

January
12-21 2012



Keeping the Dream Alive
something for
"everyone"

1.888.224.1733 ext. 3143

www.tampablackheritage.org

12th Annual
Sponsorship Opportunities

DEAR POTENTIAL SPONSOR:

The Tampa Bay Black Heritage Festival, Inc. is gearing up for the 12th Annual Festival on January 12 – 21, 2012.

Become a supporter of the Festival and join the efforts to increase awareness and cultural sensitivity in the bay area. The 2011 Festival was a great success, and we hope you had the opportunity to attend some of the events. Your support as a sponsor will provide you with high-level branding opportunities and new customer awareness.

The Festival is a 10-day cultural event that features national and local speakers, musicians, artists, poets and craftspeople. Events begin the weekend before the national holiday, commemorating the life of Dr. Martin Luther King, Jr., and extend to the weekend after. The Festival brings a unique ambiance of African-American spirit, history and culture. Our Signature Heritage Events provide educational, cultural and fun activities inclusive of the entire community, and bring awareness to the contributions of African-Americans and others in the vast African Diaspora.

Lectures, seminars, visual and performing artists, wellness and health awareness, African-inspired goods and wares, delicious ethnic cuisine and educational activities for children and adults highlight the Festival.

The Tampa Bay Black Heritage Festival is the largest African-American event in the bay area and has been selected one of the Top 20 Events by the Southeast Tourism Society five times, including 2010 and 2011. This could not have happened without the generosity and commitment of our sponsors, donors, partners, volunteers and community support.

We encourage you to peruse this sponsorship packet and leverage our mission. Join us in *"Celebrating Tampa Bay's Heart and Soul."* Also, please take the opportunity to review the clip of various events from the 2011 Festival at www.tampablackheritage.org.

We truly are grateful for your support. Should you have any questions or need additional information, please contact Marie Curate at marie@tampablackheritage.org or (813) 760-2973.

Sincerely,



Ruby Jackson
Festival Chairperson



William Sanders
Festival Chairperson

■ BACKGROUND

The Tampa Bay Black Heritage Festival is an outgrowth of discussions with the Tampa/Hillsborough Convention and Visitors Bureau concerning the way Tampa is promoted to people universally. The Festival serves as a platform in the community for its rich African-American culture, talent and arts. The Museum of African-American Art in Tampa was once a thriving museum that showcased art dating from the early 19th century to the Harlem Renaissance and beyond. The Museum presented an array of talent each year, but closed in 1996 and left a void in the diverse community of Tampa. With the loss of the Florida Classic, the elimination of the Mailou Arts Festival, and the relocation of the Barnett Aden Collection, Tampa was left without a signature event or activity that represented its African-American community.

The first Tampa Bay Black Heritage Festival was scheduled to coincide with Tampa's hosting of the Super Bowl in 2000. From its inception, the Festival has promoted the Tampa Bay area by focusing attention on the contributions of local and national Blacks of African descent. In this way, Tampa Bay marketing campaigns and programs can highlight these contributions and make the area more inviting for diverse populations.

The Festival will take place January 12-21, 2012. It traditionally begins the weekend before and concludes the weekend after the Dr. Martin Luther King, Jr. holiday, promoting diversity and cultural sensitivity. Activities are geared toward children and adults. Each day of this 10-day experience provides all attendees with an opportunity to increase their awareness of African and African-American culture and history.

To affirm this commitment, we operate by adhering to our mission.

■ MISSION STATEMENT

The purpose of the Tampa Bay Black Heritage Festival, Inc. is to offer the community of Tampa Bay a unique blend of African and African-American art, culture and history, therefore serving as a conduit for promoting and perpetuating the art, culture and history of African-Americans and African people for the benefit of all Tampa Bay residents and tourists to the Tampa Bay area. It exists to support the culturally rich and diverse Tampa Bay community by ensuring all events are inclusive of its entire people.

■ HERITAGE PRE-FESTIVAL EVENT

6th Annual Heritage Golf Classic – This pre-Festival fundraising event takes place in the fall to support the 10-day celebration. A portion of the proceeds will benefit our Student Scholarship Fund.

