

BLACK STREET PRESENTS

BLACK CULINARY EXPO

SPONSOR PACKET

SEPTEMBER 1ST, 2018 2PM 495 FLATBUSH AVENUE, BROOKLYN, NY
BLACKCULINARYEXPO.ORG

"CELEBRATING OUR CULINARY AND BEVERAGE GENIUS"

Greetings!



Judith Jacques

holds 15 years of Event Production & Management experience as well as 10 years of Communications experience with a focus on Business development. She has planned and produced over 100+ high end events nationally and internationally. Ms. Jacques is known to make the impossible happen.

In 2010, BLACK STREET was founded by Chairwoman & President Judith Jacques. BLACK STREET was originally created as a digital platform to change the narrative of the Black community and its representation. The platform further aided in the destruction of stereotypes while educating within and outside communities that the Black community has more to offer to the world than merely sports and entertainment. Individuals from a variety of industries were interviewed and featured. Showcasing a colorful array of industries in which we dominate in. We would like to ask that you consider becoming one of our 2018 Corporate Sponsors. As a sponsor you will receive positive media attention with your association with BLACK STREET, a 501(c)3, non-profit. For example, this year, we have gained major media nods with the work that we are doing. This organization commits itself to highlighting Black Excellence and with your help it can achieve just that. Soon after, the umbrella organization birthed the following subsidiaries:

- **BLACK CELEBRATION AWARDS** A black tie awards ceremony honoring elite and celebrity individuals in 20 different industries. Honorees are chosen among some of the following industries such as Medicine, Politics & Law, STEAM, Acting & Performing Arts, and Philanthropy to name a few. Also, within each industry a "People's Choice" winner will be chosen through a rigorous voting process, totaling 40 honorees each ceremony. The prestigious awards show, also live streamed for hundreds of thousands of people to see is to be held every February during Black History Month.
- **BLACK WOMEN IN MEDIA** is a platform created to recognize and honor women of color who are innovators within the media realm. This initiative is also created as a platform for other Black women currently in the media industry to receive a wealth of information from those who have attained renowned success in their respective fields. BWIM hosts an annual awards ceremony every March during Women's History Month. Along with the awards, bi-monthly panels, partnership events and a mentorship initiative are a direct correlation to the growth of women of color in media and entertainment roles.
- **BLACK CULINARY EXPO** coined as the "Afropunk of Food", the expo for Black Culinaricians allows a platform for entities to showcase their work along with reintroducing our culture within and outside our communities. This celebration will entail demos, competitions, panels, tastings, company features, and of course entertainment!

We have included our organizational fact sheet and detailed vendor proposal for your review. If you are interested in becoming a vendor for Black Culinary Expo, please do not hesitate to contact us. In addition, I will follow-up within a week or two in case you should have any questions about the proposal or our organization. Thank you in advance for taking the time to review our proposal.

With Great Admiration,

Judith Jacques

Judith Jacques
Chairwoman & President of BLACK STREET



HIGHLIGHTS
HIGHLIGHTS
HIGHLIGHTS
HIGHLIGHTS
HIGHLIGHTS

CHEFS

CATERERS

BLACK OWNED RESTAURANTS

BLACK OWNED BEVERAGES

PANELS

WORKSHOPS

CHEF COMPETITIONS

PASTRY COMPETITIONS

DEMONSTRATIONS

JOB & SCHOOL RECRUITEMENT

AIMS & OBJECTIVES

Black Culinary Expo aims to recognize, encourage and reward some of today's most vital and genius minds within the culinary and beverage. Through the Expo, Black Culinary Expo will be the pinnacle of change for individuals in the culinary and beverage industries. This unforgettable experience will provide participants and guests with the inspiration and motivation to create and inspire future culinary leaders! The expo also aims to educate with and outside our communities the many facets of our culture. BCE is the "Afropunk of Food"!

The aims of the Awards & Conference are to:

- Acknowledge and highlight the achievements of Black men and women in Culinary & Beverage industries
- Educate the general public with examples of their involvements in their fields and highlight their achievements
- Motivate other professionals at all levels
- Develop a sense of pride in being a Black Culinarian
- Build self-confidence through rewards for excellence
- Provide role models and mentors for the younger generation through our mentorship programs
- Encourage leadership and life skills in future change-makers

[BCE AIMS TO

**RECOGNIZE
ENCOURAGE &
REWARD**

SOME OF TODAY'S
MOST VITAL AND

GENIUS MINDS

IN THE BLACK COMMUNITY.

