



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

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INDIE NOIR
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01

Overview

Foreword | Event Background |
Event Objective

INDIE NOIR MARKET EXPERIENCE FESTIVAL

SHOP SMALL | BUY BLACK | SUPPORT COMMUNITY

FOREWORD



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 Black owned businesses and non-profit resource programs in Tampa Bay, especially those focused on providing community resources. We believe that by supporting a community-centric model, we can generate effective change by shifting the accountability 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 business grants, and free community programming.



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. mental health & medical services, business support and more.
- INM Small Business Grants are awarded to (10) BIGFEST VENDORS who complete our FREE Small Business Bootcamp program with NAACP Empowerment Center.



COMMUNITY VISABILITY

Increased visibility in the community provides security, validity and trust. Through our non-profit partnerships we will be able to bring awareness 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 visibility.



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02



MARKET

Activity + Team | Event Budget

Event Activity

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The Team



HOST

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.



THE MARKET VIBE IS SET BY THE DJ AND WE ARE BLESSED TO HAVE ONE OF TAMPA'S 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



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



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
Total Funding	50.000

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



Site #2
THJCA
Community
Center
Indoor Site



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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



GOLD

- 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

CONNECT

Contact Information | Website



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Further information

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