

WELCOME TO THE
LOS ANGELES CITY

BLACK

HISTORY

MONTH FESTIVAL

5TH ANNUAL
FEBRUARY 2022

SPONSORSHIP DECK

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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 continueing our legacy to enligten 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 conusmer 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. CONCIOUS 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



\$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



\$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 BHMF 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 BHMF 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** ☐

TOTAL AMOUNT DUE: _____

AMEX ☐

CREDIT CARD NUMBER : _____

BILLING ZIP CODE

EXP DATE : _____ **CVV CODE** _____

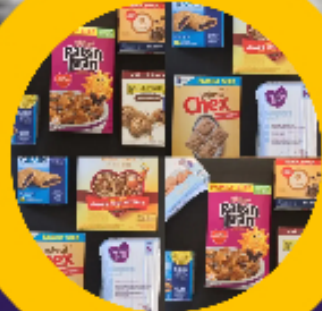


Caption



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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