	<p>6th Annual Heritage Golf Classic Fundraiser Saturday, September 24, 2011 Westchase Golf Club 11602 Westchase Golf Drive 7A Registration/8A Tee Time \$100 Individual/\$350 Foursome</p>
<p>P.O. Box 16622, Tampa, FL 33687 1.888.224.1733 ext. 3143 www.tampablackheritage.org 501(c)3 non-profit Join our e-list Info@tampablackheritage.org</p>	<p>Demetrick Anglin 813.532.0700 golf@tampablackheritage.org</p> 
<p>Join our fan page/ Follow us on   </p>	<p>Sponsorship Opportunities Available</p>

SIGNATURE HERITAGE EVENTS:

Heritage Gala – Featuring live, local and national entertainment, the Heritage Gala is a chic, semi-formal soiree that includes a VIP Happy Hour and an elegant dinner. This affair also acknowledges and presents our sponsors to the community.

Heritage Street Festival – This 2-day weekend event is the heart and soul of the community. Kicking off a weeklong series of activities, the Street Festival features a stage of local and national entertainment as well as unique “Villages.”

- **Artists’ Village:** Local and national artists showcase their wide selection of original, ethnic artwork.
- **Authors’ Village:** Local and national authors showcase their literature.
- **Children’s Village:** Features face painting, storytelling, educational activities, and arts and crafts, as well as several other engaging activities for children.
- **Greek Village:** A platform for sororities and fraternities to showcase their organization and share information of their community involvement.
- **Health Village:** Adults and children are offered free health screenings for HIV, diabetes, hypertension, breast cancer, glaucoma and many other prevalent health concerns. The Heritage 5K walk or run for cancer and a spin-off to the 2008 Street Festival confront health issues and emphasize healthy living while addressing health concerns prevalent in the African-American community. The walk is dedicated to the memory of Felecial Ann Wintons Taylor, a founding member of the Festival.
- **Corporate Village:** Bay area businesses have the opportunity to reinforce their brand. TBBHF supports community development, and the Street Festival allows local businesses to optimize opportunities by presenting a platform to promote products and distribute promotional materials.

Heritage Living History – As a part of the educational initiatives of the Festival, the Living History exhibit focuses on significant historical African-American moments and events.

Heritage Leadership Luncheon – The focus of the Leadership Luncheon is to engage our community in current events that affect our local communities and our nation. The core element includes a speaker who worked alongside Dr. Martin Luther King, Jr.

Heritage Movie and Panel Discussion – Held at the historic Tampa Theatre, the film and panel discussion is focused on today’s youth and how to transition them as tomorrow’s leaders. Our featured panelists are pioneers who highlight the historical significance of those who continue to keep the dream alive by fighting for equality for all.

Heritage Photography Contest – In an effort to motivate, inspire and educate children to succeed, the TBBHF holds an art competition for middle school students. Participating children receive disposable cameras and work with a mentor to help them through the process. First, second and third places are awarded, and winners receive a savings bond that matures upon their graduation.

■ TAMPA BAY BLACK HERITAGE FESTIVAL CONSUMER

Festival attendee numbers were approximately 100,000 in its eleventh season. As we continue to enhance our calendar of events, the attendance figures continue to increase with community and tourist participation. The demographic profile of the typical TBBHF participant: family units average size of 4.5; age range from 27 to 55; 65% from Hillsborough county, 20% from other surrounding counties and 15% from other parts of the United States.

Benefits of Sponsorship

Sponsors enjoy wide-reaching benefits for contributing to the Tampa Bay Black Heritage Festival, as well as impacting the community in a positive manner. Your contribution will:

- ✓ Build public awareness for your company through our outreach.
- ✓ Help your company achieve its community outreach objectives, and solidify your company as an organization dedicated to bettering the community.
- ✓ Help identify your company as one that promotes and embraces diversity.
- ✓ Increase scholarship programs for students in need through our scholarship program.
- ✓ 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.
- ✓ Make your company part of an event that receives national attention through being named a Top 20 Event by the Southeast Tourism Society in 2005, 2006, 2009, 2010 and 2011. Southeast Tourism Society (STS) publishes the winners in a quarterly publication they send to over 1,600 outlets, including newspapers, magazines, radio stations, TV stations and more.
- ✓ 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.

