



“Changing The Way We Think To Improve The Way We Live”

Coming in August 2013

The Dallas Black Expo Team is excited about the 2013 Black Expo. Our mission for the expo is to cultivate prosperity among African American communities and businesses through education, empowerment, entrepreneurship and economic growth. We will do this through creating networking opportunities that will further enhance the quality of life for the state of Texas and our African American people, while embracing a spirit of working together to build a better community. We invite you to be a part of this great community transformation. Our theme this year is **“Changing The Way We Think To Improve The Way We Live”**.

The Dallas Black Expo focuses on helping to develop our urban communities by exposing various resources, products, and services to the entire community through community organizations and businesses. Some of the areas we intend to focus on are Small Business Workshops, Home Ownership Workshops, a Seniors Lifestyles and Resource Center, a Health and Wellness Arena, and a fun area for the Youth.

The Dallas Black Expo is the largest Black Expo in the state of Texas. Like no other show in this area, the Dallas Black Expo will feature renowned educators, motivational speakers, national artists and industry experts from around the country. This event is guaranteed to be visually exciting as well as entertaining.

We invite African American businesses from across the Southwest to come and promote their products and services to one of the largest groups of consumers in Texas. Whether you are a mom and pop shop, just started operating or an industry giant all are invited.

Come and experience the most spectacular education, empowerment, entrepreneurship and economic growth event in Texas.

If you are business or community organization who wants to be a part The Dallas Black Expo and helping to make a positive difference in our communities please call today and secure your spot.

The Dallas Black Expo

Vince Shelton
vince@thedallasblackexpo.com
214-674-1995

Kim Shelton
kim@thedallasblackexpo.com
972.322.6996

Vanessa King
Vanessa@thedallasblackexpo.com
972-291-3008

www.thedallasblackexpo.com



SPONSORSHIP GUIDE

www.thedallasblackexpo.com



Dear Prospective Sponsors,

The Dallas Black Expo is pleased to invite you to be a part of the largest cultural celebration and trade show in Texas!

The Dallas Black Expo is a celebration of the richly diverse cultural and contributions of African Americans in the Dallas and Fort Worth area. Our goal is to cultivate prosperity among African American communities through education, empowerment, entrepreneurship and economic growth.

This day event will provide attendees with a one of a kind experience. Whether indulging in a multicultural marketplace, getting on track at the minority health fair, learning from renowned educators, being motivated by event speakers or enjoying the talents of artist and other entertainers this is an event not to be missed!

Partnering with The Dallas Black Expo holds an incredible and unique opportunity for any organization wishing to introduce or reinforce its brand within the African American community. Your sponsorship lends credibility to your company and offers content that allows you to reach your customers in new ways about subjects they care about.

Our experienced Corporate Relations team will work with your company to assure that you receive the maximum benefit of sponsorship. We understand that not all budgets are created equal and we are committed to working with you to create sponsorship opportunities that meet the needs of your business. This event is about celebrating community and you are a part of our community.

Thank you in advance for your support! We look forward to hearing from you soon.

Sincerely,

Kim Shelton
President and CEO
The Dallas Black Expo



SPONSORSHIP DELIVERS

\$85.7 Billion Dollars

Texas is the second largest African American consumer market in the nation.

\$ 1.038 Trillion Dollars

The market buying power of African American consumers in the USA.

THE DALLAS BLACK EXPO EXHIBITORS

150 exhibitors

20 community based program

THE DALLAS BLACK EXPO (Attendee Profile)

over **10,000**

Projected Attendance of motivated consumers.

20 - 65 median age
\$55,526 median income

- 53%** Local Participation
- 27%** National / Regional Participation
- 20%** Event Specific Participation

CITY OF DALLAS DEMOGRAPHICS

\$55, 526 median income

476,767 African American population

25.8% Percentage of population
with a college degree.

2,486,636 total population

* Sources 2012 Nielsen Report 2010 US Census The Dallas Chamber of Commerce

SPONSORSHIP DELIVERS



Sponsorship Guide

Why Become A Sponsor?

Brand Visibility

Dallas Black Expo Community Awards Ceremony, Youth Science Fair along with a host of other events and activities will have an attendance of over 10,000+ people between the ages of 3-65 giving your company extremely high brand visibility to your target demographic audience at this event. In addition we hope to attract 300,000+ visitors to the Web Site.

