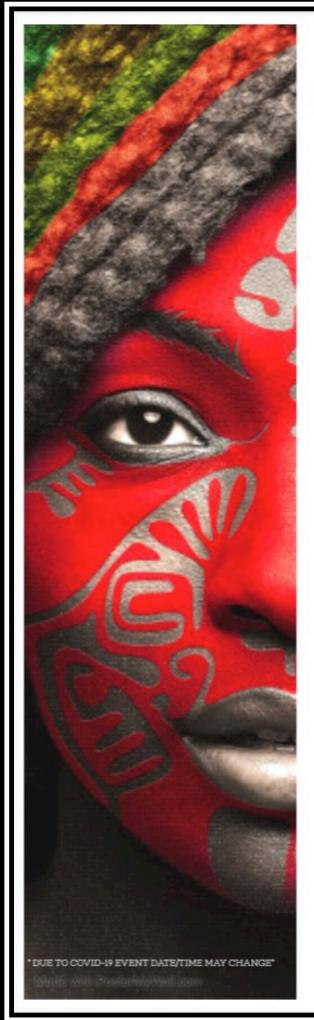


Sponsorship Deck

2021
LOS ANGELES
BLACK HISTORY
MONTH
FESTIVAL
February 6th - 7th



#CelebratingCommUNITY



2021 LOS ANGELES BLACK HISTORY MONTH FESTIVAL SPONSORSHIP DECK

"Celebrating our contributions to America"

BHMF Demographical Statistics

Gender:

Women 55%

Men 30%

Children 15%

Income Levels (Median): \$39,000 - \$120,000

Ethnic Majority:

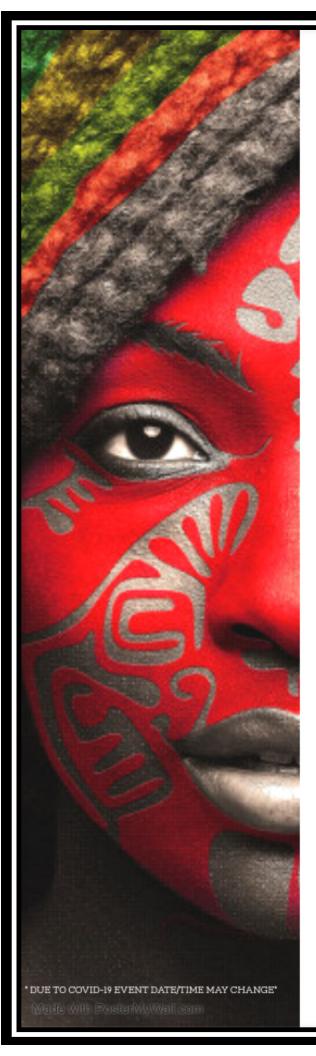
African American 56%

Caucasion 20%

Asian 5%

Latino/Hispanic 15%

Other 4%

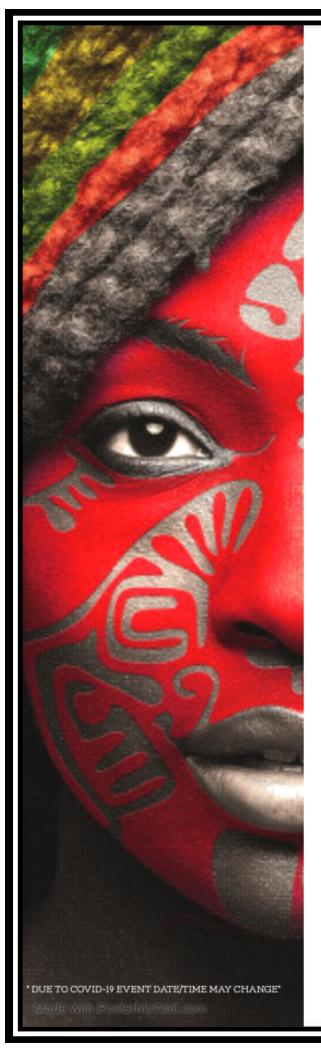


Public Safety Notice

Public safety is our first priority in presenting a festival environment that respects the safety of the public attendees. sponsors, marketplace vendors, artisans and staff. With the unprecendeted COVID-19 pandemic that arose this year we are following all Los Angeles City and Statewide guidelines to ensure everyone whom is present at our cultural event is safe and abiding all regulations to minimize spreading and or contracting the virus. We will also be taking extra measures with mandating face masks, a increased amount of free standing hand washing stations, mobile restrooms and hand sanitizer stops throughout our festival grounds.

