



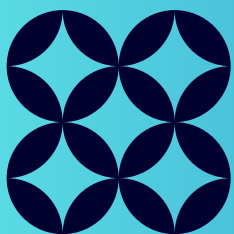
2025

Sponsorship Proposal

Presented by

Sabrina Preston and
Jacquee' Williamson

2025



We are thrilled to present an opportunity for your brand to become a part of the 4th Annual Perfect Harmony Black & Ethnic Bridal Expo. This extraordinary event, held in the heart of Charlotte, NC, celebrates the rich diversity of Black and ethnic bridal traditions. As we continue to grow and make a significant impact in our community, we invite you to join us as a valued sponsor.



info@snj2divasentertainment.com



www.snj2divasentertainment.com

Welcome

Dear Potential Sponsor and Business Partner,

2025

I hope this letter finds you well. On behalf of the organizing committee, we are pleased to invite you to participate as a sponsor for the 4th Annual Perfect Harmony Black & Ethnic Bridal Expo, which will take place on October 12, 2025, at Charlotte Hilton Airport in Charlotte, North Carolina. This premier event will showcase the latest trends in wedding planning, attire, decor, photography, and much more. It will bring together hundreds of brides, grooms, and industry professionals for a day of inspiration and discovery.

We believe that your company aligns perfectly with our event and would be an excellent partner in helping us create an unforgettable experience for all attendees. As a sponsor, you will receive significant exposure and opportunities to connect with potential customers in the thriving wedding industry.

Sponsorship Opportunities

We offer several levels of sponsorship, each providing unique benefits and exposure. Please see the attached sponsorship levels for more detailed information on how your company can participate. Whether you choose to be a Diamond Sponsor or a Bronze Sponsor, we are committed to ensuring that your brand receives the attention it deserves.



...continuation

Why Sponsor the Perfect Harmony Black & Ethnic Bridal Expo Sponsorship?

- *Direct access to a targeted audience: Reach hundreds of engaged couples and wedding professionals.*
- *Brand visibility: Gain extensive exposure before, during, and after the event through our marketing efforts.*
- *Networking opportunities: Connect with other key players in the bridal industry.*
- *Customizable packages: Choose a sponsorship level that aligns with your marketing goals and budget.*

We would love to discuss how we can create a tailored sponsorship experience for you. Please feel free to contact me directly at 407-952-0983 with any questions.

Thank you for considering this exciting opportunity. We look forward to partnering with you for the annual Perfect Harmony Black & Ethnic Bridal Expo and making it a truly successful event.

Warm regards,

S&J 2 Diva's Entertainment, LLC

*Sabrina Preston, MBA, CP
CFO & Founding Partner
T: 803-470-5809 - SC*

*Jacquee' Y. Williamson, MS, CWP
CEO & Founding Partner
T: 407-952-0983 - FL*

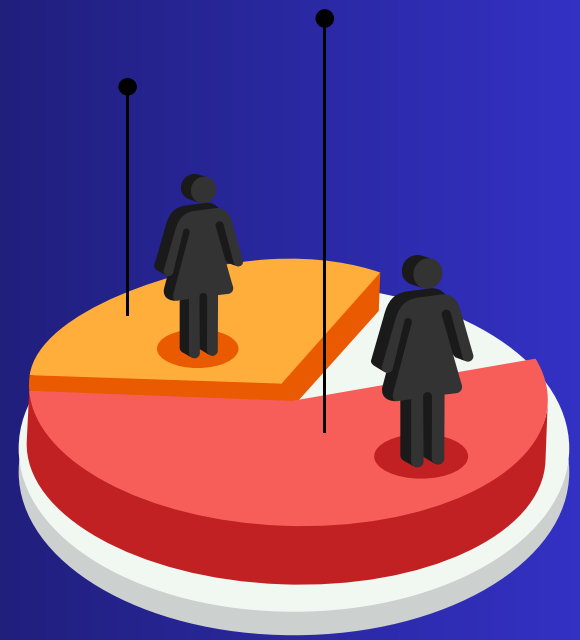
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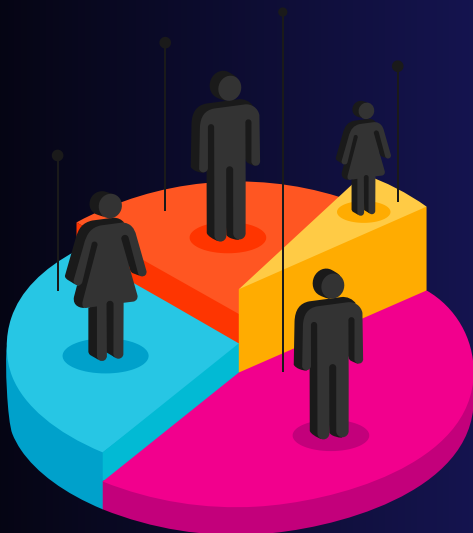
Educational Level:

- High school diploma or equivalent: 20%
- Some college: 30%
- Bachelor's degree: 35%
- Graduate degree: 15%



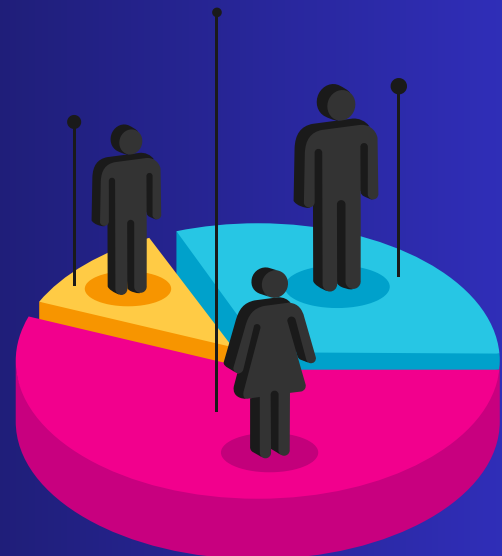
Gender:

- 80% female
- 20% male



Age:

- Under 25: 10%
- 25-34: 60%
- 35-44: 25%
- 45 and above: 5%



Wedding Spend:

- Less than \$20,000: 25%
- \$20,000 - \$50,000: 50%
- More than \$50,000: 25%

2025 Events

October 12 – Charlotte, North Carolina Perfect Harmony Black & Ethnic Bridal Expo

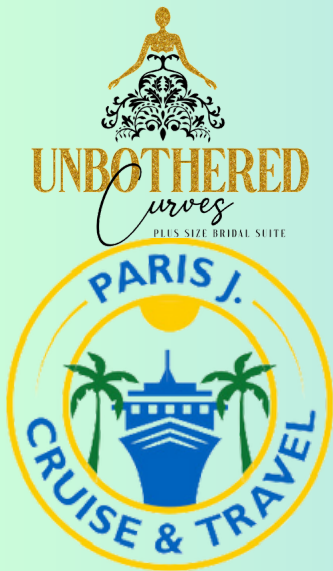
- V.I.P Lounge
- General Admission
- (2) G.L.A.M. Fashion Showcases

October 19 – Orlando, Florida Perfect Harmony Black & Ethnic Bridal Expo

- V.I.P Lounge
- General Admission
- (2) G.L.A.M. Fashion Showcases



previous Exhibitors and Sponsors



INCREASE YOUR PRESENCE >>> MAXIMIZE YOUR RESULTS

SPONSORSHIP & EXHIBIT

2025

LEVELS

\$30,000

EVENT SPONSORSHIP PACKAGE - EXCLUSIVE

- Exhibitor Space - Showcase your brand with three (3) double exhibitor booth spaces (16x10), strategically positioned throughout the Expo for maximum exposure.
- Branding - Present "The Perfect Harmony Black & Ethnic Bridal Expo" with your company's name, ensuring top-tier recognition.
- Marketing - Elevate your brand presence through diverse promotional channels, including radio and television ads, billboards, dedicated website sections, targeted social media campaigns, and email marketing.
- Logo Promotion - Your company logo will be prominently featured on our website and in all printed and digital materials associated with the event.
- Complimentary Tickets - Enjoy reserved access with six (6) V.I.P. Lounge tables, plus thirty (30) tickets for the Black Expo.
- Video Promotion - Take advantage of a 30-second branded video that will be showcased throughout the venue, ensuring maximum visibility to all attendees.