TAKING ADVANTAGE



Marketing Objectives For Vendors

- BRAND AWARENESS
- EVENT FUNDING
- ADVERTISEMENT & EVENT MARKETING INITIATIVE
- IMPLEMENT A SOCIAL MEDIA STRATEGY AND DEVELOP A FACEBOOK FAN BASE OF 5000 BY THE END OF THE FINANCIAL YEAR

Measures of Success

- MONTHLY ANALYSIS OF DIRECT SALES FIGURES AND HOW THEY CORRELATE WITH THE OBJECTIVES
- EXIT SURVEYS OF EVENT ATTENDEES TO ASCERTAIN BRAND AWARENESS
- IMPLEMENT EFFECTIVE AND STRONG BRAND AND EVENT MARKETING STRATEGY
- NOTICEABLE SHIFT TO POSITIVE FEEDBACK ON SOCIAL MEDIA AND DIGITAL CHANNELS

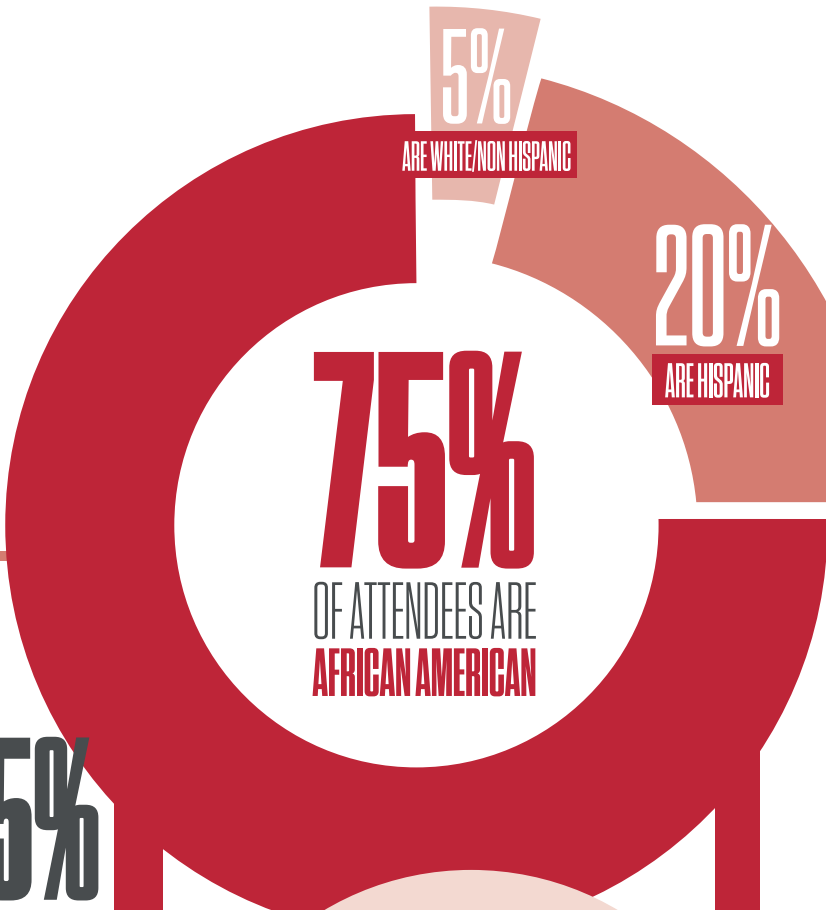
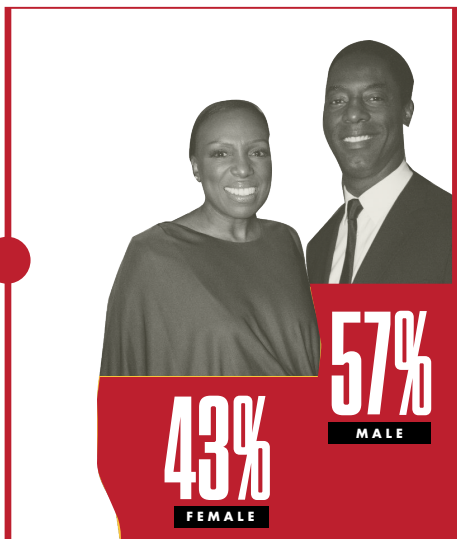
Value to You as a Vendor

- MEASURABLE INCREASE IN THE PROFITABILITY OF THE EASTERN DISTRICT, DIRECTLY ATTRIBUTED TO THE SPONSORSHIP PROGRAM AND IMPLEMENTATION OF THE UNIQUE MARKETING INITIATIVES
- STRONGER RELATIONSHIP WITH FANS WHICH LEADS TO HIGHER CONVERSION RATES AND REPEAT SALES
- A RETURN ON INVESTMENT WHICH WILL ALLOW YOU TO INVEST MORE FUNDS INTO RESEARCH AND DEVELOPMENT OF NEW PRODUCTS