Advertising & Promotional Opportunities

2011 Sponsors benefited from high-level branding opportunities and new customer awareness through the following:

Billboards – various locations in Tampa

Radio – continuous commercials on stations in Tampa, Orlando and Jacksonville and Winter Haven

Cable – commercials aired throughout South Florida on popular television stations

Print – advertisements with news partners including the Tampa Tribune, Florida Sentinel Bulletin, St. Petersburg Times, Miami Herald, N-Touch News and AAA Going Places magazine

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 – WMNF, WSJT, WTMP, The Power Broker e-zine, TBO.com, and others

Brochures/Flyers – distributed in Miami, St. Petersburg, Orlando and Jacksonville

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 – 1,000 Commemorative Souvenir Booklets distributed featuring artists, speakers, authors, sponsors and Festival information

Social Media – Twitter, Facebook, YouTube and other platforms

National Advertising – Essence.com e-blast

12TH ANNUAL SPONSORSHIP OPPORTUNITIES

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

■ TITLE SPONSOR – \$60,000

- Logo and audio mention in ALL advertisements and media releases as the “Title Sponsor”
- Corporate banner ad link from Festival website for 1 year
- Sponsor name on ALL Signature Heritage Event tickets
- Opportunity to address the audience at ALL Signature Heritage Events
- Name recognition to 4 million consumers in Florida, Georgia and Tennessee
- 2 full-page color advertisements in the Commemorative Souvenir Booklet
- Vendor booth or dedicated prime location at the Heritage Street Festival
- Ability to distribute your company’s marketing material at all Signature Heritage Events
- Corporate banner and corporate display at all Signature Heritage Events
- Logo inclusion on all promotional collateral material where appropriate
- Recognition from the stage at all Signature Heritage Events by the Festival spokesperson
- Receive a large, framed poster that is displayed at all Signature Heritage Events
- One joint appearance on a local radio show that is promoting the Signature Heritage Events
- All access pass to Heritage Artists (subject to artist availability)

VIP TICKETS – to all Signature Heritage Events and all Partner Events.

■ EBONY SPONSOR – \$40,000

- Logo and audio mention in select advertisements and media
- Corporate logo and link on Festival website for 1 year
- Opportunity to address the audience at 1 Heritage Signature Event
- Name recognition to 4 million consumers in Florida, Georgia and Tennessee
- 1 full-page color advertisement in the Commemorative Souvenir Booklet
- 2 six-foot tables in the Corporate Village at the Heritage Street Festival
- Ability to distribute your company’s marketing material at the Heritage Street Festival
- Corporate banner displayed at all Signature Heritage Events
- Logo inclusion inside the Commemorative Souvenir Booklet
- Recognition from the stage at all Signature Heritage Events by the Festival spokesperson

VIP TICKETS – to select Signature Heritage and Partner Events.

■ ZEBRAWOOD SPONSOR – \$30,000

- Name mention in select media releases
- Corporate logo and link on Festival website for 9 months
- Opportunity to address the audience at 1 Signature Heritage Event
- 1 full-page black-and-white advertisement in the Commemorative Souvenir Booklet
- 1 six-foot table in the Corporate Village at the Heritage Street Festival
- Ability to distribute your company's marketing material at the Heritage Street Festival
- Corporate banner displayed at all Signature Heritage Events
- Recognition from the stage at all Signature Heritage Events by the Festival spokesperson
- Logo inclusion on select promotional collateral material where appropriate

VIP TICKETS – to select Signature Heritage and Partner Events.

■ TAMBOTI SPONSOR – \$20,000

- Name mention in select media releases
- Corporate logo and link on Festival website for 6 months
- 1 half-page black-and-white advertisement in the Commemorative Souvenir Booklet
- 1 six-foot table in the Corporate Village at the Heritage Street Festival
- Ability to distribute your company's marketing material at the Heritage Street Festival
- Logo inclusion on select promotional collateral material where appropriate

VIP TICKETS – to select Signature Heritage and Partner Events.

