

WELCOME TO THE  
LOS ANGELES CITY

# BLACK

HISTORY

MONTH FESTIVAL

5TH ANNUAL  
FEBRUARY 2022

SPONSORSHIP DECK



# FEBRUARY



# Los Angeles Black History Month Festival

The Los Angeles Black History Month Festival erected in 2017 behind the historical doors of The World Stage in Leimert Park Village. We started with a small idea, lots of drive, ambition and cultural love that transitioned into one of Los Angeles City largest African American heritage celebrations that has been widely recognized by Mayor Garcetti Office, Controller Ron Galperin, Supervisor office of Mark Ridley Thomas, Herb Wesson D10 office, Motown, ARC and many other notable city organizations.

We hope that you can join us in continuing our legacy to enlighten and share the contributions that African American scholars have contributed to America through our community celebration that promotes literacy, financial sustainability, Art X Culture, performing arts and the wonderful participation of a heavily diverse consumer base that your brand can invest in. To date African American consumership for North America (United States) stands at 1.4 trillion dollars and slated to grow to 1.8 trillion dollars by 2024. They also are the #1 ethnic group in America to support media product purchases including streaming audio, app usage, consumption and watchers of live tv.

Other important areas that per Neilson strongly support  
1. Reusable packaging 2. Plant based foods and personal product & 3. Personal Wellness.

Whether your brand is a small to large sized business we welcome your brand and business to support our cultural inclusive event and increase your profitability. Check out our creative and fun all hands on deck packages and digital marketing packages today!

**BLACK  
HISTORY  
MONTH**

# Los Angeles Black History Month Festival

PREVIOUS  
Sponsors



## PSYCHOGRAPHICS & REGIONAL DEMOGRAPHICS

FEMALE TO MALE RATIO 60/40

INCOME -69K-134K ANNUALLY

HOMEOWNERS

AGE RANGES OF 25-60 YEARS OF AGE

ETHNIC DEMOGRAPHICS:

AFRICAN AMERICAN 35%

AFRO LATIN 10%

ASIAN 10%

CAUCASIAN 15%

LATIN 25%

MIXED HERITAGE 5%

VALUES:

