

Dear Potential Sponsor,

INTRODUCTION:

Welcome to ***The Melanin Market***. The newest platform for Black owned businesses that doesn't just generate exposure and revenue for the small or mainstream businesses that participate, but focuses on enhancing the way they do business and gives them the professional elements they need to function in a diverse society. This great event will showcase some of the greatest start up and small brands that are yet to hit the scene of the mainstream marketplace!

We wanted to insure this event was specific but yet diverse at the same time which thus lead us to the name "The Melanin Market."

MELANIN: *any of a group of black or dark brown pigments present in the hair, skin*
MARKET: *an open place or a covered building where buyers and sellers convene for the sale of goods. A meeting of people for selling and buying*

This is not the ordinary business fair or boring professional setting, this is a twist on the normal "just tables and chairs and products spread out for review" setting. This is a **NEW INTERACTIVE** platform that will also allow the vendors to do live presentations of their services they may offer that aren't tangible physical items you buy in the store. This includes but not limited to: ***Artists, DJs, Shoe Repair, Spoken word, Party promoters, Life Coaches, Public Speakers and much more.***

FOR EXAMPLE:

A DJ may come to vend to sell CDs and digital downloads and etc, but can also pay to showcase during one of our main attraction hours to have all the attention on them at that time to showcase the quality of service they provide. This way people can see their style and flow LIVE and in color on the spot.

PURPOSE:

To give small businesses a platform amongst their race and community to expose their ideas, gifts and services to a mass of people to create new followers and potential lifelong customers. To educate black customers and black business owners on why they should keep the black dollar rotating amongst our ethnic community as well as our local community to insure the local economy is increasing and growing strong day by day. To produce success stories of how we as an entity helped to enhance a small black owned business to a point where they were able to cross over into the mainstream corporate markets.

DEMOGRAPHIC:

This event is being marketed to not just the Willingboro area, but as far around into the surrounding areas as we can go. This event is the newest wave to the market place and it encompasses some new innovative elements that cater to a wider range of customer beyond the normal business expo.

OUR FIRST time presenting this event and these elements to the world was last year, **November 18, 2017** where we hosted *"The Melanin Market"* in Willingboro, NJ. It was a great success with **3 financial sponsors** and **60 plus Paid vendors** who had an array of products and services that help to create a wide range of businesses for the community and event.

OUR SECOND time presenting this event and these elements to the world was this year, **April 7, 2018** where we hosted *"The Melanin Market"* in Willingboro, NJ again. It was an EVEN GREATER success with **7 FINANCIAL SPONSORS: (ALL LEVELS OF SPONSORSHIP Were filled expect for silver)** and **100 PLUS PAID VENDORS** who had an array of products and services that help to create a wide range of businesses for the community and event.

NEW EVENT DATE: November 10, 2018

TIME: 12 noon to 6:00 pm

LOCATION: John F. Kennedy Recreation Center
211 W. Kinney St. Newark, NJ 07103

STATS:

- Expected Attendance: 1.5k +
- Expected Participants: 70 Vendors / brands
- Reach: 30k +

The MELANIN MARKET MANAGERS:

- Cory Cottingham
- Lamar Robinson: (IG: @marweeezzz)
- Arrington Alexander Crawford:
(IG: @TheBillionBrand / www.TheBillionBrand.com)

REASON:

We have reached out to you and are excited about your interest to be a sponsor for this event because we feel you have a strong brand and business focus that will help to assist us in the main focus of this event. We feel that you are able to be an example to those businesses who are participating to look to and gain knowledge that would help to both subconsciously and consciously affect how they run their personal business.

PACKAGES:

Below you will see the sponsorship opportunities that are available and what benefit they will be to your brand or business. These packages are a solid look at what you would be getting from this event. We hope you find a package that best fits your and your needs to be able to simultaneously help make this event a success!

PLATINUM: TITLE SPONSOR

\$1000.00

- The OFFICIAL TITLE SPONSOR OF “ The Melanin Market”
 - This means that it would state: “ _____ & _____ Present: “The Melanin Market Experience.
- Logo placement on all marketing materials as the prominent sponsor
 - Step & Repeat, Website, Promo Flyers, Videos, correspondence
 - A vendor table that is located at the front of venue in prime location.
 - VIP SECTION with 10 person guest list catered.
 - 1 professional 2 minute promo video for your brand / 1 minutes Instagram video
 - 2 professional Promo Flyers for your brand
 - A 1 hour brand consultation with @TheBillionBrand (Brand Developer / Manager)
 - *Content creation, social media expertise, brand organization for scaling & more*
 - Info about brand and/or products put into attendees gift bags.
 - A two page media write up on brand in Local Press Platform
 - On line Radio Commercial set up with local Radio station.
 - 5 minute Official interview conducted at event with Host.
 - 5 minutes of Stage time to discuss brand every hour to the various attendees that come
 - We will come do 2 live videos from your store or location of brand leading up to event.