We thank you for understanding the slight changes in presenting our event and hope to see you in 2021

Ken & Myeta Perdomo Founder -Co Founder



2021 LOS ANGELES BLACK HISTORY MONTH FESTIVAL

"Celebrating our contributions to America"

Welcome to the 4th Annual Los Angeles Black
History Month Festival. Our festival has been a
platform for the arts, creatives, rich cultural foods
and event for Angelenos to come together
celebrating Black culture and celebrating the
contributions made to America by African
Americans. The festival presents a plethora of
talanted artisans from the US and abroad that
particiapte in our marketplace as well a robust
varieties of foods offered to appeal to all foodies
palettes. A day filled with cultural spoken word and
historical panel discussions. Come enjoy the eclectic
melodic sounds of Organic Jazz, one and two's of
Hip Hop, Funk & African Nyabinghi.

Our foot traffic of previous years has surpassed 5,000 in attendance for 2020 compared to 2018 & 2019.

What opportunities does the BHMF offer to Prospective sponsors?

Our festival brings great affordable marketing sponsorships that provide most coporate and small businesses profitable opportunities to reach a multicutural population amongst this population is African Americans which represent 60% of the total foot traffic per festival. To date the African American consumer contributes over 1.2 Trillion dollars in spending power to United States market alone and with the platform provdied from BHMF your product, service or community resource will manifest a great return in broadening your customer base, gaining more revenue with product sales and reaching a marketable audience.

Contact our offices today to create a customizable package within your marketing budget.

> Contact: Myeta Perdomo Office Telephone: (213) 300-0080 blackhistorymonthfestival@gmail.com

www.LABLACKHISTORYMONTHFESTIVAL.COM



OPEN ARMS FOOD PANTRY AND RESOURCE CENTER Present:

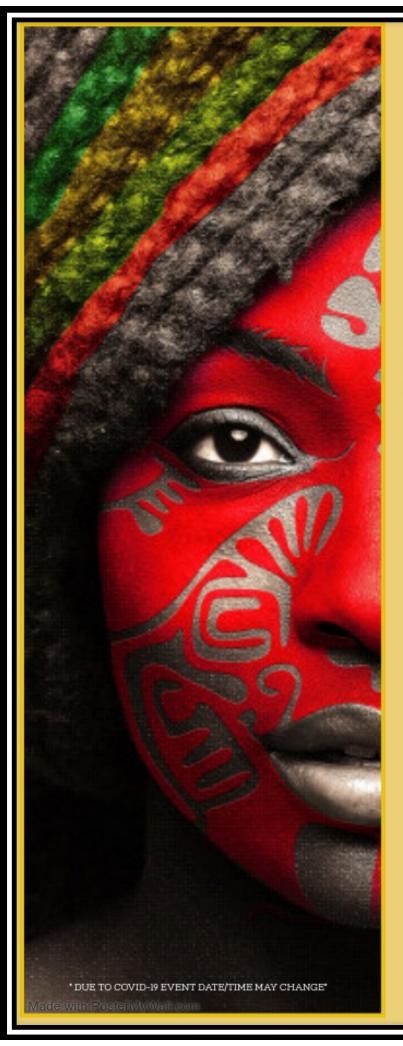
2021 LOS ANGELES BLACK HISTORY MONTH FESTIVAL February 6-7 2021 11 AM - 7 PM

- ART EXHIBITS PANEL DISCUSSION
 - SUPPORT ARTISANS MARKETPLACE
 - LIVE MUSIC & .BLUES & HIP HOP TRIBUTE

LEIMERT PARK VILLAGE ARTWALK 3411 WEST 43RD PLACE LOS ANGELES CA 90008

COME EXPERIENCE AFRICAN AMERICAN HERITAGE WITHIN TWO CITY BLOCKS OF FESTIVITIES.

www.LABlackHistoryMonthFestival.com Sponsorships & Marketplace Opportunities Available Email: blackhistorymonthfestival@gmail.com



Sponsorship Levels Diamond \$10,000

Sponsor Main Stage

E-Blast of company AD or Official Logo to #100,000 subscribers within LA County on Instagram and Facebook social media platforms January through

Sponsor mention with KJLH or 94.7 The Wave BHMF Radio AD

LA Weekly sponsor e-blast campaign to over #60,000 subscribers in January -February 2021 of official logo or ad upon approval.

