



***THE FOUNDATIONAL BLACK***  
*American Expo*

**COMING TO DALLAS TEXAS**



***SPONSOR PROGRAM***



# FOUNDATIONAL BLACK AMERICAN EXPO

*Sponsorship 2023*

## WHAT IS FBA?

Foundational Black Americans are the descendants of the Black people who survived one of the greatest atrocities in recorded history—American slavery. Since 1526, the culture of Foundational Black Americans has been that of building, resisting, perseverance, and fighting for justice. FBA are the descendants of the Black people who built the United States from nothing, a profound history to be proud of. FBA are exceptional people from a proud lineage who we recognize, celebrate, and give honor to.

## EVENT DETAILS

The First Ever Foundational Black American Business Expo is set to take place on **May 27, 2023** in Dallas. The event will occur at The Black Academy of Arts and Letters and is projected to accommodate more than 5,000 attendees. The expo aims to provide a platform for local and non local business owners to connect, inspire, and grow their ventures. This event promises to be a unique opportunity for attendees to support black-owned businesses, while also learning from some of the most prominent black entrepreneurs in the country.

## BENEFITS OF SPONSORSHIP

- Exposure to 500,000+ potential patrons
- Access to event demographics information
- Opportunity to network with other brands

**SPONSORSHIP RESPONSE DEADLINE IS APRIL 27, 2023 !**

See attached sponsorship packages for pricing details.. For questions, please contact [info@fbaexpo.com](mailto:info@fbaexpo.com).

# FOUNDATIONAL BLACK AMERICAN EXPO

## SPONSORSHIP PACKAGES

### PLATINUM PACKAGE

# 1

- Includes the features of the Bronze & Silver Package plus:
- 5-minute stage appearance before major lectures
  - Add space in program booklet (3 pages)
- 

\$5000

### GOLD PACKAGE

# 2

- Includes the features of the Silver & Bronze package plus:
- Marquee Marketing throughout the venue
  - Add space in program booklet (2 pages)
  - Product or Brand marketing material placement in FBA gift bags
- 

\$3000

### SILVER PACKAGE

# 3

- Includes the features of the Bronze package plus:
- Company name on marketing materials
  - Company name on banner at event
  - Vendor booth at event
- 

\$1,000

### BRONZE PACKAGE

# 4

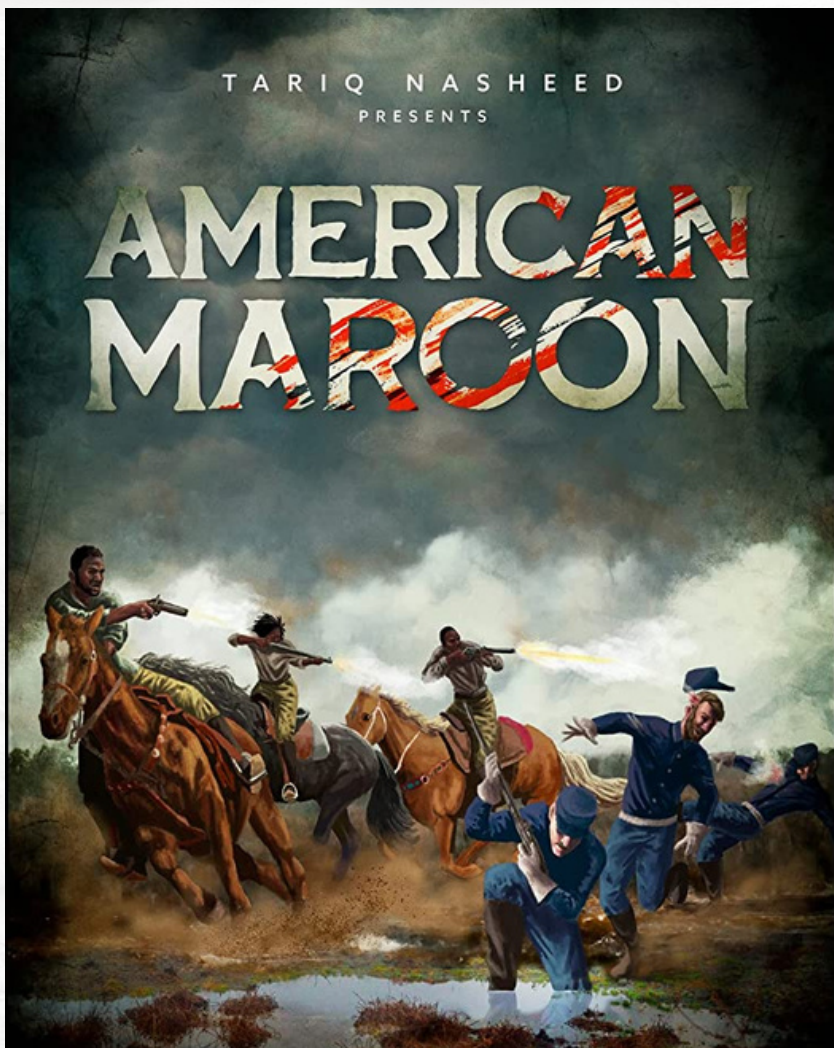
- Add space in program booklet (1 page)
  - Company name on fbaexpo.com website
  - Shout outs leading up to event on Tariq Radio Podcast (500,000 weekly listeners/ 3 broadcast weekly) once sponsorship begins
- 

\$600



# TARIQ NASHEED

The event is being organized and promoted by Tariq Nasheed. Tariq's work has centered around exploring the untold history and achievements of black Americans, particularly in areas that have been neglected by mainstream media.



His documentaries, including "The Hidden Colors series " and "1804: The Hidden History of Haiti," have gained a loyal following and sparked important conversations about race and identity in America. His most recent work, American Maroon, is the #1 Best Seller in Documentary on Amazon.

# **EXPO SCHEDULE**

- **DOORS OPEN AT 9AM**
- **WORKSHOPS (10AM-5PM)**
- **FASHION SHOW (6PM-7PM)**
- **MAIN LECTURE EVENT (7PM-9PM)  
LEGACY- THE NEXT GENERATION**
- **DOORS CLOSE AT 10PM**

**\*EVENT WILL INCLUDE INSIDE & OUTSIDE VENDING  
ENTERTAINMENT AND MORE!**