



# Sponsorship Opportunities

Experience Culture, Excitement, Music & Fun!

813.218.3320

[www.TampaBlackHeritage.org](http://www.TampaBlackHeritage.org)

# DEAR POTENTIAL SPONSOR:

The Tampa Bay Black Heritage Festival, Inc. is one of the largest annual cultural and art festivals in the Tampa Bay area, and we solicit your support. The Festival serves as a community platform for its rich African-American culture, talent and arts.

From its inception, the Festival has promoted the Tampa Bay area by highlighting the contributions of local and national Blacks of African descent. The 10-day celebration adds value to our community and offers "something for everyone." Events begin the weekend before the national holiday remembering the life of Dr. Martin Luther King, Jr., and extend to the weekend after.

The art of storytelling, meaning and making of multicultural identities makes for rich legacy of heritage and cultural tourism. The Tampa Bay Black Heritage Festival prides itself in bringing together the past and present generations and utilizing space to create a heritage identity that links tourism, local history, and location as a destination for authentic experiences. Through educational seminars, live entertainment, commerce, community, arts and crafts, and sociocultural events, it's our goal to make Tampa Bay one of the leading destination city in the state of Florida. We hope you have had the opportunity to attend some of the events during its eighteen years. Your support as a sponsor will provide you with high-level branding opportunities and garner more consumer exposure in the market.

We are offering you the opportunity to support the Festival and commit to a multi-year sponsorship that will leverage our mission to serve as a conduit for promoting and perpetuating the art, culture and history of African-Americans and African people for the benefit of all Tampa Bay residents and tourists to the Tampa Bay area. We encourage you to review this packet and join us in continuing to "Keep the Dream Alive," as we share the words of Dr. Martin Luther King, Jr. and provide a service to the community. Please visit our website and review event clips from our most recent Festival at [www.tampablackheritage.org](http://www.tampablackheritage.org).

We appreciate your consideration and look forward to hearing from you soon. Should you have any questions or need additional information, please contact Connie Hicks, our Sponsorship Chair, at [sponsorship@tampablackheritage.org](mailto:sponsorship@tampablackheritage.org) or (813) 507-1362.



Ruby Jackson  
Festival Co-Chair



William Sanders  
Festival Co-Chair

# SIGNATURE HERITAGE EVENTS

**Heritage Gala** – The Heritage Gala is a semi-formal celebration filled with fun, food, collaboration, music and dancing, in recognition of sponsorships and community support.

**Heritage Music Fest** – This 2-day weekend event is the heart and soul of the Tampa Bay area community. The Music Fest is more than just music featuring national and local entertainment, it also includes health and wellness events, educational opportunities, African-inspired goods, authors and delicious ethnic food.



**Heritage Annual 5K Run/Walk & Boot Camp** – This walk honors Felecia Ann Wintons, a founding member of the Festival who lost her life to breast cancer. The run/walk and boot camp emphasizes healthy living and forms of workout intervals to add a mix of cardio to promotes wellness while educating the community about health disparities among African-Americans.

**Heritage Leadership Luncheon** – Our Leadership Luncheon engages the community in current events that affect our local communities and our nation. Our speakers are prominent community leaders who are working to commemorate and sustain Dr. King’s legacy of equality and service.

**Heritage Youth Night** – This event focuses on today’s youth and how to transition them into tomorrow’s leaders. Featured panelists are pioneers who highlight the historical significance of those who continue to keep the dream alive by passing the torch to our younger generation.

**Heritage Gospel Event** – This event celebrates the heritage of Gospel music by continuing the African traditions of harmony, call and response. Gospel music is renowned to all cultures across the world. The Festival celebrates this diversity by presenting different genres of Gospel performances and praise.

**Heritage Golf Classic** - Annual golf tournament filled with relaxation, fun and networking. It’s a four person scramble, lunch and/ or dinner, which provides an opportunity for you to “pay it forward” and support a charitable cause. Come tee it up and promote your business.