1. ETHICALLY SOURCED PRODUCT

2. FAMILY AND CHILDREN BONDING

3. ADVOCATES FOR ARTS AND CULTURAL CAUSES

4. SUPPORTS LOCAL SMALL BUSINESSES

5. ADVOCATES FOR SOCIAL JUSTICE AND GLOBAL EQUALITY

6. CONSCIOUS CONSUMER & PRODUCT VALUE





**\$5,000**

OFFICIAL SPONSOR LOGO BANNER PLACED WITHIN ENTRYWAY

3FT X 10FT FULL COLOR BOOTH SIGNAGE

LA CHAMBER OF COMMERCE AD PLACEMENT IN CHAMBER VOICE PUBLICATION

LA TIMES DAILY NEWS AD E-BLAST

2 VIP TICKETS TO CATERED LUNCHEON

4 SWAG BAGS WITH PROMOTIONAL PRODUCTS

CUSTOMER ENGAGEMENT AREA

LOGO PLACEMENT ON LA BLACK HISTORY MONTH FESTIVAL WEBSITE

ACKNOWLEDGEMENT ON SOCIAL MEDIA PLATFORMS IE; INSTAGRAM, TWITTER AND FACEBOOK WITH AD & QR CODE

500 FLYERS OR BROCHURES

AND

500 STICKERS OR PENCILS WITH LOGO

**Tier I**

**FEBRUARY IS**



**BLACK HISTORY**  
*Month*

**\$10,000**

OFFICIAL SPONSOR BANNER PLACEMENT NEAR MARKETPLACE  
ENTRYWAY

3FT X 10FT FULL COLOR BANNER INCLUDED WITH CUSTOMER  
ENGAGEMENT BOOTH -MAIN STAGE

GUEST SPEAKER FOR PANEL DISCUSSION  
WORKSHOP BREAKOUT SESSION PARTICIPANT

LA TIMES DIGITAL MARKETING BLAST PACKAGE  
SPECTRUM MARKETING PACKAGE

LOGO PLACEMENT ON OFFICIAL BHMF WEBSITE WITH HYPERLINK  
ACKNOWLEDGMENT OF SPONSOR ON PRINT AD AND SOCIAL MEDIA POSTS

#3000 CUSTOM MARKETING FLYERS  
#1000 IMPRINTED STICKERS OR PENS OF OFFICIAL COMPANY LOGO

20X SOCIAL MEDIA AD PLACEMENT ON INSTAGRAM, TWITTER & FACEBOOK  
8 GIFTED SWAG BAGS + VIP TICKETS TO CATERED LUNCHEON

**Tier II**

**FEBRUARY IS**



**BLACK HISTORY**  
*Month*

**\$15,000**

SPECIAL GUEST FOR PANEL DISCUSSION + BREAKOUT SESSION

10 X 20 CUSTOMER ENGAGEMENT BOOTH ADJACENT TO  
MARKETPLACE ENTRYWAY

LOGO PLACEMENT ON OFFICIAL WORLD PEACE MUSIC FESTIVAL WEBSITE WITH  
HYPERLINK

20X AD RUN THROUGH BHMFB INSTAGRAM, FACEBOOK AND TWITTER ACCOUNTS TO  
SUBSCRIBERS & TARGETED MARKET

Digital e-blast with choice of LA Times with over 81 million subscribers &  
Audacy Broadcast e-blast through radio channels K-Earth-94.7 The Wave or  
KROQ

1500 CUSTOM MARKETING FLYERS

1500 BROCHURES OR BOOKLETS

SPONSOR BANNERS PLACED THROUGHOUT FESTIVAL GROUNDS

#1000 IMPRINTED STICKERS OR PENS OF OFFICIAL COMPANY LOGO

8 GIFTED SWAG BAGS + VIP TICKETS TO CATERED LUNCHEON

**Tier III**



\$20,000

SPONSOR HOST

SPECIAL GUEST PANELIST + BREAK OUT SESSION WORKSHOP

SPONSOR LOGO ON BHMFW WEBSITE /WEBSITE HYPERLINK

20FT CUSTOMER ENGAGEMENT AREA

DIGITAL E-BLAST AD PLACED WITH AUDACY RADIO STATION  
THE WAVE OR JACK FM

LA TIMES DAILY NEWS AD BLAST + CHAMBER OF COMMERCE VOICE PUB

30X RUN SOCIAL MEDIA AD PLACEMENT ON

INSTAGRAM, TWITTER & FACEBOOK

#3000 CUSTOM MARKETING FLYERS

#1000 IMPRINTED STICKERS OR PENS OF OFFICIAL COMPANY LOGO

20 VIP TICKETS TO CATERED LUNCHEON

SWAG BAGS FOR ENTIRE PARTY

Tier IV



# LA BLACK HISTORY MONTH FESTIVAL

## SPONSORSHIP COMMITMENT FORM

### Business Marketing Customer Form

**BUSINESS NAME**

-----  
**BUSINESS ADDRESS**

-----  
**CITY, STATE ZIP CODE**

-----  
**EMAIL ADDRESS:**

-----  
**PHONE NUMBER:**

-----  
**MARKETING PACKAGE NAME:**

**NAME OF CLIENT LA BLACK HISTORY MONTH FESTIVAL WORLD PEACE MUSIC FESTIVAL WILL BE ADVERTISING:**

VISA  MASTERCARD

AMEX

**TOTAL AMOUNT DUE:** -----

**CREDIT CARD NUMBER :** -----

**BILLING ZIP CODE**

**EXP DATE :** ----- **CVV CODE** -----



Caption



Caption

# HELP TO FIGHT HUNGER AND POVERTY



## OPEN ARMS FOOD PANTRY AND RESOURCE CENTER

100% OF SPONSORSHIP  
PROCEEDS ASSIST IN THE YEAR  
AROUND PROGRAMS LISTED

### ABOUT US

OUR MISSION IS TO ERADICATE FOOD INSECURITY, ADVOCATE FOR HOMELESS SERVICES, CURATE ART X CULTURE PROGRAMMING TO DISADVANTAGED COMMUNITIES

### PROGRAMS

- WE PROVIDE FOOD
- FREE CLOTHES
- FREE HYGIENE PRODUCTS
- FREE READING BOOKS
- LOS ANGELES BLACK HISTORY MONTH FESTIVAL
- WORLD PEACE MUSIC FESTIVAL

**SUPPORT NOW**

213-300-0080

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