

2023 BLACK LUXE EXPO SPONSORSHIP OPPORTUNITIES



9.9.23
EXPO
2PM-8PM

HIGH POINT, NC
HIGH POINT THEATRE

4TH ANNUAL
BLACK LUXE EXPO
NEXT LEVEL SHOPPING + BLOCK PARTY EXPERIENCE
SHOWCASING BLACK-OWNED BUSINESSES
FOOD TRUCKS, LIVE MUSIC, ENTERTAINMENT, GIVEAWAYS, LIVE DEMOS + MORE!

TIX ON EVENTBRITE   @BLACKLUXECO FREE TO THE PUBLIC

WWW.BLACKLUXECO.COM/EXPO

4TH ANNUAL BLACK LUXE EXPO

SEPTEMBER 9, 2023

2:00 PM - 8:00 PM

HIGH POINT THEATER | 220 EAST COMMERCE STREET | HIGH POINT, NC 27261

BE A PART OF THE LARGEST BLACK-OWNED BUSINESS EXPO IN THE TRIAD

Thank you for taking the time to review this sponsorship proposal for the 4th Annual Black Luxe Expo. Black Luxe & Company is an integrated social impact and design studio committed to delivering innovative and advanced digital solutions. We strengthen digital impact through our core principles: Strategy, Design, Community, and Implementation.

Since 2020, the **Black Luxe Expo** has brought **hundreds of black-owned businesses** from **North Carolina, South Carolina, Georgia, Virginia, Tennessee, Maryland, Texas, and Florida** to **showcase their products and services**. Including thousands of guests traveling near and far to celebrate with friends and family, to shop, eat, network, and revel in black excellence, and entrepreneurship.

The Black Luxe Expo has become one of the **most anticipated events of the year** — connecting the community through commerce, culture, and celebration!

Sponsoring the Black Luxe Expo gives your business the opportunity to get your name in front of thousands of people, and be associated with an impactful event that drives diversity, inclusion, and accessibility to black-owned businesses, creatives, and entrepreneurs in the Greater High Point area.



ABOUT THE BLACK LUXE EXPO

Now, in its 4th year, the Black Luxe Expo continues to grow and deliver **impactful community engagement and valuable connections**. The 2023 expo will showcase premier black-owned businesses, and a main stage, featuring two DJs with classic R&B, hip-hop, and reggae. Along with live performances, entertainment, and a keynote speaker. **The expo is a cultural celebration that is aesthetically infused with shopping, music, art, economics, health initiatives, and high vibrations.**

The Black Luxe Expo is a **high-energy niche trade show celebration** and a High Point **destination event**. Happening in the heart of downtown at the High Point Theatre — a state-of-the-art, downtown venue providing an outdoor and fun atmosphere. Expo exhibitors and guests from across the region gather to indulge in tasty delicacies, explore businesses, and enjoy the beautiful views of the International Home Furnishings Center (IHFC) and Showplace architecture.

Target Audience: Savvy Black & Brown Business Owners, Black and Brown Community Leaders, Black & Brown Owned Veteran Business Owners, Local Government officials, Minority-Owned Businesses and tourists visiting the area.



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4TH ANNUAL BLACK LUXE EXPO

NUMBERS + STATS + REVIEWS

EXPO STATS & REVIEWS

“ Everything was Awesome!! The atmosphere, the people, staff, volunteers, and the Director to come around personally to ask how things were?? Excellence!! We Will be back!

-HELEN N.
High Point, NC

“ We really enjoyed our time. It was a good vibe with live music and performances. They did a great job on bringing in quality customers. They were very professional and organize and we were able to raise a good amount of funds for our nonprofit. Can't wait till the next event.

-GOLDEN AYA
Lake City, FL

[READ MORE REVIEWS](#)



93%

EXHIBITOR
SATISFACTION
RATE



89%

RATED ABOVE
AVERAGE OR EXCELLENT

RATED AS A
POSITIVE
NETWORKING
OPPORTUNITY

81%

OF EXHIBITORS SOLD OUT OR DID
RELATIVELY WELL AT THE EXPO

EXHIBITOR
SALES
SUCCESS RATE



5.0

OVERALL
BUSINESS
RATING

GOOGLE.COM

100%

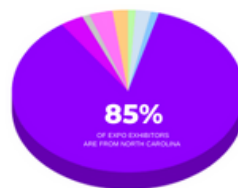


WILL ATTEND EVENTS PRODUCED BY BLACK LUXE & CO.