GOLD: SPONSOR

\$750.00

- Logo placement **SECOND** LARGEST on all marketing materials as a main sponsor
 - Step & Repeat, Website, Promo Flyers, Videos, correspondence
 - A vendor table that is located in prominent location where it can be seen by all attendees as we direct them to you specifically
 - VIP SECTION with 4 person guest list
 - 1 professional 1 minute promo video for your brand
 - 1 professional 1 sided Promo Flyer for your brand
 - A 30 minute brand consultation with @TheBillionBrand (Brand Developer / Manager)
 - Info about brand and/or products put into attendees gift bags.
 - A whole page media write up on brand in Local Press Platform
 - A media write up on brand
 - 2 minute Official interview conducted at event with Host.

SILVER: SPONSOR

\$500.00

- Logo placement **THIRD** LARGEST on all marketing materials
 - Step & Repeat, Website, Promo Flyers, Videos, correspondence
 - A vendor table in one of the 2 prime locations
 - VIP SECTION with 3 person guest list
 - 1 professional 30 second promo video for your brand
 - 1 professional 1 sided Promo Flyer for your brand
 - A 30 minute brand consultation with @TheBillionBrand (Brand Developer / Manager)
 - Info about brand and/or products put into attendees gift bags.
 - A half page media write up on brand in Local Press Platform.
 - A media write up on brand

Bronze: TITLE SPONSOR

\$250.00

- Logo placement modestly placed on marketing materials to include:
 - Website, Promo Flyers, Videos
 - A vendor table in one of prime locations
 - VIP SECTION with 1 person guest list
 - 1 professional 15 second promo video for your brand
 - 1 professional - 1 sided Promo Flyer for your brand
 - A 15 minute brand consultation with @TheBillionBrand (Brand Developer / Manager)
 - Info about brand and/or products put into attendees gift bags.

Below you will see visuals from our last few events to see how we insure your brand is well visible and listed appropriately on our materials and platforms. For maximum exposure and promotional push.

FLYER



WEBSITE



SPECIAL GUEST PROMO



STEP & REPEAT



**AS YOU CAN SEE WE TAKE PRIDE IN
PRESENTING OUR
SPONSORS WITH THE OPTIMAL
EXPOSURE & INSURE WE
GIVE THEM THE DUE VISUAL AND
PHYSICAL FACETIME POSSIBLE.**

Attached below you will see a section to list what package you would like to follow through with purchasing:

THE MELANIN MARKET

SPONSORSHIP AGREEMENT

I _____ agree to become an official sponsor of The Melanin Market for the 2018 year by committing to enter in at sponsor level: (please check one of these options that best fits your brand below)

_____	Platinum:	\$1000
_____	Gold:	\$750
_____	Silver:	\$500
_____	Bronze:	\$250

COMPANY NAME: _____

CONTACT NUMBER: _____

BUSINESS ADDRESS: _____

SOCIAL MEDIA HANDLES:

(please provide your social accounts for our records & promotional purposes)

- Facebook: @ _____
- Instagram: @ _____
- Twitter: @ _____
- Website: _____
- Youtube: _____

Please check off each of the following to insure we know you are aware of what is expected of you and what is expected of us.

_____ I understand that any money made from this event is at no right owed to me.

_____ I understand that I must conduct myself in a professional manner leading up to the event and while present at the event to insure the brand of the event and your personal business is not tarnished.

_____ I understand that I must arrive on time at the call time given to me and adhere to all dates that are agreed upon in which would need my presence or the completion of a task.

_____ I understand that The Melanin Market is not guaranteeing that I will make any sells, but they are guaranteeing to put me before the public as extensive as possibly in their reach to insure I can potential make new customers for my brand.

_____ I understand that the melanin market is not responsible for any loses or expenses of mine leading up to, at or after the event.

_____ I understand that any situations that arise or concerns must be addressed vis email to insure we have proper documentation for reference at a later time if needed in the event there is a discrepancy.

_____ I understand that the sponsorship amount must be paid in full before any advertisement with my logo and brand identity can be used.

I understand all that is stated in this agreement and I am in my right mind as I sign it to not at a later date attempt to bring up issues or concerns that were not presented or asked before signing this document. This is a legal and binding agreement to be accepted in all 51 states.

Brand / Business Owner

DATE

Witness

The Melanin Market

DATE