VIP tickets for entire party

Catered Luch (pre-count required)

8 Official BHMF Sweatshirts

10 Official BHMF T-shirts

Swag Bags for entire party

Broad Museum admission tickets

1 Stage Banner

2 Logo Banners w/ stand

1 20 x 10 Customer Engagement Booth

1,000 Stickers of Official Logo

2,000 Flyers or Pens w/ official logo



Sponsorship Levels Platinum \$7,500

E-Blast of company AD or Official Logo rotated weekly for January thru February of subscribers within LA County on Facebook social media platform January through February 2021

KJLH or 94.7 The Wave e-blast campaign to over #30,000 subscribers

6 VIP tickets

Catered Luch (Pre-count required)

6 Official BHMF Sweatshirts

7 Official BHMF T-shirts

Swag Bags for entire party

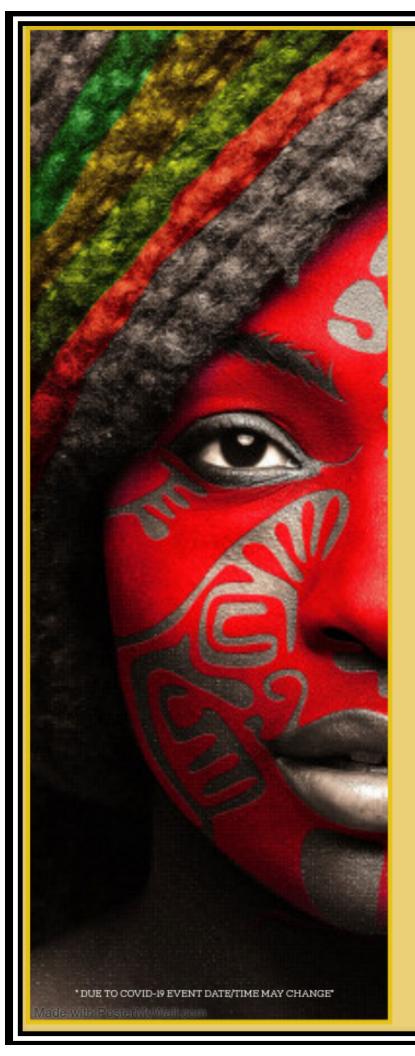
2 Logo Banners w/ stand

120 x 10 Customer Engagement Booth

Placement in Main Entrance area for attendees

1,000 Flyers

1,000 Flyers or Pencils w/ official logo



Sponsorship Levels Gold \$5,000

LA Weekly email campaign of sponsor Official logo or Ad.

Instagram Advertisement video in rotation up to March 31st 2021

4 VIP tickets

Catered Luch (Pre-count required)

5 Official BHMF Sweatshirts

5 Official BHMF T-shirts

5 Swag Bags

1 Logo Banners w/ stand

20 x 10 Customer Engagement Booth

1,000 Logo Stickers



Sponsorship Levels

Silver \$3,000

Instagram Digital Package
Video AD orPromotional flyer in rotation
to over #100,000 LA County subscribers
2/Months

Sponsor Logo placement on Official BHMF website

10 x10 Customer Engagement Booth

3 VIP tickets

Catered Luch (Pre-count required)

3 Official BHMF Sweatshirts

3 Official BHMF T-shirts

3 Swag Bags

1 Logo Banners w/ stand

500 Promotional Swag choice of stickers or gloss colored flyers



Sponsorship Levels

Afro American Pride

\$1500

Instagram/ Facebook Digital Package Video AD orPromotional flyer in rotation to over #100,000 LA County subscribers 1/Month

Sponsor Logo placement on Official BHMF website

10 x10 Customer Engagement Booth

2 VIP tickets

Catered Luch (Pre-count required)

2 Official BHMF Sweatshirts

3 Official BHMF T-shirts

2 Swag Bags

250 Colored Flyers