

An aerial, black and white photograph of a large outdoor festival. The street is filled with a diverse crowd of people walking, standing, and sitting at tables. Several food trucks and white tents are visible along the sides of the street. The scene is lively and bustling.

**SUPPORT ECONOMIC EMPOWERMENT
BECOME A **SPONSOR TODAY!****

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**Black Food Truck Friday:
Sponsorship Proposal, 2019**

3/7/2019

Dear **Prospective Sponsor,**

Black Business Owners of Charlotte (BBOC) is thrilled for your interest in Supporting **Economic Empowerment** by Sponsoring **Black Food Truck Fridays™**! Please review the Sponsorship Proposal below, to learn more about BBOC, Black Food Truck Fridays (BFTF), and the numerous ways you can express your generous support!

Event Host Profile:

Black Business Owners of Charlotte, Inc. (BBOC) was established in 2014 to empower current and future black business owners with resources needed to sustain a lucrative business, while inspiring them to reach back and uplift their surrounding communities. The organization is comprised of **3,700 official members**, an **Executive team**, an **Advisory board**, **five Committees**, and over **150 seasoned volunteers**. BBOC also manages an online "**Buy, Sell, & Search**" **Marketplace** for consumers and business owners. This very active group has over **17,000 members** (85% Local) and is growing an average of 500 members per week.

Economic Empowerment

Charlotte is ranked **Lowest in Economic Mobility** and studies show African-Americans are impacted the most by the lack of economic opportunities in the city. BBOC is committed to opening doors for those disenfranchised businesses and small business entrepreneurs, and have created events and programs to ensure black business owners and the underserved, have an opportunity to lift themselves out of an economic crisis. With over 40 events being held since officially launching events in 2017. Black Food Truck Fridays has generated an average of **\$75,000** back into the community **per event** and the inaugural Black Food Truck Thursday™ saw an economic impact of **\$135,000** in one day! Also, Charlotte Black Restaurant Week 2018 & 2019 had a combined **Economic Impact** of over **\$3 million**.

Community Support

In October 2018, Black Business Owners of Charlotte launched Black Food-Truck Friday™ (BFTF) during their inaugural major BE Entrepreneurs Summit which drew over **7,500 attendees**. BBOC has also hosted several more major events that are Greatly Impacted Charlotte's Economy, including their largest event; **Charlotte Black Restaurant Week™(CBRW)**. **CBRW** was a huge success and reached over 3 Million people on social media and over **40,000** people patronized the **24 participating restaurants**. During CBRW BBOC launched Black Food Truck Friday and the event has been a Huge Success, since its installation in 2017. Due to it's success, BBOC now organizes monthly Black Food-Truck

Friday™ events and a partners with Local and National Organizations who value BFTF's focus on Community Engagement. CBRW, BFTF, and BFTT have been published in over 150 Local & National Articles including Newsweek, WFAE, Black Enterprise (Magazine & Online), Charlotte Magazine, Charlotte Regional Visitors Authority, Creative Loafing, NPR, WSOCTV, Spectrum, and Charlotte Agenda. Black Food Truck Fridays now averages 8,000 attendees per event, and has occasionally drawn over 15,000 attendees.

Be The Change In Our Community...SPONSOR

Organized by Black Business Owners of Charlotte, Black Food-Truck Friday™ is one of the largest events in Charlotte and is Empowering Entrepreneurs and Communities throughout the city. We invite you to take advantage of this exceptional advertising and promotional opportunity as a Sponsorship participant, exposing your business to media advertising: including local & national Media Partners and BBOC's Media Platform "The Black Connector" (Circulation: 210,000 subscribers). In addition to Media Exposure your business will be added to direct collateral materials: t-shirts, banners, newsletters, brochures, in addition to an opportunity for your brand to receive Direct Customer interaction with over 15,000 attendees, gain valuable data, generate leads, secure direct sales, and additional brand awareness, by selecting a level that includes a vendor booth for prime visibility of your brand and products.

By sponsoring Black Food-Truck Friday™, you are choosing to not only partner with the largest event for Entrepreneurs, with the opportunity of local and national exposure, but you are helping us create much needed revenue for business owners who are experiencing economic disparity; as well as showing your consumers and stakeholders, that your organization truly values the Community you serve.

We greatly appreciate your support and look forward to building a strong partnership with your business!

Shemaine Pickens
Corporate Relations Director
CorporateRelations@bboclt.com
Website: www.BBOClt.com

An aerial, high-angle photograph of a crowded outdoor event, possibly a festival or fair. The scene is filled with people, tents, and various structures. The image is in black and white, with a dark, slightly desaturated tone. The text is overlaid on the top left portion of the image.

