



INDIE NOIR  
MARKET  
EXPERIENCE

# INDIE NOIR MARKET

TAMPA'S FAVORITE MELANATED MARKETPLACE



## THE B.L.G FEST

BLACK IS GOLD

Community Fundraiser Festival

**2024 SPONSORSHIP DECK**

TAMPA BAY'S BLACK BUSINESS MONTH CELEBRATION

[WWW.INDIENOIRMARKET.COM](http://WWW.INDIENOIRMARKET.COM)

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# 01

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## Overview

Foreword | Event Background |  
Event Objective

# INDIE NOIR MARKET EXPERIENCE

SHOP SMALL | BUY BLACK | SUPPORT COMMUNITY

## FOREWORD

INDIE NOIR MARKET PRESENTS

THE  
**BIG**  
BLACK IS GOLD  
**BIG**  
FESTIVAL 2024

100+ VENDORS | FOOD TRUCKS | SUNSET CONCERT & MORE

#BIGFEST24

SHOP SMALL | BUY BLACK | SUPPORT COMMUNITY

24 AUGUST | 2024 | 12-7PM

PERRY S HARVEY PARK

[WWW.INDIENOIRMARKET.COM](http://WWW.INDIENOIRMARKET.COM)

**Indie Noir Market** is a *grassroots* "Melanated Merchant" Experience founded in 2018 . We provide culturally curated marketplaces that showcase small black businesses while providing BIPOC safe spaces to support their local vendors and encourage the re-circulation of the black dollar.

**INDIE NOIR MARKET (INM)** was founded to not only help small black business thrive but cultivate the financial foundation for community healing & wealth building. Despite niche community markets popping up on every corner, diversity is still limited. We are unapologetically committed to the black culture experience!





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# Event Background

Indie Noir Market has been recognized as one of TAMPA BAY'S TOP MARKETPLACE EXPERIENCES! (Best of the Bay 2019) Critics Pic: Best CYO Market Winner

We are dedicated to curating culture-driven safe spaces for our community to heal and thrive thru the support of local small black businesses in the Tampa Bay and Surrounding Areas. When you sponsor our events and vendors, you help support black entrepreneur dreams while making a significant impact on our community.

This year's B.I.G Festival will focus on reigniting the historic legacy of the "SCRUB" district Tampa's 1st African American Neighborhood and thriving black business district during black business month!





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# Event Objective



## COMMUNITY FUNDING

Our 4-Tier Recirculation program was created to bridge the funding gap experienced by small blk owned businesses and non-profit resource programs in Tampa Bay, espesically those focused on providing community resources. We belive that by supporting a community centric culture modle we can generate effective change by shifting the accountablility of our dollars into positive action and outcomes by funneling our profits back into our community by way of the arts, non-profit philanthropic support, small buisness grants, and free community programing.



## COMMUNITY PROGRAMING

- **The Arts:** INM Supports the storytellers of our culture, the preservers our legacy ,the artist. Each year INM Host an annual scholarship gala that awards local black artist with a monetary supply scholarship and a curated gallery show, Awardees must volunteer in community arts programs.
- **Free Wellness Programs:** INM started as fundraiser for the SEW free summer youth wellness program and has now expanded to (5) community wellness programs for seniors, adults, homeschooled youth, veterans and disabled.
- **Philanthropic Support:** INM makes dedicated contributions to non-profits providing resources dedicated to the black community, ie. metal health & medical services, buisness support and more.
- INM Small Buisness Grants are awarded to (10) BIGFEST VENDORS who complete our FREE Small Buisness Bootcamp program and put in WORK into the community.



## COMMUNITY VISABILITY

Increased visibility in the community provides security, validty and trust. Through our non-profit partnerships we will be able to bring awarness to community organization and resources, provide continuous marketing and fundraising efforts to projects for our non profit partners and the community at large. Our current contributions to GREEN BOOK of TB helps us maintain our commitment to verified vendor visability.



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# 02



# MARKET

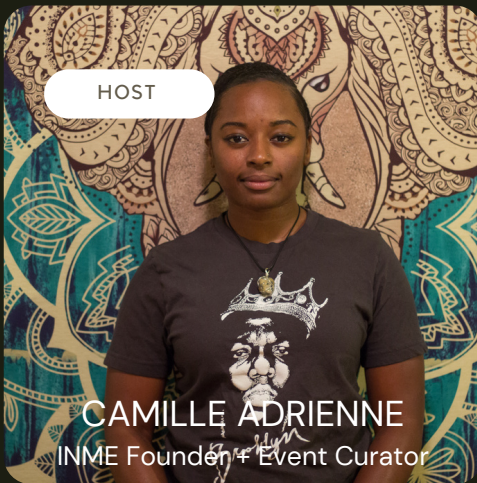
Activity + Team | Event Budget





# Event Activity

## The Team



HOST

CAMILLE ADRIENNE  
INME Founder + Event Curator

## MELANATED MARKETPLACE

THE INDIE NOIR MARKET EXPERIENCE WILL PROVIDE A SAFE SPACE FOR OVER 150 MELANATED BUISNESSES, ARTISANS, MAKERS AND MORE TO BUILD CONNECTIONS AND BE HIGHLIGHTED IN THE COMMUNITY THEY SERVE.