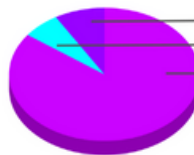
DEMOGRAPHICS & REACH

8

PARTICIPATING STATES



- Florida
- Georgia
- Maryland
- North Carolina
- South Carolina
- Tennessee
- Texas
- Virginia



FOOD
INFORMATIONAL
RETAIL + SALES

EXHIBITOR
INDUSTRY

450+

TOTAL NUMBER OF BLACK-OWNED
BUSINESSES WE'VE WORKED WITH

2500
AVERAGE NUMBER
OF ATTENDEES

76.2%
23.8%



DIGITAL GENDER REACH

SPONSORSHIP OPPORTUNITIES

As a sponsor, you will help us cultivate a diverse community, maximize the event experience, and accelerate startup and career growth.

The innovation of technology in business is crucial for entrepreneurs to navigate digital spaces, applications, online tools, and systems.

We believe that technology and entrepreneurial resources should be inclusive to everyone. However, resources for black-owned businesses are limited. As black buyers and black-owned businesses build the economy, there must be representation, knowledge, and access to such resources.

Sponsors of the Black Luxe Expo come back each year to connect with a niche demographic and the goodwill that comes with the success of the one-day exposition of shopping, live music, and good vibes.

Sponsorship packages are available at all levels to increase visibility, spotlight your business, and cultivate a connection with clients that align with your brand.

SPONSOR BENEFITS

- Reach new audiences and establish connections with them
- Maximum brand exposure
- Brand building
- Increase Return On Investment
- Increased credibility
- Increase the organization's reach
- Expand awareness of the organization's cause
- Elevate the organization's reputation
- Build strong presence



4TH ANNUAL BLACK LUXE EXPO

SPONSORSHIP LEVELS

Presenting Sponsor: \$10,000

- Top logo recognition and placement on all expo-related publications and marketing materials, including official expo guide, posters/banners, and Black Luxe Expo point-of-purchase materials.
- Dedicated Presenting Sponsor booth in a prime location.
- “Presenting Sponsor” mentioned in all advertising*
- Exclusive Newsletter announcements (60 days before the event)
- Listed as Presenting Sponsor in the press release
- Exclusive “Presenting Sponsor” Introduction at the Expo
- Special Opportunity to speak at the expo.
- Sponsor call-outs every hour during the event.
- Exclusive section & promotional space (including tables and chairs)
- Social media recognition (includes tags & mentions)
- Company links on our website
- Corporate logo on the email blast
- Company logo on main stage banners and signs at the expo
- Company logo with priority visibility on Main Flyer
- Access to Inside VIP Sponsor Section/Lounge*
- Recognition as Presenting Sponsor post-event
- Business Advertisements, Special Raffle Options, Email, and Social Media Promotions.
- Expo mementos*
- Unlimited VIP Parking Passes
- Lifetime of gratitude

SIGNATURE SPONSOR: \$8,000

- Logo placement in a secondary position to Presenting Sponsors on all expo-related publications and marketing materials
- Listed as Signature Sponsor in the press release
- Social media recognition (includes tags & mentions)
- Corporate logo on the email blast
- Company logo on main stage banners and signs at the expo
- Company logo Visibility on Main Flyer
- Company links on our website
- Company logo in secondary position on Main Stage banners and signs at the expo.
- Complimentary sponsor booth in a prime location.
- Priority acknowledgments from Main Stage during the course of the expo
- Business Advertisements, Special Raffle Options, Email, and Social Media Promotions.
- 10 VIP Parking Passes
- Expo mementos*
- Lifetime of gratitude

4TH ANNUAL BLACK LUXE EXPO

SPONSORSHIP LEVELS

PREMIER SPONSOR: \$6,000

- Complimentary sponsor booth in a dedicated sponsor location.
- Logo placement in the third position on all expo-related publications and marketing materials
- Exclusive Newsletter announcements (14 days before the event)
- Company logo on main stage banners and signs at the expo
- Social media recognition (includes tags & mentions)
- Company logo Visibility on Main Flyer
- Company links and Acknowledgments on our website
- Numerous acknowledgments from Main Stage during the expo
- Mentioned in the Opening Acknowledgments
- Expo mementos*
- 8 VIP Parking Passes
- Lifetime of gratitude