TABEL OF CONTENTS

- **AUDIENCE & REACH**
- **BBOC'S NETWORK**
- **MEDIA PARTNERS & FEATURES**
- **SPONSORS**
- **SPONSOR BENEFITS**
- **SPONSORSHIP LEVELS**
- **SPONSORSHIP TERMS & CONDITIONS**
- **SELECT YOUR OPPORTUNITY**
- **PAYMENT INFORMATION**
- **LETTER OF AGREEMENT**



Audience and Reach

Social Media Reach:

BBOC FB Page:

750,000 Total Reach per Month

The Black Connector:

400,000 Total Reach Per month

BBOC Marketplace:

9,000 Active members per Week

250,000 Month Total Reach

FB Event RSVPs:

BFTF: 15,000-25,000

CBRW: 150,000 -300,000

Demographics

Ethnicity

75% African-American

20% Caucasian

3% Latino

2% other

Median Age Range:

30 - 50



BBOC's Network

Website:

20,000 Viewers per month
(up to 10,000 viewers during the week of BFTF events)

Official Members:

3,700 Registered

Business Page:

6,500 Likes & 6300 Followers

Marketplace:

15,700 Group Members

The Black Connector:

210,000 Subscribers

Event Attendees:

BFTF: 5,000-15,000
CBRW: 40,000-75,000

BBOC's Total Combined Reach:

2.5 Million per month



Media Partners & Features

(Visit www.BBOCLT.com for Full list of partners & articles)



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(Previous Events)

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**SUPPORT
ECONOMIC EMPOWERMENT**



— BLACK BUSINESS OWNERS OF CHARLOTTE —

SPONSOR

— VISIT BBOCLT.COM FOR UPCOMING OPPORTUNITIES —

SPONSORSHIP BENEFITS

1

- Increase brand awareness among the eighth largest African-American consumer markets in the US. *Charlotte is the largest market within North Carolina!*

2

- Produce new sales with the opportunity to sell or distribute samples on-site to thousands of event attendees.

3

- Garner press/media coverage with extended exposure, while magnifying visibility in a new but vibrant market. *We have over a dozen dedicated Media Partners!*

4

- Generate strong leads through targeted exposure, guaranteeing an increase in your customer base.

5

- Put your business front and center. *We are dedicated to limiting Sponsorships in your industry!*

Sponsorship Levels

Platinum Sponsor	Gold Sponsor	Silver Sponsor	Bronze
\$10,000	\$5,000	\$2,500	\$1000
Title Sponsor* for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit	Major Sponsor for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit	Supporting Sponsor for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit	Supporting Sponsor for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit
Live Mention during BFTF	Live Mention during BFTF		
E-Newsletter Recognition and full-page ad	E-Newsletter Recognition and half-page ad	E-Newsletter Recognition and quarter page ad	E-Newsletter Recognition
Most prominent name/logo placement on all BBOC's printed materials related to event (i.e. sponsor banner, itinerary, step & repeat)	Name/ logo placement on all BBOC's printed materials related to event (i.e. sponsor banner, itinerary, step & repeat))	Name/logo placement on all BBOC's printed materials related to event (i.e. sponsor banner, itinerary, step & repeat)	Name/logo placement on all BBOC's printed materials related to event (i.e. sponsor banner, itinerary, step & repeat)
Logo placement on BBOC's website	Logo placement on BBOC's website	Logo placement on BBOC's website	Logo placement on BBOC's website

Logo in the attendee handout	Logo in the attendee handout	Logo in the attendee handout	Logo in the attendee handout
Online Promotion on BBOC's Social Media Platforms	Mention on BBOC's Social Media Platforms	Mention on BBOC's Social Media Platforms	Mention on BBOC's Social Media Platforms
Vendor Booth	Vendor Booth	Vendor Booth	Vendor Booth

*(only one sponsor can hold this title)

EVENT T-SHIRTS FOR TEAM-MEMBERS	LANYARD/BADGES FOR BBOC TEAM-MEMBERS	FRIEND OF BLACK FOOD TRUCK FRIDAY
\$500	\$400	\$250
T-shirt Sponsor for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit	Lanyard Sponsor for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit	Friend of BFTF for Black Food Truck Friday at the Black Enterprise Entrepreneur Summit
Name/ logo placement on BBOC'S event t-shirts	Name/logo placement on BBOC'S event lanyards	Name/logo placement on a 4x6 banner with all Friends of BFTF
Social Media Mention in BBOC Marketplace	Social Media Mention in BBOC Marketplace	Social Media Mention in BBOC Marketplace with all Friends of BFTF

Sponsorship Terms & Conditions

The organization listed on the Agreement Form contracts with Black Business Owners of Charlotte:

Payment

Pay in full at time of submission or minimum 50% nonrefundable deposit is due with the submission of this order form in order to secure your sponsorship. Remaining balance will be invoiced and is due by May 31, 2018. Payment by check is preferred. If payment in full is not received all of your sponsorship opportunities, as well as vendor space will be cancelled. There will be no exceptions.