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 representatives with various backgrounds governs the organization. All contributions to the Festival are tax deductible.

# LEVELS OF SPONSORSHIP

## ■ PRESENTING SPONSOR – \$40,000 (1 sponsorship available)

- Name and logo recognition on all Festival materials
- Radio, television and print media mention
- Full-page color and back cover ads in souvenir book
- One 30-second company spot on onsite media screen
- Corporate banner at all Signature events
- 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
- Presenting sponsor branding on surveys and mailers to select zip codes in Hillsborough, Pasco, Pinellas, Polk and Manatee counties
- Presenting sponsor branding on Hart Bus Super tails and inside signage
- Presenting sponsor branding on all press releases
- Vendor tent 10 x 10
- One Foursome at Golf Classic
- 20 Tickets – Catered VIP tent/Music Fest
- 20 Tickets – Preferred Seating
- 10 Tickets – Gala
- 10 Tickets – Leadership Luncheon

## ■ EBONY SPONSOR – \$25,000 (up to 4 sponsorships available)

- Logo and mention in select ads and media
- Corporate logo and link on Festival website for 1 year
- Full-page black-and-white ad in souvenir book
- One 6-foot table – Corporate Village
- Corporate logo displayed at all Signature events
- Recognition from the stage
- One Foursome at Golf Classic
- 10 Tickets – Preferred Seating
- 10 Tickets – Catered VIP tent/Music Fest
- 6 Tickets – Gala
- 4 Tickets – Leadership Luncheon

## ■ TEAKWOOD SPONSOR – \$15,000 (3 sponsorships available)

- Radio and print media mention
- Corporate logo on Festival website for 1 year
- Recognition from the stage
- One Foursome at Golf Classic
- Half-page color ad in souvenir book
- 8 Tickets – Catered VIP tent/Music Fest
- 4 Tickets – Gala
- 4 Tickets – Leadership Luncheon

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

### ■ **TECH VILLAGE SPONSOR – \$10,000** (2 sponsorships available)

- Sponsor name on the tent
- Prime location for tent set-up
- Recruitment opportunities
- Corporate logo on Festival website for 6 months (December-May)
- Recognition from the stage
- Half-page black-and-white ad in souvenir book
- 6 Tickets - Catered VIP tent/Music Fest
- 6 Tickets - Gala
- 2 Tickets - Leadership Luncheon
- ▶ Level can be customized at \$5,000

### ■ **MAHOGANY SPONSOR – \$10,000**

- Name mention in select media releases
- Corporate logo on Festival website for 6 months (September-February)
- 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
- 6 Tickets – Gala
- 2 Tickets – Leadership Luncheon

### ■ **HERITAGE SPONSOR – \$5,000**

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

### ■ **TAMBOTI SPONSOR – \$1,500-\$4,999**

- Name mention in select media releases
- Business card black-and-white ad in souvenir book
- Package will be tailored to sponsorship amount

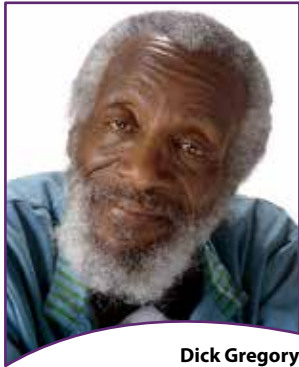
### ■ **MEDIA SPONSOR**

(customized based on your proposal)