■ MAHOGANY EVENT SPONSOR – \$15,000

- Name mention in select media releases
- Opportunity to address the audience at sponsored Signature Event
- 1 half-page black-and-white advertisement in the Commemorative Souvenir Booklet
- 1 six-foot table in the Corporate Village at the Heritage Street Festival
- Premier sponsor for Signature Event
- Corporate logo and link on Festival website for 6 months
- Corporate logo on Signature Heritage Event ticket

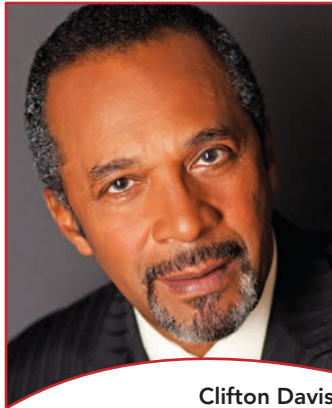
VIP TICKETS – to select Signature Heritage and Partner Events.

■ HERITAGE DONOR – \$2,000-\$10,000

- Name mention in select media releases
- 1 quarter page black-and-white advertisement in the Commemorative Souvenir Booklet
- Package will be tailored to dollar amount

VIP TICKETS – to select Signature Heritage and Partner Events.

Past Performers & SPEAKERS:



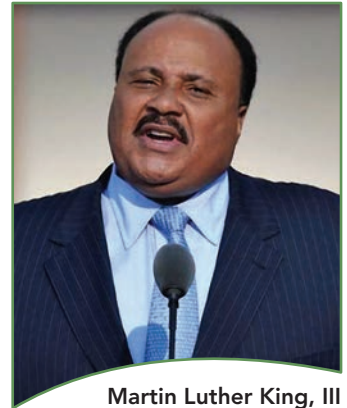
Clifton Davis
Actor, Singer and Minister



Eric Darius
Jazz Saxophonist



Wayman Tisdale
Basketball Player and
Smooth Jazz Bass Guitarist



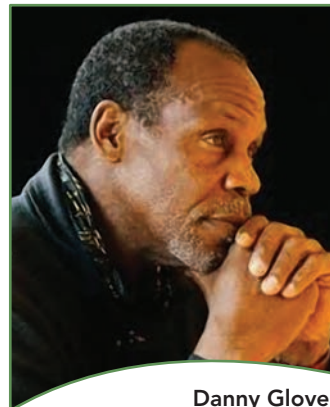
Martin Luther King, III
Human Rights Advocate
and Community Activist



Rev. Bernice King
Minister



Dr. Maya Angelou
Poet, Novelist, Educator,
Actress and Civil Rights Activist



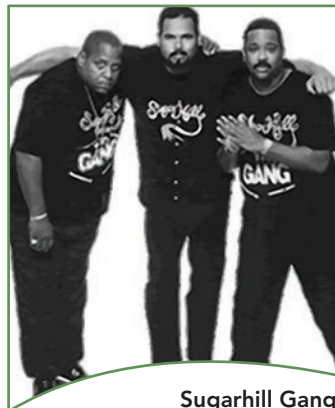
Danny Glover
Actor, Producer
and Humanitarian



Adrian Pickett, Jr.
Self-Taught Master
Charcoal Artist



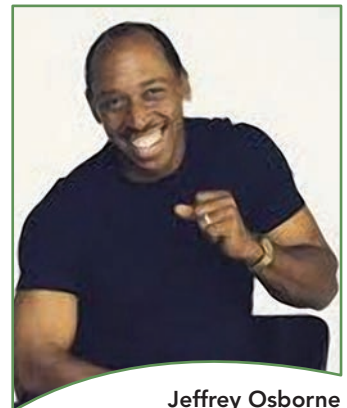
Najee
Urban Jazz Saxophonist
and Flautist