## DJ + TALENT

THE MARKET VIBE IS SET BY THE DJ AND WE ARE BLESSED TO HAVE ONE OF TAMPAS HOTTEST FEMALE DJS AS OUR IN HOUSE VIBE CURATOR. DJ DONNIE LUV HAS BEEN INTEGRAL IN THE GROWING ART + CULTURE SCENE IN TAMPA BAY

VIBE  
CURATOR

DJ DONNIE LUV  
INM IN-HOUSE DJ



## FEATURE ARTIST

INDIE NOIR MARKET IS NOT JUST A PLACE TO SUPPORT BLK BUISNESS, WE DEDICATE INTENTIONAL SPACE FOR ARTIST TO SHOWCASE AND SELL ORIGINAL ARTWORK IN THE COMMUNITY

ARTIST  
CURATOR

INDIE REECE  
INM RESIDENT  
ARTIST



## VIDEOGRAPHER

A MAJOR PART OF OUR RESPONSIBILITY TO OUR COMMUNITY IS THE ACCURATE PRESERVATION OF ITS STORY. REMEMBER WYNN PRODUCTIONS HAS PARTNERED WITH US TO PRODUCE OUR "BLACK IN THE BAY" DOCUMENTARY

VISION  
CURATOR

JASMAN WYNN  
INM IN-HOUSE  
PRODUCTION





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# FUNDRAISER Distribution Plan

## Estimated Income

Source of Funds	Amount
100 Blk Owned Vendors	10,000
Community Donations   Corporate Sponsorships	40,000
<b>Total Funding</b>	<b>50.000</b>

## Non-Profit Distribution

Item	Price	Quantity	Total	NON PROFIT ORGS BY TEIR
Teir 1	5k	2	10,000	GBTB & THJCA
Teir 2	2.5k	4	10,000	The Well FL, Florida Epilepsy Services, Fight Wright Foundation, Multiple Reasons Myeloma,
Teir 3	1k	5	5,000	VIBES, IBQ, UHS, MRM, MHS
Total Contribution			25,000	

## INM COMMUNITY FUND DISTRIBUTION

Item	Amount	Quantity	Total
Small Buisness Grants	\$500	10	\$5000
Art Noire Scholarships	\$500	10	\$5000
SLEW Free Wellness Programs	\$1k	5	\$5000
Total Annual Contribution			15,000



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# Festival Budget & Contribution Plan

## Estimated Expenses

Primary Cost Estimate	Amount
B.I.G Stages & Audio (1)	\$5000
Tents 10x20 (5) & Tables & Chairs	\$3000
Marketing Materials (T-shirts, totes, stickers, Flyers)	\$1,000

