

THE MALCOLM X FESTIVAL & PARADE

Cultural | Arts | Workshops | Music | Community



Malcom X Festival & Parade is the premier annual cultural and art festivals in the North Florida & South Georgia area, and we are asking for your support. The KEMETIC EMPIRE serves as community outlet to showcase the dynamic talent within the rich the African American culture of all genre of arts.

From the vision & dream, The KEMETIC EMPIRE will provide several culture events throughout the weekend that will feature local and national talent from musicians, poets, artists, dancers, arts, and crafts, and closing concert. With a kickoff luncheon & workshop on Friday featuring speakers, workshops, and seminars.

During the Saturday festivities there are several special slated events which include health and wellness segments, performing artist, educational features for children, ethnic food cuisine showcases, African dancers, high school drum lines, visual art & paintings, and much more excitement and entertainment.

This is the first of its kind in Jacksonville history. Our objective is to broaden the diverse cultural talents that Jacksonville has to offer. The audience at the event will be a diverse crowd including, students, families, community leaders, and professionals. As a sponsor, your organization or business will have the opportunity to gain valuable exposure through the success of this event.

This event could not take place without the commitment of our sponsors, supporters, volunteers, and community support. Your support as a sponsor will provide you with high-level branding opportunities and garner more consumer exposure in the market.

The KEMETIC EMPIRE staff is offering you the opportunity to support the event and commit to this year's event and our future events with us to brand your product or service to our guest. We encourage you to review this packet and join us in making this event a success.

We appreciate your consideration and look forward to hearing from you soon. Should you have any questions or need additional information, please contact Diallo Sekou at kemetic.empire@yahoo.com or 706-284-9808

Marketing

Strategic Partners benefit from the KEMETIC EMPIRE | Urban-GeoPonics event provided Each strategic partnership is developed to provide maximum KEMETIC EMPIRE exposure

MARKETING BENEFITS OVERVIEW

Radio Campaign: Audio commercials throughout Jacksonville & surrounding areas, and South Georgia

- Exclusive VIP Seating ticket promotion with sponsor tags
- 30-50 spots per week leading up to event
- 15-20 segment spots 2 weeks prior to event
- 15-20 Live tagged announcements per week

Print Campaign: Print marketing distributed throughout Jacksonville and surrounding areas will include but not limited to:

- Print Media (Flyers, Posters)
- Billboards
- Local Magazines
- Local Newspaper

Television Campaign:

- 10-15 spots per week leading up to event
- Promo spots during selected television shows

Online Media Marketing: Ongoing internet marketing with custom emails & banner ads

- KEMETIC EMPIRE , Urban-GeoPonics Website
- Partnering websites
- Custom eblast: (over 75,000 emails locally)

Social Media Marketing: Utilizing a strategic online promotion that includes:

- Facebook.com (A combined list of over 25,000 friends)
- Twitter.com
- BlackPlanet.com
- Tagged.com
- Pinterest

Malcom X Festival Saturday May 16th 2015

The following opportunities provide you or your company maximum exposure at the event surrounding the Malcom X Festival.

Title Sponsor - \$15,000 (1 available)

- Exclusive recognition as presenting sponsor
- **(2)** Vendor tents for product sampling (entrance & other prime location in venue)
- Sponsor of VIP hospitality tent (VIP & Sponsor's)
- Optional vehicle placement at entrance or prime location in venue
- Presentation during KEMETIC EMPIRE Soiree
- Placement on all marketing materials
- Full ad on inside cover or back page of complimentary KEMETIC EMPIRE mini booklet
- Periodic branding announcements throughout KEMETIC EMPIRE festivities
- Name & logo on all t shirts
- Link to sponsor's website from all internet advertisement
- **(5)** Minute stage presentations
- Placement of name & logo on stage banner during events
- Video ad incorporated in event production video on jumbo screens during event
- Name & logo on giveaway & talent gift bags
- Product placement in gift bags (*sponsor provides products*)
- **(2)** Custom e-blast per month leading up to event via marketing partners email database
- Rights to first refusal of future KEMETIC EMPIRE events

Title Sponsor - \$3,000 (2 available)

- Optional Vehicle placement inside event
- **(1)** Vendor tent
- Placement on all marketing materials
- Full ad in of complimentary KEMETIC EMPIRE mini booklet
- Periodic branding announcements throughout event
- Inclusion of name & logo on all t shirts
- Link to sponsor's website from all internet advertisement
- Placement of name & logo on stage banner during event
- Video ad incorporated in event production video on jumbo screens during event
- Product placement in gift bags (*sponsor provides products*)
- **(2)** Custom e-blast per month leading up to event via marketing partners email database

Supporting Sponsor - \$2,500 (4 Available)

- (1) Vendor tent
- Name & logo on all marketing products
- Full ad in of complimentary KEMETIC EMPIRE mini booklet
- Periodic branding announcements throughout event
- name & logo on all t shirts
- Link to sponsor's website from all internet advertisement
- Placement of name & logo on stage banner during event
- Name & logo rotation on jumbo screens during event
- Product placement in gift bags (**sponsor provides products**)

Stage Sponsor - \$2,500

- Exclusive banner placement on performance stage
- Half page ad in complimentary KEMETIC EMPIRE mini booklet
- Link to sponsor's website from all internet marketing ads
- Name & logo rotation on jumbo screens during event
- Periodic branding announcements throughout event
- Product placement in gift bags (**sponsor provides products**)

Vehicle Placement - \$2,500

- Vehicle placement at entry of event
- Name and logo on KEMETIC EMPIRE website and link to sponsor's website
- Half page ad in complimentary KEMETIC EMPIRE mini booklet
- Name & logo rotation on jumbo screens during event
- Product placement in gift bags (**sponsor provides products**)

Gift Bag Sponsor - \$1,000

- Name and logo placement on KEMETIC EMPIRE gift bags
- 1/4 page ad in complimentary KEMETIC EMPIRE mini booklet
- Product placement in gift bags (**sponsor provides products**)

Kidz Korner - \$1,000 (Brand your product to the kids)

- Name and logo placement on KEMETIC EMPIRE Urban-GeoPonics website
- 1/4 page ad in complimentary KEMETIC EMPIRE booklet
- Product placement in gift bags (**sponsor provides products**)

KEMETIC EMPIRE Soiree - \$1,000 (Host the premier upscale gala for VIP & Sponsors)

- Name recognition during soiree
- Name & logo projected on backdrop during presentations
- Name & logo branded on VIP gifting packages
- (5) Minute presentation during event
- Promotional table at entrance of soiree

Projection Screenshots - \$500

- ¼ Page ad in KEMETIC EMPIRE mini booklet
- Product placement in gift bags (sponsor provides products)
- Placement on KEMETIC EMPIRE T-shirts

Gift Bags Insert - \$100

- Product placement in gift bags (**sponsor provides products**)

*Custom sponsor packages are available based monetary budget for your company.