

T A M P A B A Y

BLACK
HERITAGE
FESTIVALSM AND MUSIC FEST

Sponsorship Opportunities

Experience Culture, Excitement, Music & Fun!

Voicemail: 813.218.3320

www.TampaBlackHeritage.org

Welcome

Signature Heritage Events



P.O. Box 16622 | Tampa, FL 33687-6622 | 813-218-3320 | tampablackheritage.org

Greetings:

The Tampa Bay Black Heritage Festival, Inc. is one of the largest annual cultural and art festivals of its kind located in the heart of Florida. Tampa Bay is not only a destination location for the Festival, it also offers museums, parks, sports venues and many more attractions, not to mention the great weather. January 2020 we celebrated twenty years in the community and have progressively increased the footprint of visiting tourist. The Festival serves as a national platform for its rich African- American culture, talent and arts.

The Festival promotes the Tampa Bay area by highlighting the contributions of local and national Black people of African descent. The 10-day celebration adds value to our community and offers “something for everyone”. Events are planned around the national holiday remembering the life of Dr. Martin Luther King, Jr.; and provide cultural events that feature local and national speakers, artist, performances, 5K run/walk and boot camp, poets and craftspeople. Speeches, seminars, workshops, visual and performing arts, as well as health and wellness awareness highlights these spectacular events. Important aspects of the Festival include educational activities for children, youth and adults, financial seminars, fitness, technology, a 2-day music fest which includes African-inspired goods and wares, and delicious ethnic cuisine that add to the excitement, fun and family-friendly atmosphere.

Twenty-Two has been a challenging year with the affects of the coronavirus changing everyday life as we know it. This pandemic has affected a large portion of the black community due to health disparities that we address in our health village. As a non-profit organization we are aware of the injustices occurring in our local and national markets and we solicit you to sustain our efforts which allow us to continue our work.

We are offering you the opportunity to stand with us and commit to supporting diversity, social and racial equality. Your sponsorship will leverage our mission to serve as a vehicle for promoting and perpetuating the arts, culture and the history of the African-American Diaspora for the benefit of all residents and tourists to the Tampa Bay area. Your support will provide you with high-level branding opportunities and garner more consumer exposure in the market.

We encourage you to review this packet and realize that “our stories matter” and provide unity and service to our communities. Please visit our website and review event clips from our most recent Festival at 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 or (813) 507-1362.

Sincerely,
Board of Directors



Heritage 5K Run/Walk & Boot Camp – The run/walk and boot camp emphasizes healthy living and forms of workouts in intervals for a mix of cardio exercises to promote wellness while educating the community about health disparities among African-Americans. This event was commenced to recognize Ms. Felicia Ann Winton, a founding board member who lost her life in 2009 to breast cancer.

Heritage Business Seminar – These seminars are created to engage small businesses through professional development in the areas of banking, technology, cyber security, inspiration, alternative loans and other ways to increase their footprint and grow their business.

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 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 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 Tech Village - The “All Things Tech” village highlights the best for-profit and not-for-profit technology organizations contributions to the community and STEM related programs.

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 inside cover page in souvenir book
- One Sixty (60) second company spot on onsite media screen
- 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 mailers to select zip codes in Hillsborough, Pasco, Pinellas, Polk and Manatee counties
- Presenting sponsor branding on Hart Bus Supertails and inside signage
- Sponsored water bottles w/logo distributed to VIP and Artist
- Vendor tent 20 x 20 in prime location
- 20 Tickets - Catered VIP tent/Music Fest
- 20 Tickets - Preferred Seating
- 2 Tables - Gala (16 seats)
- 1 Table - Leadership Luncheon (8 seats)

■ Ebony Sponsor – \$25,000 (2 sponsorships available)

- Radio, television and print media mention
- Corporate logo and link on Festival website for 1 year
- Corporate logo displayed at all Signature events
- Recognition from the stage
- Full page color ad in souvenir book
- Vendor tent 10 X 10
- 10 Tickets - Catered VIP tent/Music Fest
- 10 Tickets - Preferred Seating
- 1 Table - Gala (8 seats)
- 1 Table - Leadership Luncheon (8 seats)

■ Teakwood Sponsor – \$15,000 (3 sponsorships available)

- Select print media mention
- Corporate logo on Festival website for 1 year
- Recognition from the stage
- 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

■ Tech Village Sponsor – \$10,000 (1 sponsorship available)

- Sponsor name on the tent at Music Fest
- Prime location for tent set-up
- Corporate logo on Festival website for 6 months
- Recognition from the stage
- Half-page black-and-white ad in the souvenir book
- 6 Tickets - Catered VIP tent/Music Fest
- Seats - Gala
- 2 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 – \$2,500 - \$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
- Remaining package tailored to amount of donation