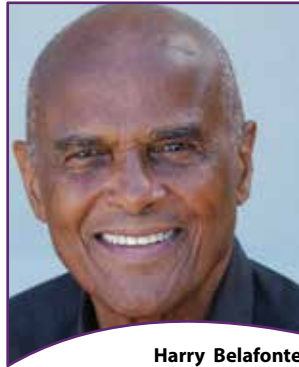
# BENEFITS OF SPONSORSHIP

BENEFIT	Presenting	Ebony	Teakwood	Tech Village	Mahogany	Heritage	Tamboti
Name & logo recognition on all Festival materials	X						
Radio, television & print media	X	X					
Radio & print media			X				
Video presentation	X						
Corporate banner	X						
Address the audience at Signature events	X						
Branding on surveys and mailers	X						
Branding on all press releases	X						
Branding on super tails and interior bus signage	X						
Logo and link on Festival website 1 year	X	X	X				
Logo on Festival website 6 months				X	X		
Logo on Festival website 3 months						X	
Full-page color and back-cover ads	X						
Full-page color ad		X					
Half-page color ad			X				
Half-page black-and-white ad					X		
Quarter-page black-and-white ad						X	
Business card black-and-white ad							X
Corporate logo displayed @ Signature events	X	X					
Vendor Tent Set-up	X	X					
6-foot table/Corporate Village					X		
Recognition from the stage		X	X	X	X	X	
Name mention in select media releases							X
Package tailored to dollar amount							X
Catered VIP Music Fest tickets	X	X	X	X	X	X	
Preferred Seating	X	X					
Sponsor name on Tech tent				X			
Prime location in Tech tent				X			

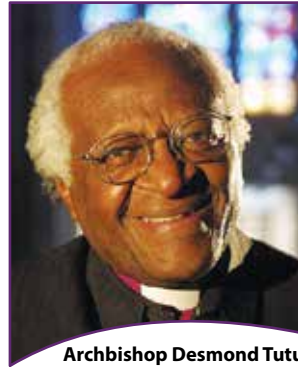
# Past Performers & SPEAKERS



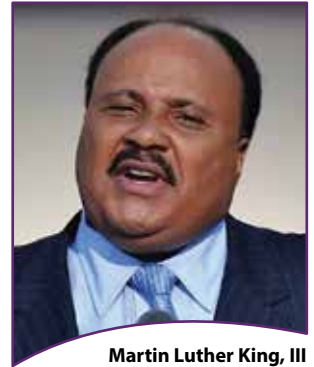
**Dick Gregory**



**Harry Belafonte**



**Archbishop Desmond Tutu**



**Martin Luther King, III**



**Dr. Maya Angelou**



**Angie Stone**



**David Sanborn**



**Jonathan Butler**



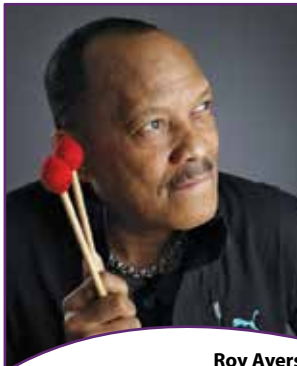
**Nick Colionne**



**Wayman Tisdale**



**Bishop McKenzie**



**Roy Ayers**



**Ledisi**



**Black Violin**

# MUSIC AND FELLOWSHIP





# 2018 SPONSORS



The project received financial assistance from VISIT FLORIDA.



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## TAMPA BAY BLACK HERITAGE FESTIVAL CONSUMER

Festival attendee numbers are approximately 75,000 in collaboration with events and activities inclusive of our calendar brochure. As we continue to enhance our calendar, the attendance figures will continue to increase with community and tourist participation. The demographic profile of the typical Tampa Bay Black Heritage Festival participant: family units' average size of 3.5; age range on an average from 25 to 65; medium salaries range from \$28,000 to \$90,000; 60% from Hillsborough County, 25% from other surrounding counties, and 5% from other parts of the United States.

### 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 your company achieve its community outreach objectives, and solidify your company as an organization dedicated to bettering the community.
- ▶ Help identify your company as one that promotes and embraces diversity.
- ▶ Immerse and involve your company in a 10-day event that lives the dream of one of the most recognized humanitarians in the world—Dr. Martin Luther King, Jr.
- ▶ 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 and Winter Haven, etc.

**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](http://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





PLACE  
STAMP  
HERE

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