

2023



EDUCATION

EMPLOYMENT

HEALTH

Antonio Parkinson

Black Market Strategies

1/1/2023

The 2023 Block Party *and Picnic* for Peace

Presented by

YOUR LOGO HERE!

October 2023

Location TBA

www.BlockPartyForPeace.org



The Block Party for Peace was created to empower and promote safe communities and opportunity in Memphis. Opportunities are made available through employment, education and health. Add quality family entertainment to the mix and you got the **The Block Party for Peace. The event is free to the public.**

Our mission is simple. We can improve community safety by improving the quality of life for our citizens. We improve quality of life by creating and delivering opportunities in employment, education and health. We provide all of this in a family fun environment at the Block party for Peace. The Block Party for Peace is where you can make life better for you and your family...and have fun doing it.



Located in the Raleigh community of Memphis, the event is held annually on the last weekend of September.

For over a decade, the Block Party has grown to become one of Memphis' most anticipated and well attended events. Last year's event hosted thousands of attendees.

A true celebration of people, unification, opportunity and education

Since its origin in the spring of 2006, this event has grown to major proportions. A portion of the funds raised through the Block Party for Peace, are distributed back into our communities through the Block Party for Peace 501 c 3 and other partner organizations, nonprofits and programs. These organizations play an active role in the revitalization of our communities, through their continued efforts in job creation, building neighborhood capacity, business associations, maintaining a safe residential and commercial environment and their promotion of public improvements and service.



What's in it for you?

value as well as an opportunity to be seen and heard by over 500,000 + people for four weeks leading up to the Block Party, I encourage you to partner with us.

With close to \$500,000 in ad and media impression



Tentative Block Party for Peace Event Schedule

Friday

Set up

Saturday

Churches and families are invited to host their church picnics with the Block Party and Picnic for Peace!

8 am - 10 am - Wake Up! Shape Up! Saturday! (Outside)

- boot camps

10 am - 2 pm – (Inside)

Healthy City Health and Wellness Affair presented by Methodist North Healthcare

Work ~N~ Progress Career Fair

Education and College Fair

11 am - 4 pm – Car, Truck and Bike Show (Outside)

11 am - 4 pm – Roller Skating (Outside)

12 pm – 4 pm – Live music - (Outside Stage)

2:00 pm - 6 pm – Bluff City Boxing Classic (Inside)

3 pm – 5 pm Greek Step and Stroll Competition

2 pm - 4 pm - Live Performances (Outside stage) Powered by Pro Beat DJ's

2 pm - 7 pm - Tennessee State Dominoes Tournament (Inside)

2 pm – Lights, Cameras...You! (Free hairstyling, makeovers, nails and haircuts) (Inside)

3 pm - 4:30 pm - Success in the City (Inside stage)

6 pm – 10 pm – Raleigh Skateland Reunion Under the Stars

Sunday



Who attends the Block Party and Picnic for Peace?

- Educators
- Parents
- Students
- Community Groups
- Employers
- College Recruiters
- Authors
- Musicians
- Armed Forces Recruiters
- Business owners
- Clergy
- Memphis Police Department
- Seniors Citizens
- Elected & Community Leaders
- Healthcare Professionals
- And more.



What Can I expect to see?

Education and Employment

- Rides and fun for kids
- Employers
- Area Colleges
- Voter registration and education
- Motivational speech
- Career Fair
- Live music
- Talent show
- Senior Citizen Prom
- Field Trip Day for Kids



Healthy City

- Healthy City Health and Wellness Affair

- Children's rides and fun
- Insurance and Financial Literacy
- Wake Up/Shape Up Boot camps.
- Success in the City Panel Discussion
- Live Music
- The After Party Live (off site)
- Voter registration and education
- Anti-crime, anti-gang, etc.