■ Kindness Sponsor – \$250 donation plus 250 promotional items

- Provides branding at Music Fest
- Recognition from the stage
- 2 Preferred seats...for Saturday or Sunday

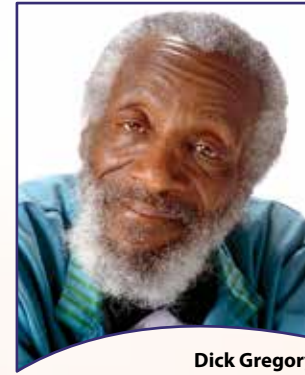
■ Media Sponsor (customized based on proposal)

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

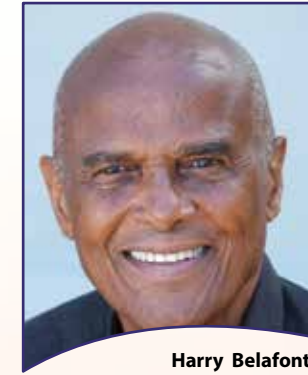


Engaging Signature Events

Performers and Speakers



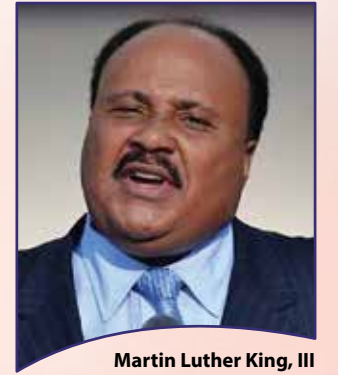
Dick Gregory



Harry Belafonte



Dr. Maya Angelou



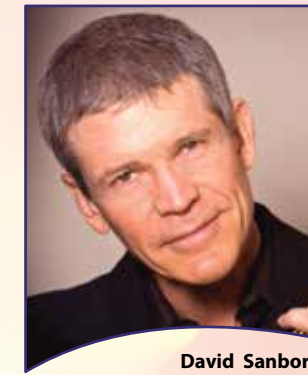
Martin Luther King, III



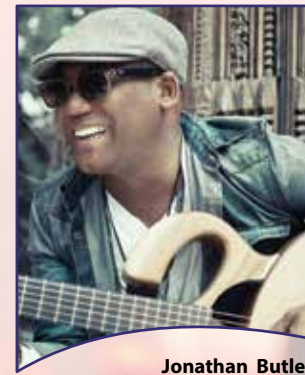
CeCe Peniston



Angie Stone



David Sanborn



Jonathan Butler



Nick Colionne



Eric Darius



Richard Elliot & Rick Braun



BK Jackson



Ledisi



Adam Hawley



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 achieves its community outreach objectives, and solidifies 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

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%
35-44	38%
45 - up	38%

Household Income

\$25,000 - \$49,999	40%
\$50,000 - \$75,000	50%
Over \$75,000	10%

Education

College Grad	49%
Post Grad	15%
Any 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%



Digital Marketing: Facebook, Instagram, Twitter, Linked In, Constant Contact, Google Ad Sense, Billboards, Web Developer, Graphic Design

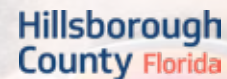
Radio/TV: Local and National radio, Fox 13, Spectrum

Magazines/Publications: Local and National Market

MISCELLANEOUS MARKETING: Pole Signs, Airmic Flags, Vector Media, Videographer, Photographer

Sponsors

Tampa Bay Black Heritage Festival, Inc. Sponsorship Opportunities Contract



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

- PRESENTING LEVEL \$40,000 ()
- EBONY LEVEL \$25,000 ()
- TEAKWOOD LEVEL \$15,000 ()
- MAHOGANY LEVEL \$10,000 ()
- HERITAGE LEVEL \$2,500 - \$5,000
specify amount: ()
- KINDNESS LEVEL \$250 + 250 promotional items ()
- MEDIA SPONSOR () specify amount: ()
- TECH VILLAGE SPONSOR \$10,000 ()
- ARTIST SPONSOR \$10,000 ()
 - Meet and Greet w/Artist • Photo Opportunity
 - 30-sec spot for Media screen
 - 1/4 page black-and-white ad in souvenir book
 - 4 VIP Tickets

OTHER SPONSORSHIP OPPORTUNITIES:

- () 2-Day Music Fest Stage (min. \$10,000)
- () Music Fest Health Village (min. \$5,000)
- () 5K / Boot Camp (min. \$3,500)

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 – 5" x 3.75"

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 your black and white ad and (color ad and logo) to Ruby Jackson at rubbyj508@gmail.com no later than Dec. 1st.* Please include your sponsorship level. If you have any questions, please do not hesitate to contact Connie Hicks at (813) 507-1362 or sponsorship@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. All contributions to the Festival are tax deductible.

*Current year

Thank you for your support!
See you at the Festival!



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813-218-3320

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PLACE
STAMP
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