Sugarhill Gang
Hip Hop Group



Xernona Clayton
Founder & CEO of
the Trumpet Awards



Jeffrey Osborne
R&B Singer and Songwriter

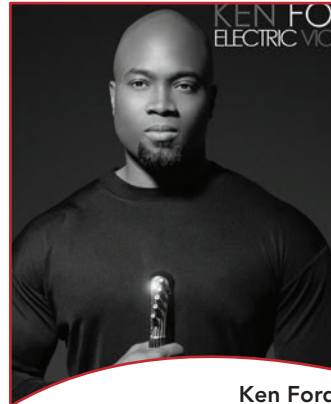


**Tommie Smith
John Carlos**

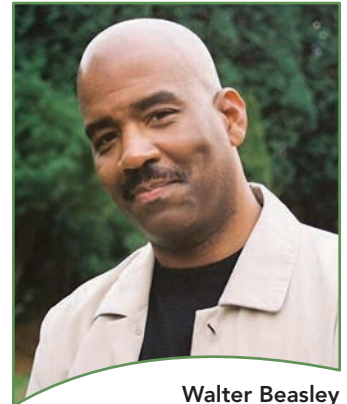
American Legacy "Know Your History" Mobile Bus Tour – 1968 Olympic Medalists



Angela Gittens
ACI Director General



Ken Ford
Electric Violinist



Walter Beasley
Saxophonist and Professor



Al Sharpton
Minister, Civil Rights Activist
and Radio Talk Show Host



Brenda Jackson
New York Times and USA
Today Best-Selling Author



Dorothy Gilliam
1st Black Woman hired
as a Full-Time Reporter
at The Washington Post



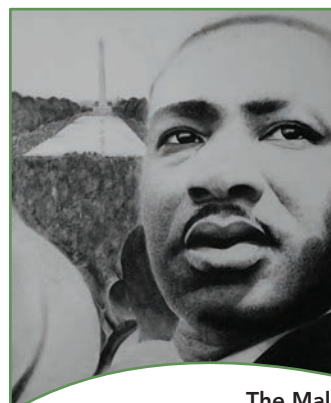
Michael Baisden
Author and Radio
Talk Show Host



Rev. Deforest B. Soaries Jr.
Minister and Former New
Jersey Secretary of State



Bern Nadette Stanis
Actress, Dancer, and
Motivational Speaker



The Mall
Adrian Pickett, Jr., Artist
(Martin Luther King, Jr.), 2009,
charcoal on matboard



Sugar Shack
Ernie Barnes, Artist

2011 TAMPA BAY BLACK HERITAGE SPONSORS

EBONY



ZEBRAWOOD



TAMBOTI



MAHOGANY EVENT



HERITAGE DONOR





TAMPA BAY BLACK HERITAGE FESTIVAL, INC.

Sponsorship Opportunities

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

- TITLE LEVEL \$60,000** **EBONY LEVEL \$40,000** **TAMBOTI LEVEL \$20,000**
- ZEBRAWOOD LEVEL \$30,000** **MAHOGANY EVENT SPONSOR \$15,000**

Mahogany Events:

- ___ Heritage Gala ___ Heritage Leadership Luncheon
- ___ Heritage Living History ___ Heritage Street Festival
- ___ Heritage Movie and Panel Discussion

Other Donation:

- Heritage Donor (\$2,000-10,000)
- In-kind gift/donation
- \$ _____

Full Name: _____ Title: _____

Company Name: _____

Mailing Address: _____

Tagline or Company Description: _____

Contact Phone Number: _____

Fax Number: _____

Email Address: _____

Signature Date

Commemorative Souvenir Booklet Ad sizes (Height x Width):

- Full page – 10 x 7½
- Half page – 5 x 7½
- Quarter page – 5 x 3¾

Formats for Ad & Logo:

JPEG, PDF, PNG, TIFF and EPS
 300 dpi is the minimum for jpeg and pdf formats.

Logo, Ad, and Contact Information:

Please email your ad and logos in color to Marie Curate at marie@tampablackheritage.org no later than October 3, 2011. Please include this form. If you have any questions, please do not hesitate to contact Marie at **(813) 760-2973**.

Check should be made payable to:
 Tampa Bay Black Heritage Festival, Inc.

Mailing Check & Form:

Please mail check and include this form no later than October 3, 2011 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 representatives with various backgrounds govern the organization.

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



PLACE
STAMP
HERE

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