

## INDIE NOIR MARKET

TAMPA'S FAVORITE MELANATED MARKETPLACE



## 2024 SPONSORSHIP DECK

TAMPA BAY'S BLACK BUSINESS MONTH CELEBRATION

WWW.INDIENOIRMARKET.COM

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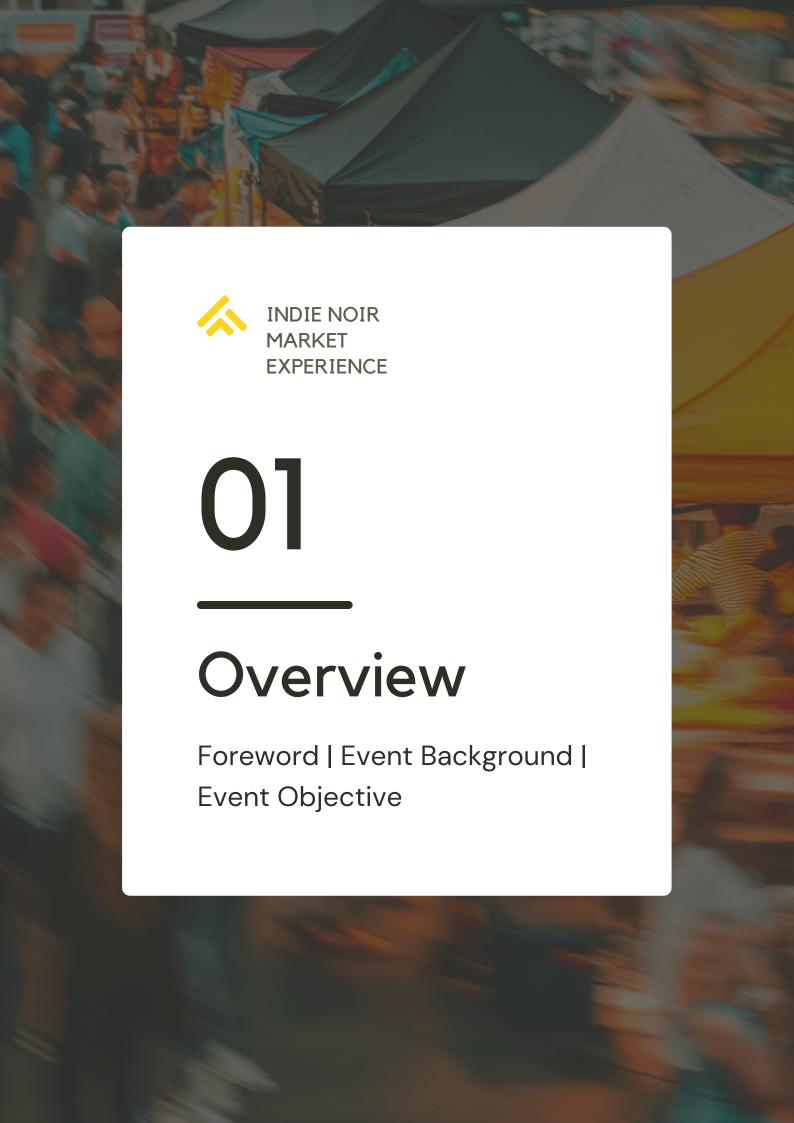
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SHOP SMALL | BUY BLACK | SUPPORT COMMUNITY

#### **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 recirculation of the black dollar.

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!



## 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 culturedriven 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!













## **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 accountabliity 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 with NAACP Empowerment Center.

## **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.



## **Event Activity**

INDIE NOIR
MARKET
EXPRIENCE

### The Team



## 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
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



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



## 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	
Teir 1	5k	2	10,000	
Teir 2	2.5k	4	10,000	
Teir 3	1k	5	5,000	
Total Contribution		25,000		

NON PROFIT ORGS BY TEIR
GBTB & THJCA
The Well FL, Florida Epilepsy Services, Fight Wright Foundation, Multiple Reasons Myeloma,
VIBES, IBQ, UHS, MRM, MHS

### INM COMMUNITY FUND DISTRIBUTION

ltem	Amount	Quantity	Total
Small Buisness Grants	\$500	10	\$5000
Art Noire Scholarships	\$500	10	\$5000
SLEW Free Wellness Programs	<b>\$</b> 1k	5	\$5000
Total Annual C	15,000		



## 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

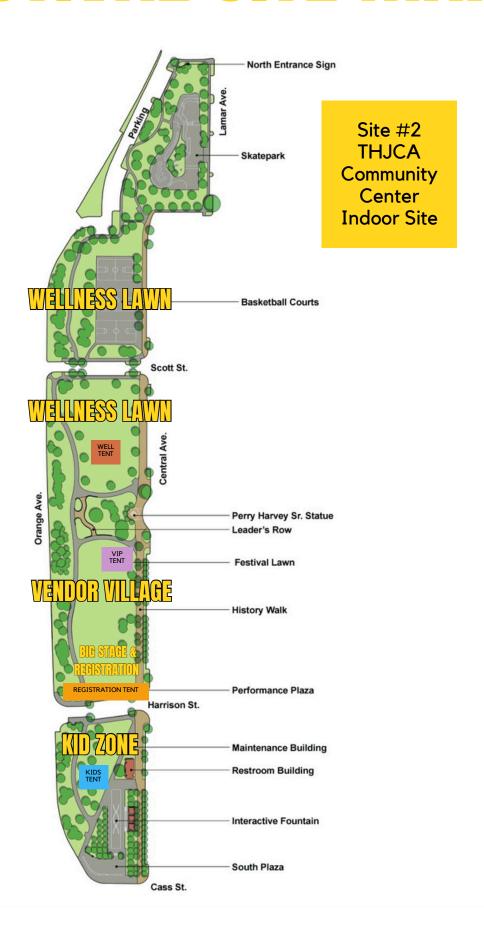
Item	Price	Quantity	Total
Artist/DJ Fees	Varies	10	2.5K
Park Fees	50	1	250
Insurace	250	1	250
Total Festival Est Cost			12K

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

### CORPORATE SPONSORSHIP TIERS

ltem	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





## **SPONSORSI**



- 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 SPONSPRSHIP INM is happy to accept non-monetary product and service sponorships







# Further information

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