA BAY'S HEART AND SOUL

BLACK HERITAGE FESTIVAL
January 18-26, 2009

1-888-224-1733 ext. 143
www.tampablackheritage.org

Promoting the Essence of the African-American Spirit

BLACK HERITAGE FESTIVAL
JAN. 15-24, 2009

1-888-224-1733 ext. 143
www.tampablackheritage.org

TAMPA BAY BLACK HERITAGE FESTIVAL & MUSIC FEST
January 14-23, 2016

Experience Culture, Excitement, Music & Fun!

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 14-23, 2016

1-888-224-1733 ext. 3143
www.tampablackheritage.org

Experience Culture, Excitement, Music & Fun!

BLACK HERITAGE FESTIVAL & MUSIC FEST
January 12-22, 2017

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 12-22, 2017

1-888-224-1733 ext. 3143
www.tampablackheritage.org

18TH ANNUAL TAMPA BAY BLACK HERITAGE FESTIVAL
JANUARY 11 - 20, 2018

Experience Culture, Excitement, Music & Fun!

Other Sponsors:
• Hillsborough County BOCF / TDC
• City of Tampa
• Hillsborough Community College
• Tampa Theatre

JAN. 11-20, 2018

1-888-224-1733 ext. 3143
www.tampablackheritage.org