Community Unification

- Children's rides and fun!
- Gospel concerts
- Boxing
- Church services
- Voter registration and education
- Car and Bike Show

Some of our past sponsors and participants

Black Market Strategies

State Representative Antonio Parkinson

Kroger

City of Memphis

WMC TV Channel 5

ABetterMemphis.com

Le Bonheur Children's Medical Center

Fed Ex

Regional One Medical Center

Memphis, Light, Gas and Water

Fox 13 (WHBQ)

Clear Channel Radio

Cumulus Radio

Tri-State Defender Newspaper

WREG News Channel 3

Local Memphis 24

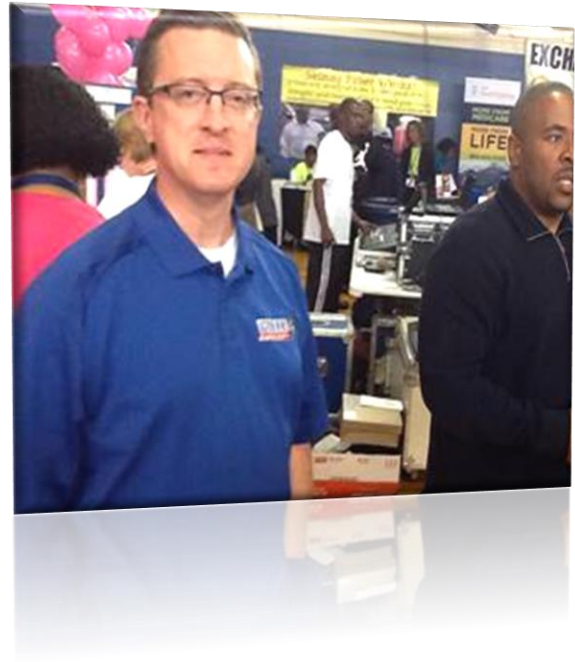
Cummins

Methodist North Hospital

Mayor Jim Strickland

Memphis Police Dept.

Shelby County Sheriff Dept.
Tennessee Highway Patrol
State Representative Larry Miller
Breath of Life Christian Center
Nahon, Sarovich, and Trotz Attorney at Law
Trezevant Vocational Technical School
Jett Barber College
Shelby County Health Department
Hot 107.1 FM
I Heart Media
WRBO 103.5
University of Memphis
University of Phoenix
LeMoyne Owen College
TenderCare
Memphis Grizzlies Organization
Southwest Community College
Frayser Exchange Club



The Block Party for Peace is a great place for your business and brand!

This family-oriented event will consist of three days of concerts, competition, motivational speech, education, opportunity, and fun. In addition, The Block Party for Peace serves as a great venue for visibility for both local and national businesses seeking product placement, diversity and introduction to the Memphis market. We are expecting thousands of people per day in

attendance. This event is free to the public and will host some of the best bands, artists, elected and community leaders as well as guest speakers.

Get involved now!

We recognize your organization's leadership, service and contribution in the Memphis community. Enclosed is key information that details sponsorship opportunities and the benefits of how your organization can help these communities thrive.

Your sponsorship and/or support will allow us an opportunity to offer Memphis residents and



surrounding states a taste of the potential that these communities can achieve --- Great Quality of Life.

Take full advantage of your chosen level of sponsorship. Please return the enclosed **Letter of Intent** no later than September 15th. For additional information, please e-mail: info@BlockPartyForPeace.org .

The Block Party and Picnic for Peace is Social! Join us!

BENEFITS OF SPONSORSHIP

SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$25,000

- The ***Block Party for Peace*** will be officially renamed using your company name (e.g., XYZ Company presents ***The Block Party for Peace***). Title will cover every event associated with the event schedule. This is an exclusive sponsorship level, is available to one sponsor and is available on a first-come basis. The deadline for sponsorship is September 15th. This year's Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for the following year's event.
- Your company's name and logo will be included in all radio, television, electronic, and print advertisements used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- When possible, street banners in event areas at key traffic intersections will be hung with your company's logo, brand or name as presenting the Block Party for Peace.
- A V.I. P. area will be set up in your company's name along with catering from area restaurants.
- Your broadcast ready 30 second commercial will be aired on most recent Black Market TV television shows and/or social media.
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Company name or logo and brand placed on event tee-shirts.
- Prominent signage displayed throughout all sanctioned events.
- Spotlight company during all events via verbal recognition
- Your company will be provided the first choice of booth space at ***The Block Party for Peace***. Competitors within your industry will not be able to sponsor the event at any level above Level 3 without your permission (available on a first-come basis)
- Your company will be presented with a certificate of appreciation after the event.