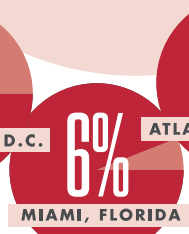
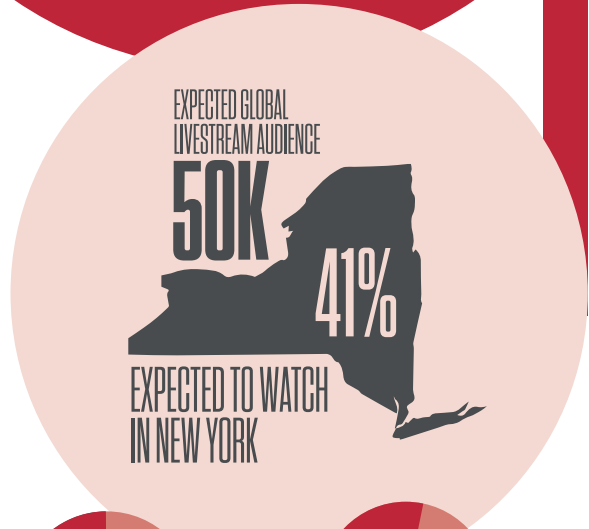
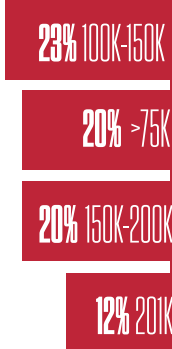
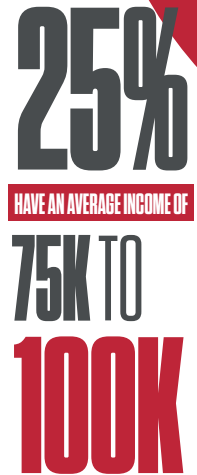


ORGANIZATION & FACT SHEET

NUMBER OF EXPECTED ATTENDEES: **5000+**



HOUSEHOLD INCOME





MADAME NOIRE CNN

TV ONE REPRESENT. ESSENCE fierce, fun and fabulous!

SPORTS NEW YORK POST

EBONY

HELLO BEAUTIFUL

VIBE

MEDIA COVERAGE

BET

FOX

BLACK ENTERPRISE

YAHOO!

NATIONAL ASSOCIATION OF BLACK JOURNALISTS WWW.NABJ.ORG NABJ

107.5 FM WBL S WBL S.COM

TMZ

SPONSORSHIP PACKAGES

	TITLE \$50000	PRESENTER \$25000	PLATINUM \$10000
# OF VIP TICKETS	TWELVE (1 PACKAGE)	TEN (2 PACKAGES)	EIGHT (4 PACKAGES)
PRE-EVENT RECOGNITION			
SOCIAL MEDIA PROMOTIONS (FACEBOOK, INSTAGRAM, TWITTER)	●	●	●
WEBSITE PRESENCE	●	●	●
EMAIL BLASTS	●	●	●
CEREMONY ADVERTISEMENTS	●	●	●
EVENT FLYER	●	●	●
PRESS RELEASE	●	●	●
ON-SITE RECOGNITION			
PROGRAM INCLUSION	●		●
BRANDED VIP SECTION	●		●
LOGO ON EVENT SPONSORS BANNER	●	●	●
SPONSORSHIP NAMING RIGHTS	●	●	●
EXHIBITION BOOTH	●	●	●
RAFFLE SPONSOR	●	●	●
30 SEC COMMERCIAL	●	●	●
PRESS RECEPTION SPONSOR	●	●	●
LOGO ON MARKETING MATERIALS	●	●	●
LOGO ON PODIUM	●	●	●
LOGO ON STEP AND REPEAT	●	●	●
LOGO IN PHOTOBOOTH GIF	●	●	●
CORPORATE ITEMS GOODY BAGS	●	●	●
LIVE-STREAM OF AWARDS CEREMONY	●	●	●
ACTIVE EVENT COVERAGE	●	●	●
POST-EVENT RECOGNITION			
POST-EVENT PRESS RELEASES	●	●	●
COMPANY NEWSLETTER	●	●	●
THANK YOU EMAIL BLAST	●	●	●
NEXT YEAR'S SPONSORSHIP	●	●	●



SPONSORSHIP PACKAGES

	DIAMOND \$5000	GOLD \$2500	SMALL BUSINESS \$1000
# OF VIP TICKETS	SIX (8 PACKAGES)	FOUR (10 PACKAGES)	TWO (15 PACKAGES)
PRE-EVENT RECOGNITION			
SOCIAL MEDIA PROMOTIONS (FACEBOOK, INSTAGRAM, TWITTER)	●	●	●
WEBSITE PRESENCE	●	●	●
EMAIL BLASTS	●	●	●
ON-SITE RECOGNITION			
PROGRAM INCLUSION	●	●	●
LOGO ON EVENT SPONSORS BANNER	●	●	●
SPONSORSHIP NAMING RIGHTS	●	●	●
EXHIBITION BOOTH	●	●	●
RAFFLE SPONSOR	●	●	●
LOGO ON MARKETING MATERIALS	●	●	●
CORPORATE ITEMS GOODY BAGS	●	●	●
LIVE-STREAM OF AWARDS CEREMONY	●	●	●
ACTIVE EVENT COVERAGE	●	●	●
POST-EVENT RECOGNITION			
THANK YOU EMAIL BLAST	●	●	●
NEXT YEAR'S SPONSORSHIP	●	●	●