CULTURE SPONSOR: \$4,000

- Complimentary Information booth at the event in the dedicated sponsor location
- Company links and Acknowledgments on our website
- Social media recognition (includes tags & mentions)
- The company logo on advertising (website, banner, press, etc.)*
- Company logo Visibility on Main Flyer
- Newsletter announcements (7 days before the event)
- Periodic sponsor acknowledgments
- Mentioned in the Opening Acknowledgments
- Sponsor Acknowledgments every hour.
- 6 VIP Parking Passes
- Lifetime of gratitude

COMMUNITY SPONSOR: \$2,000

- Complimentary booth at the event in a prime location.
- Social media recognition (includes tags & mentions)
- Acknowledgment on our website
- Logo on the general expo signs
- Mentioned in the Opening Acknowledgments
- 4 VIP Parking Passes
- Lifetime of gratitude

PATRON SPONSOR: \$1000

- Complimentary booth at the event seating with premier exhibitors
- Social media recognition (includes tags & mentions)
- Acknowledgment on our website
- Mentioned in the Opening Acknowledgments
- 2 VIP Parking Passes
- Lifetime of gratitude



4TH ANNUAL BLACK LUXE EXPO

VIP BRAND PARTNER

BECOME A VIP BRAND PARTNER

Want to get your products and brand in front of thousands? Lucky for you, you don't need to spend a fortune on trade show marketing. We've got you covered! Join the VIP Bag Experience to get your brand in front of potential customers, make it a memorable experience, and get maximum publicity and exposure for your business!

ADVERTISEMENT BENEFITS

- Listed as VIP Brand Partner
- The chance to easily connect with and reach prospects in one go!
- The perfect gift for all your prospects, attendees, and customers.
- A fully branded experience to set you apart from the competition.
- Opportunity to create a unique call to action for recipients.
- Our staff will fulfill, manage and distribute bags to event attendees.

DONATE SERVICES OR PROMO ITEMS

- Provide tangible goods and services that will add value to the event such as gift/promotional items, supplies, additional tables, chairs, food (to host vendor happy hour), and more.
- Please email us at info@blackluxeco.com | Subject Line: In-Kind Expo Sponsor and include what items, services, supplies, and or equipment you want to donate.

APPLY TO BE A VIP BRAND PARTNER



4TH ANNUAL BLACK LUXE EXPO

IN-KIND MEDIA SPONSORSHIP

MEDIA SPONSORSHIP

- Opportunity to expose your media organization to an influential niche targeted audience.
- Featured as Official Media Sponsor on marketing collaterals
- Logo featured on the website with a dedicated link to the media outlet's website.
- Signage at the venue *
- Complimentary promo insertion in all gift bags to vendors (if applicable)
- Commit to the media coverage of the event during the opening ceremony, during, and after the event.*
- Interview event organizer, various vendors, and attendees (interview selection is at the media partner's discretion; interviews may be subject to approval by the host)*
- Produce final promotional/commercial video, highlighting the event, capturing significant moments in a professional manner, and engaging the target market.

ROLES OF THE MEDIA SPONSOR

- Follow us on [Instagram](#), [Twitter](#), @BlackLuxeCo, and on Facebook at www.facebook.com/bluxeandco | Use the hashtag: #BlackLuxeExpo
- Share information about the Annual Black Luxe Expo with your network, mailing lists, and social media connections.
- Promote the Black Luxe Expo extensively in the related digital media outlets and in print, if print publication.
- Commit to providing media coverage of the Black Luxe Expo before, during, and after the event.
- List the Black Luxe Expo pre- and post-event on all the social media networks where you have a presence.
- Placing the Black Luxe Expo e-flyer on the media company's website and other related websites.
- Increase the media exposure of the Black Luxe Expo in all media channels and outlets associated with your organization to promote attendance
- Interview event organizers, premier exhibitors, speakers, talent, etc.



4TH ANNUAL BLACK LUXE EXPO

All Sponsorships Must Be Submitted Online

[CLICK HERE TO SUBMIT SPONSORSHIP APPLICATION](#)

PAYMENT INFORMATION

WE ACCEPT ALL MAJOR CREDIT/DEBIT CARDS

If paying with a check,

[CLICK HERE to complete the required form](#)

MAKE CHECKS PAYABLE TO:

Black Luxe & Company, LLC
265 Eastchester Dr
Ste 109, PMB 1069
High Point, NC 27262

*Sponsorships are non-refundable

*Custom sponsorship packages are available.

*Sponsorships entered after August 1, 2023, may not be eligible to be added to printed materials.

THANK YOU FOR YOUR TIME & CONSIDERATION!



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