Brand Visibility in Websites, Flyers, and local Newspaper Promotions

Dallas Black Expo Friday night event, competitions, vendors, and sponsors are heavily promoted through websites, mass event flyers, social networking sites, and newspapers. This allows for high visibility with over 25,000 hits a week on our promotion websites. With Event Sponsorship, your Company logo will be displayed at all the promotional websites, mass flyers, and listed in newspaper articles as sponsors leading to this event.

Spacious Corporate Booths to Display Banners and Exhibit Your Products

At the Dallas Black Expo there are numerous spacious booths reserved for sponsors to display corporate banners, marketing flyers, and exhibit their products to over 10,000 people in attendance at this event.

Brand Advertising in Program Magazines and Literature

Sponsorship Packages allow for color or full black and white advertisement in the Expo Program Book. This provides additional brand visibility to attendees of this event with your company's advertisement:

MARKETING PLAN



Sponsorship Guide

E-Commerce

A weekly e-mail will be sent to our database with sponsors represented in the e-mail. The database includes magazines, TV, radio editors, key publicists, and over 20,000 consumers in our target medium which includes Texas, Louisiana, Arkansas Oklahoma as well as the residences in Dallas Metroplex and surrounding cities. We are reaching out to our sponsors and contacts to also send the information to their databases.

Sponsors at Gold level and above will have the opportunity to provide a promotion in e-mails. Sponsors will be represented on the websites and will link to their sites through a link transfer, as applicable. All media about our sponsors in relationship to the Dallas Black Expo will be posted on the site. This site is being professionally designed by the award winning web site development team.

A MySpace, Twitter, Facebook, Linked-In, and Bloggerspot.com pages have been created for The Dallas Black Expo. All sponsors will be represented on these pages. The Dallas Black Expo will utilize new techniques in social media marketing to create a viral presence of marketing online. A friend adder has been hired to add 1000's of new contacts to our database weekly. The collage of pages will be used to promote the Dallas Black Expo and to drive traffic to our sponsor's websites.

Alliances with other promoters will be utilized to target a broader e-mail base and online contacts. The events leading up to the Dallas Black Expo will be posted on all available known web based event calendars for the Texas and adjoining state areas. Additional e-commerce activities may be performed throughout the year as opportunities become available.

MARKETING PLAN



Sponsorship Guide

The Dallas Black Expo Marketing Plan

Public Relations

Press Releases will be sent to the newspapers, magazines, radio and TV media contacts to announce the addition of sponsors as they come on board. Press Releases will be sent to all major public relations firms to increase event awareness.

Marketing Collateral

There are over 56,309 active related businesses in the target medium of the Dallas Black Expo including Texas, Louisiana, Arkansas, Oklahoma and other major markets that heavily participate in these kinds of events. These businesses will be engaged to support the Dallas Black Expo by hanging a poster for the Dallas Black Expo in their store windows or office buildings. Because of the relationships that we have in these markets, a partnership has been created as a medium of distribution of promotional materials through passing out our flyers in the markets that they service. Sponsors can be represented on all promotion materials. Postcards with sponsors represented on them will be placed at accepting businesses throughout Texas and adjoining states.

Media, Television, Radio, Print

We are inquiring with other networks to negotiate coverage. Once a contract is signed more details will be provided. We will be filming the events for use on Local TV. A DVD will be produced for The Dallas Black Expo's events.

SPONSORSHIP OPPORTUNITIES



Title Sponsor

\$25,000

Title Sponsorship is the most prestigious and visible of all sponsorship levels available. This exclusive level is reserved for only one organization or company.

The exclusive benefits of Title Sponsorship include:

- **Prominent placement of your company name and logo on official show banner.**
- **Company name and logo printed on the front cover of The Dallas Black Expo Guide.**
- **Full page ad on inside front cover of The Dallas Black Expo Guide.**
- **Company flyers or handbills distributed at the information booth.**
- **30x30 exhibitors space**
- **Permission to use event name in marketing campaign.**
- **100 tickets to The Dallas Expo event. (valued at \$1000.00)**
- **25 VIP passes to The Dallas Expo events**
- **Online banner featured on The Dallas Black Expo web site.**
- **Exclusive press release announcing your partnership with The Dallas Black Expo.**
- **Exclusive Email-blast to attendees and exhibitors announcing partnership with the Dallas Expo.**
- **Promotion on The Dallas Black social media sites and web site.**
- **Company name and logo featured on Email-blasts and promotional material**

A member of our Corporate Relations Team will be assigned to work with you to ensure that your sponsorship marketing needs are met. Contact us today for more information about this sponsorship opportunity.

Call us today 972.322.6996

SPONSORSHIP OPPORTUNITIES

DIAMOND SPONSOR

\$15,000

The Diamond Sponsorship is the second most prestigious and visible of all sponsorships available and is only reserved for a select few organizations and companies.

