



## **\*\*VENDOR & SPONSORSHIP PACKAGES\*\***

### **Holiday Inn – Downtown St. Louis**

811 N. 9<sup>th</sup> Street

St. Louis, MO 63101

**Saturday and Sunday**

**October 12-13, 2019**

**12 noon – 8 pm**

The mission of the St. Louis Natural Hair & Black Culture Expo, LLC is to educate the African American community on the health benefits associated with natural hair and using natural hair and natural skin care products. Our goal is to provide a platform for small community-based businesses to market and sell their products and services while learning how to be profitable and fiscally responsible small business owners.

## Why do you want to be a sponsor for the St. Louis Natural Hair & Black Culture Expo?

1. The STLNBCE Family will promote and market your brand throughout the duration of our STLNBCE promotion period.
2. You can promote your brand within the African American Community exclusively! *"Our goal is to provide a platform for small community-based businesses to market and sell their products and services to consumers who are interested in healthy and fashionable natural hair, using the best natural hair products."* This provides you with a unique opportunity as a sponsor of the STLNBCE.
3. You can be a part of promoting and supporting other community-based businesses! Because we strive to promote the community-based business, your sponsorship will enable you to support these businesses as well as meet and develop your own relationship with new clients and businesses.

### Event Marketing Campaign

For three (3) months in July, August, September 2019, iHeartMedia Station will conduct a massive marketing campaign for the St. Louis Natural Hair & Black Culture Expo on three radio stations:

**100.3The Beat**

**Majic 103.7**

**Hallelujah AM 1600**

#### On Air

\*Recorded promos on iHeartMedia stations:

July – minimum of **400 over all 3 stations**

August – minimum of **500 over all 3 stations**

September – minimum of **600 over all 3 stations**

**(1500 total promos over 3 months)**

#### Digital

Digital campaign – Home page link to custom landing page reaching 150,000 page views total

#### Social Media

Facebook – reaching 20,000+

IG – reaching 10,000+

YouTube – 1,000 and rising!

#### Community Outreach

May: African Arts Festival

June: Juneteenth Events

August: St. Louis African American Artifacts Festival and Bizarre

September: Twilight Tuesday

## The 5<sup>th</sup> Annual St. Louis Natural Hair & Black Culture Expo 2019

The 5<sup>th</sup> Annual St. Louis Natural Hair & Black Culture Expo is scheduled for October 12-13, 2019! The 4<sup>th</sup> Annual St. Louis Natural Hair & Black Culture Expo was held on September 2018. Our goal was to promote a professional networking environment filled with education, entertainment and cultural awareness. Our October 2016 Expo housed over 1000+ attendees while our October 2017 Expo housed over 1500+ attendees! There were a number of professional educators who facilitated classes and we were honored with the presence of over 52 vendors including but not limited to Healthy Hair Solutions, Curly Dew, Nature's Protein, FAB Essentials and many more!

We are proud to boast our statistics of attendees from our September 2018 Expo:

85% Women; 15% Men

Ranging in ages as noted below:

13% - 18-24

30% - 25-35

35% - 35-44

15% - 45-54

7% - 55-64

As you can see The St. Louis Natural Hair & Black Culture Expo was heavily attended by a large number of guests!! Again, The St. Louis Natural Hair & Black Culture Expo (#STLNHBCE2019) Family is working around the clock to make sure our Expo is the best St. Louis has ever experienced! Again this year, we will continue to offer a number of FREE consumer classes and demonstrations for the professional stylist. We will have 50+ vendors, live product and technique showcasing by professional barbers and stylists, product and service promotions, performances, and a host of natural hair experts present to provide onsite product and technique consultations!

**Who:** EVERYONE

**What:** St. Louis Natural Hair & Black Culture Expo

**Where:** Holiday Inn St. Louis – Downtown Convention Center 811

N. 9<sup>th</sup> Street, St. Louis, MO 63101

**When:** Saturday, October 12 from 12 PM to 8 PM &

Sunday, October 13 from 12 PM to 8 PM

**How:** Complete and submit your sponsorship application today!

**Become a sponsor of the St. Louis Natural Hair & Black Culture Expo, LLC today!**

# St. Louis Natural Hair & Black Culture Expo

\*\*\*VENDOR/SPONSORSHIP PACKAGES\*\*\*

## INTRODUCTORY PACKAGE (Sponsorship Only) \$100

Company OR Brand LOGO on 5K Flyers  
2 (two) tickets  
Social Media Marketing

## BRONZE PACKAGE (Vendor Only) \$350

6ft-table, 2 chairs, and a Table Cloth  
Company OR Brand LOGO on 5K Flyers  
Five (5) tickets to the event  
Social Media Marketing  
Main stage recognition during event

## SILVER PACKAGE \$600

6ft-table, 2 chairs, and a Table Cloth  
Company OR Brand LOGO on 5K Flyers  
Ten (10) tickets to the event  
Main stage recognition during event  
6ft-table, 2 chairs, and a Table Cloth  
Advertised on all Marketing Materials (Banners, flyers, and programs)  
Advertised in any Press (TV, newspapers, online radio, Social Media)

## GOLD PACKAGE \$1000

Title sponsorship  
Twenty (20) tickets to the event  
20-minute segment on Main stage and/or class during event  
10X10 booth including, 6ft-table w/pole and draping, 2 chairs, and a Table Cloth  
Advertised on all Marketing Materials (Banners, flyers, and programs)  
Advertised in any Press (TV, newspapers, online radio, Social Media)  
Recognition at event on Main stage at event  
Interviewed at event about brand, product and/or service

## PLATINUM PACKAGE \$1500

Title sponsorship  
Thirty (30) tickets to the event  
30-minute segment on Main stage and/or class during event  
Main Stage Signage  
10X20 booth including, 2 6ft-table w/pole and draping, 4 chairs, and a Table Cloth  
Advertised on all Marketing Materials (Banners, flyers, and programs)  
Advertised in any Press (Podcast, TV, newspapers, online radio, Social Media)  
Recognition at event on Main stage at event  
Interviewed at event about brand, product and/or service

**NOTES:** \*Silver, Gold, Platinum packages are eligible for product marketing services.

\*Vendor/Sponsor must provide sample product, marketing materials, etc. **at minimum** four (4) weeks prior to/before show.

**\*NO REFUNDS WILL BE EXTENDED.**

## St. Louis Natural Hair & Black Culture Expo

\*\*\*VENDOR/SPONSORSHIP PACKAGES\*\*\*

Please select your Sponsorship Package by placing an **X** in the designed package choice above. Once you have made your selection, please complete the form below. Thank you.

Package Choice: \_\_\_\$100 \_\_\_\$350 \_\_\_\$600 \_\_\_\$1000 \_\_\_\$1500

Name: \_\_\_\_\_ Date: \_\_\_\_\_

Company/Organization: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone number: \_\_\_\_\_

If you have any questions, please do not hesitate to contact:

**Christopher Simpson**

**Email: Stlnhbce@yahoo.com**

**Call: (314) 899-0401 office**

**Call: (314) 398-1585 cell**

**[www.stlnaturalhairexpo.com](http://www.stlnaturalhairexpo.com)**