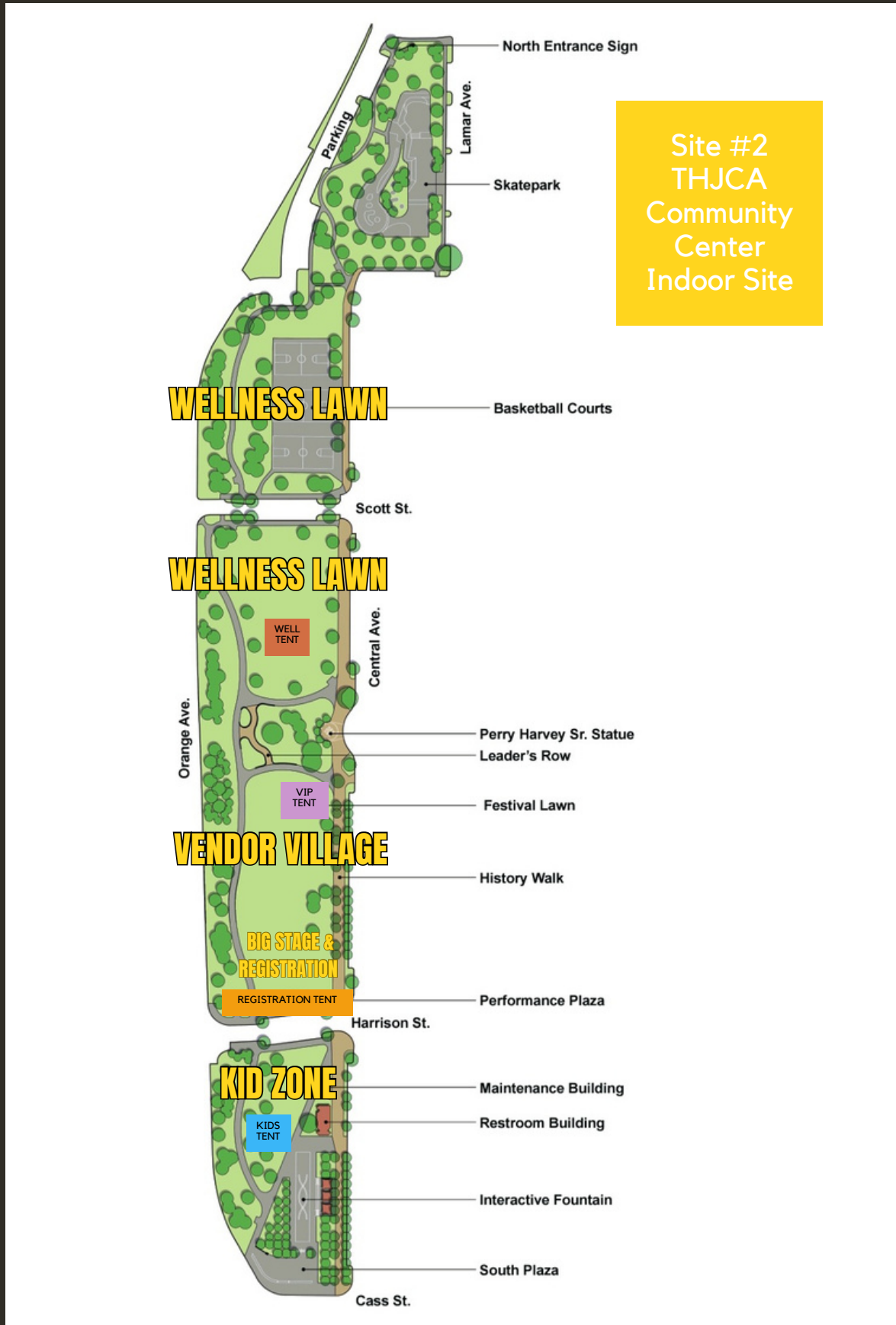
Item	Price	Quantity	Total
Artist/DJ Fees	Varies	10	2.5K
Park Fees	50	1	250
Insurance	250	1	250
Total Festival Est Cost			12K

CCP*	Price	Total
Teir 1	10	250
Teir 2	25	100
Tier 3	50	50
Community Contribution Plan		7.5K

## CORPORATE SPONSORSHIP TIERS

Item	Amount	Quantity	Total
B.I.G BRONZE SPONSOR	\$1000	10+	\$10000
B.I.G SILVER SPONSOR	\$2500	5+	\$12,500
B.I.G. GOLD SPONSOR	\$5000	2+	\$10000
Estimated Total Sponsorship Contribution			\$32.5K

# FESTIVAL SITE MAP





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# SPONSORSHIP



## The Specs:

- 1k+ Estimated Attendees
- 50K+ Social Media Reach
- 40K+ Community Funding



## B.I.G. FEST Bronze Sponsor-1K

- Sponsor Logo on all media (Print + Virtual + Website)
- Company Table
- Event Tent Banner
- VIP Access & Perks for Team (Up To 10 Guest)
- 2 Dedicated Social Media Post
- Sponsor Gift



## B.I.G FEST Silver Sponsor-2.5K

- Sponsor Logo on all media (Print + Virtual + Website)
- Company Table
- Main Stage or Event Tent Banner
- VIP Access & Perks for Team (Up To 15 Guest)
- Non-Profit Giving Selection
- 3 Dedicated Social Media Post
- Sponsor Gift



## B.I.G. Fest **GOLD** Sponsor-5k

- Sponsor Logo on all media (Print + Virtual + Website)
- Company Table
- Main Stage Banner (Step & Repeat)
- VIP Access & Perks for Team (Up To 20 Guest)
- Non-Profit Giving Selection
- 5 Dedicated Social Media Post
- Sponsor Gift

## PRODUCT SPONSORSHIP

INM is happy to accept  
non-monetary product  
and service sponsorships





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# 03

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# CONNECT

Contact Information | Website



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# INDIE NOIR MARKET EXPERIENCE INDIE

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## Further information

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