SPONSOR LEVEL 2 - GOLD SPONSOR- \$15,000

- Your company's logo will be included in all radio, television, electronic, and print advertisements used to promote and market the event. (Billboard, newspaper ads, posters, postcard fliers, email, website, radio and television and press releases)
- Whenever feasible, your logo will appear on street banners placed at key intersections in the event area.
- Your broadcast ready 30 second commercial will be aired on most recent Black Market TV television shows.
- A hospitality tent will be set up in your company's name.
- Company name or logo on event website (includes hyperlink to your web site)
- Company logo/brand placed on event tee-shirts.
- Prominent signage displayed throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Block Party for Peace.***
- Your company will be presented with a certificate of appreciation after the event.

SPONSOR LEVEL 3 – SILVER SPONSOR- \$5,000

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your web site)
- Your broadcast ready 30 second commercial will be aired on the most recent Black Market TV television show.

- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Block Party for Peace.***
- Your company will be presented with a certificate of appreciation after the event.

SPONSOR LEVEL 4 – BRONZE SPONSOR- \$1,500

- Company name or logo on event website (includes hyperlink to your web site)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Block Party for Peace.***
- Your company will be presented with a certificate of appreciation after the event.

Food Vendor Booth Rental - \$300.00

- Covers all three days (subject to approval) (Must meet all Health Dept. Rules and Standards).

Non-Food Vendor Booth Rental - \$250.00 – Covers all three days.

Non-Profit Booth Rental - \$200.00 – Covers all three days.

***Employers/Employment Agencies – Please call for special preferred information.**

Block Party and Picnic for Peace FAQ:

- 1. What size is the booth space?** *We provide a 10' x 10' space for your booth.*
- 2. Do I need a canopy tent?** *Yes, if you are assigned an outdoor space, we recommend that you bring a 10X10 canopy style tent with something to weigh it down such as sandbags, etc.*
- 3. Is there overnight security?** *Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.*
- 4. Can I rent tables and chairs from the organizers?** *Yes. (1) 6-8' Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.*
- 5. Is there anything that I cannot sale?** **Yes, there are items that cannot be sold** by vendors at the Block Party for Peace. They are Water, pornographic material, materials promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Block Party for Peace organizers.
- 6. Should I supply my own electricity?** *Yes. In most instances vendors are responsible for supplying their own power supplies for their electrical needs. Silver level sponsors and above will have electrical needs supplied by event organizers. Requests must be made 30 days prior to the event's launch.*
- 7. Will food be provided?** *Catered food items will be provided for silver level sponsors and above and volunteers.*
- 8. Is there a referral incentive associated with this event?** *Yes. We will reduce your vendor booth fee charge by 15% for every paid referral.*
- 9. When is setup?** *Setup for vendors begins at 2 PM on the Thursday prior to the event launch.*
- 10. Can I set up the day of?** *In some instances, we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we **highly recommend that you set up during the pre-determined setup time.***
- 11. Who determines booth location and choice?** **Booth location choice is determined in this manner:** *Fist Choice to Sponsors (Highest level first), Vendors (based on payment date).*

Letter of Intent

Event: _____

On behalf of _____
(Company name)

We intend to purchase a: ☐ **Level 1** ☐ **Level 2** ☐ **Level 3** ☐ **Level 4**
☐ **Food Vendor** ☐ **Non-Food Vendor** ☐ **Non-Profit** (*Must show proof*)
(Check appropriate box)

Title: _____ Name: _____

Email: _____

Address: _____ City: _____ State: _____

Zip: _____ Telephone: _____ Fax: _____

Signature: _____ **Date:** _____

*Our sponsorship/vendor fee will be paid by: ____ - ____ - 20____

**Please make checks to payable to Block Party for Peace, Inc. Memo: Block Party for Peace
Mail payment along with this form to:**

Block Party for Peace, Inc.
P.O Box 281453
Memphis, TN 38168

E-mail: info@BlockPartyForPeace.org

For Office Use Only

Amount Received: \$ _____ **Received From:** _____

Form of Payment: ☐ Cash ☐ Check No. _____ ☐ Money Order ☐ In Kind

If in kind, what was the specific item and value in dollars? _____

Received By (Please Print): _____

Received By (Please Sign): _____ **Date:** _____