Sponsor/Exhibitor Responsibilities

Sponsors are expected to maintain a high level of professionalism during each event. This includes, but is not limited to, presenting professional booths/displays and engaging in respectful communication among fellow sponsors and vendors. Inappropriate behavior that may deter from the objectives of the events and will not be tolerated and may cause the sponsor not to be invited to future events. By signing this agreement, Sponsors acknowledge and agree to adhere to their Responsibilities during the event

Cancellation Policy

Upon signing this agreement, your firm is responsible for 100% payment. In the event the Event Organizer cancels the event due to an act of God, declaration of war, act of foreign enemies, one or more occurrence that could directly or indirectly impair travel, or any other act or event that directly or indirectly causes cancellation of the conference, Black Business Owners of Charlotte shall have the right to retain 33% of the sponsorship fees to cover pending costs. The remaining fees shall be credited to the sponsorship of one or more future events to be determined at Black Business Owners of Charlotte's discretion.

Disclaimer

The Sponsor assumes the entire responsibility and liability for losses, damages, and claims arising out of Sponsor's activities on the premises and will indemnify, defend, and hold harmless the venue, its owner, its management company, as well as its respective agents, servants, and employees from any and all such losses, damages, and claims. The terms of this provision shall survive the termination or expiration of this agreement. Such damages include but are not limited to: the use of nails, duct tape, any adhesive, glue, or staples on the venue's property is not allowed in exposed molding or walls. Damage charges will be assessed prior to the departure of the company. Questions regarding whether or not the use of nails or staples are necessary may be directed to the venue's owner.

Select Your Opportunity

Sponsorship Packages	Price	Your Contribution*
• Event Platinum Sponsor	\$25,000	
• Event Gold Sponsor	\$10,000	
• Event Silver Sponsor	\$5,000	
• Event Bronze Sponsor	\$2500	
• Event T-shirt Sponsor (Team)	\$500	
• Lanyard/Badge Sponsor (Team)	\$250	
• Friends of Black Food Truck Friday	\$100-250	

If your Contribution is Lesser or Greater than the expected contribution, we may be able to create a Custom Package for you.

Payment Information

Payment Terms: Minimum 50% nonrefundable deposit is due the day your invoice is sent in order to secure your sponsorship. Remaining balance will be invoiced as well and is due within 30 days of receipt, or by May 31st, whichever is sooner. Payment by check is preferred.

Accepted Forms of Payment: Square, Cashier's Check, and Money Order
Make Checks Payable To; Black Business Owners of Charlotte

For more information about Sponsorships, please contact

Brittany Raji // Sponsorship Director (Regional)
SponsorshipDir@bboclt.com

Shemaine Pickens // Corporate Relations (National)
CorporateRelations@bboclt.com





Letter of Agreement

The terms and conditions of this agreement are confidential and cannot be disclosed to any third party without written consent. Participation not guaranteed until deposit is received.

Sign this form and submit the appropriate payment once you receive your invoice.

1. Please read the contract to make sure you understand all the details involved with us working together. It's really important to us that everything is transparent and understood from the beginning so that we lay a solid foundation for a great working relationship.
1. If you have any questions at all, please let us know. We're happy to clarify any points and there may be some items that we can sort out together. We're committed to finding the best way to work together.
1. Once you feel confident about everything and are ready to move forward, please click the 'signature' button below.
1. Once we receive notification of your acceptance, we'll contact you shortly to send your invoice and to sort out the next steps to get the project rolling.

X

Sponsor Signature

X

BBOC CEO Signature

An aerial, black and white photograph of a large outdoor festival or fair. The scene is filled with a dense crowd of people walking along a wide street. On both sides of the street, there are numerous white pop-up tents and booths. Some booths have signage, and there are tables set up with items for sale or display. The perspective is from directly above, looking down on the event. The overall atmosphere is one of a busy, well-attended community gathering.

**THANK YOU FOR YOUR SUPPORT!
WE APPRECIATE YOU!**

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