Sponsorship benefits include:

- Company name and logo included on all marketing advertisements .
- Company logo on press releases and included in printed and online advertisement.
- Company name and logo featured on expo banners.
- Company name and logo featured on The Dallas Black Expo Guide.
- Company flyers distributed at the information booth.
- Press release announcing your partnership with The Dallas Black Expo.
- 20X20 exhibitor space
- Permission to use The Dallas Black Expo event name on marketing material.
- 75 event tickets to The Dallas Black Expo.

PLATINUM SPONSOR

\$10,000

The Platinum Sponsorship is the third most prestigious and visible of all sponsorships available and is only reserved for a select few organizations and companies.

Sponsorship benefits include:

- Company name and logo included on all marketing advertisements.
- Company logo on press releases, printed media advertisement.
- Company name included on media announcements.
- Company name and logo on an event or workshop banner.
- Company name and logo printed placement in The Dallas Black Expo Guide.
- Press release sent announcing Company's Sponsorship of Dallas Black Expo
- 10x20 Exhibitors Space
- Right to use Event Name in Marketing Campaign
- 50 Tickets to The Dallas Black Expo events.

GOLD SPONSOR

\$5,000

The Gold Sponsorship is the fourth most prestigious and visible of all sponsorships available and is only reserved for a select few organizations and companies.

Sponsorship benefits include:

- Company logo on press releases, printed and television advertisement.
- Company flyers or handbills distributed at Information Booth.
- Exclusive press release announcing Company's Sponsorship Inside.
- Advertisement placement in The Dallas Black Expo Guide.
- 10x10 Exhibitor Space.
- Right to use event name on all marketing campaigns.
- Company name mentioned on Entertainment stage and Sponsor Give-a-Ways.
- 25 Tickets to Dallas Black Expo events.

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Sponsorship Guide

Friends of The Dallas Black Expo

\$300– \$1000

Community members are invited to show your support for **The Dallas Black Expo** by contributing at the Friends of The Dallas Expo level! To show our appreciation we offer the following benefits:

- **Exclusive updates about upcoming events and Expo .**
- **Exclusive invitation to private events sponsored by The Dallas Black Expo.**
- **Listing in The Dallas Expo Guide.**

Event Show Bag

\$250

An exclusive “show bag” is being delivered to the attendees. You may add your product or service to this show bag. Sponsors will supply the item(s) to be inserted into the bag and may choose a specific event for the item(s) to be included.

Please contact the Corporate Relations team for more information.

Program Guide Ad

Advertise your business or show your support for one of the community leaders recognized at The Dallas Expo Community Icon Award by displaying in The Dallas Expo Guide.

Cover—back)	\$1,000
Inside Cover (front or back)	\$500
Full Page	\$300
1/2 Page	\$175
1/4	\$125
1/8	\$65

*Other Sponsorship Opportunities available.
Please contact the Corporate Relations*

- Media Sponsor**
- Competition Sponsor**
- Bag Sponsor**
- Main Stage Sponsor**
- Health and Wellness Sponsor**
- Children Sponsor**
- Senior Sponsor**

ADDITIONAL SPONSORSHIP OPPORTUNITIES



Sponsorship Guide

2013 SPONSOR FORM

SPONSOR INFORMATION:

Name (Title): _____

Company (Type of Business): _____

Address: _____

Telephone: _____ E-mail: _____

SPONSOR RECOGNITION: (Please Print)

Sponsor Signature: _____ Date: _____

Paid by Check # _____ or Credit Card Credit Card #: _____

Exp Date: _____ Code on Card: _____ Sponsor Amount: \$ _____

Name on Card: _____ Telephone: _____

Billing Address: _____

Please send your logo and ad to: vince@thedallasblackexpo.com, kim@thedallasblackexpo.com

Make checks payable to: The Dallas Black Expo

Fax this form to: 214-661-4919

Mailing Address: ATTN: Kim Shelton
P.O. Box 850511
Mesquite, Texas 75185

CONTACT:

Vince Shelton

vince@thedallasblackexpo.com

214-674-1995

Kim Shelton

kim@thedallasblackexpo.com

972-322-6996

www.thedallasblackexpo.com



We understand that not all budgets are created equal. Connect with **The Dallas Black Expo** with to discuss how we can provide a custom package that achieves *your* company's objectives and provides a lasting impression with the Dallas/Fort Worth Community.

Call us today 972.322.6996 or visit us online www.thedallasblackexpo.com.

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