INCREASE YOUR PRESENCE >>> MAXIMIZE YOUR RESULTS

SPONSORSHIP & EXHIBIT

2025

LEVELS



\$20,000

PLATINUM SPONSORSHIP PACKAGE - LIMITED

- Exhibitor Space - Showcase your brand with two (2) double exhibitor booth spaces (16x10), strategically positioned throughout the Expo for maximum exposure.
- Branding - Present "The Perfect Harmony Black & Ethnic Bridal Expo" with your company's name, ensuring top-tier recognition.
- Marketing - Elevate your brand presence through diverse promotional channels, including radio and television ads, billboards, dedicated website sections, targeted social media campaigns, and email marketing.
- Logo Promotion - Your company logo will be prominently featured on our website and in all printed and digital materials associated with the event.
- Complimentary Tickets - Enjoy reserved access with four (4) V.I.P. Lounge tables, plus twenty-five (25) tickets for the Black Expo.
- Video Promotion - Take advantage of a 30-second branded video that will be showcased throughout the venue, ensuring maximum visibility to all attendees.



INCREASE YOUR PRESENCE >>> MAXIMIZE YOUR RESULTS

SPONSORSHIP & EXHIBIT

2025

LEVELS



GOLD SPONSORSHIP PACKAGE - LIMITED

- Exhibitor Space - Showcase your brand with one (1) double exhibitor booth spaces (16x10), strategically positioned throughout the Expo for maximum exposure.
- Branding - Present "The Perfect Harmony Black & Ethnic Bridal Expo" with your company's name, ensuring top-tier recognition.
- Marketing - Elevate your brand presence through diverse promotional channels, including radio and television ads, billboards, dedicated website sections, targeted social media campaigns, and email marketing.
- Logo Promotion - Your company logo will be prominently featured on our website and in all printed and digital materials associated with the event.
- Complimentary Tickets - Enjoy reserved access with three (3) V.I.P. Lounge tables, plus fifteen (15) tickets for the Black Expo.
- Video Promotion - Take advantage of a 30-second branded video that will be showcased throughout the venue, ensuring maximum visibility to all attendees.



INCREASE YOUR PRESENCE >>> MAXIMIZE YOUR RESULTS

SPONSORSHIP & EXHIBIT

2025

LEVELS



SILVER SPONSORSHIP PACKAGE - LIMITED

- Exhibitor Space - Showcase your brand with three (3) double exhibitor booth spaces (16x10), strategically positioned throughout the Expo for maximum exposure.
- Branding - Present "The Perfect Harmony Black & Ethnic Bridal Expo" with your company's name, ensuring top-tier recognition.
- Marketing - Elevate your brand presence through diverse promotional channels, including radio and television ads, billboards, dedicated website sections, targeted social media campaigns, and email marketing.
- Logo Promotion - Your company logo will be prominently featured on our website and in all printed and digital materials associated with the event.
- Complimentary Tickets - Enjoy reserved access with two (2) V.I.P. Lounge tables, plus ten (10) tickets for the Black Expo.



INCREASE YOUR PRESENCE >>> MAXIMIZE YOUR RESULTS

SPONSORSHIP & EXHIBIT

2025

LEVELS


\$23,000

MEDIA SPONSORSHIP PACKAGE

- Brand Visibility: Your logo will be prominently featured on event materials, including the website, brochures, and event programs.
- Networking Opportunities: Invitations to exclusive networking sessions with industry leaders and influencers.
- Product Placement: Opportunity to include branded items in attendee swag bags or as giveaways during the event.
- Digital Branding: Logo inclusion in live-streamed sessions or virtual event platforms if applicable.
- Moderate Booth Space: Access to exhibit space with a standard booth setup.
- This package is designed to maximize your brand's exposure and create meaningful connections with event attendees.


\$7,000

MEAL SPONSOR - SPONSORSHIP BREAKFAST

- Grab and Go breakfast provided for sponsors and exhibitors, ensuring a comfortable and enjoyable networking experience.


\$12,000

MEAL SPONSOR - SPONSORSHIP LUNCH

- Grab and Go lunch and snacks provided for sponsors and exhibitors, ensuring a comfortable and enjoyable networking experience.





ABOUT US

We are delighted you are here! S&J 2 Diva's Entertainment are delighted to be the annual producers of the Perfect Harmony Black & Ethnic Bridal Expo!

Mission: At S&J 2 Divas Entertainment, we are dedicated to creating unforgettable events that celebrate the rich diversity of Black and ethnic cultural traditions. Our mission is to bring elegance, creativity, and a touch of diva magic to every celebration, ensuring that each event is as unique and memorable as the people we honor.

Vision: Our vision is to be the premier event planning company that sets the standard for excellence, inclusivity, and cultural celebration. We envision a world where every event reflects the beauty and richness of diverse traditions and where every guest feels valued and appreciated. Through our events, we aim to inspire, connect, and create cherished memories that will be treasured for a lifetime.

Meet Our Team



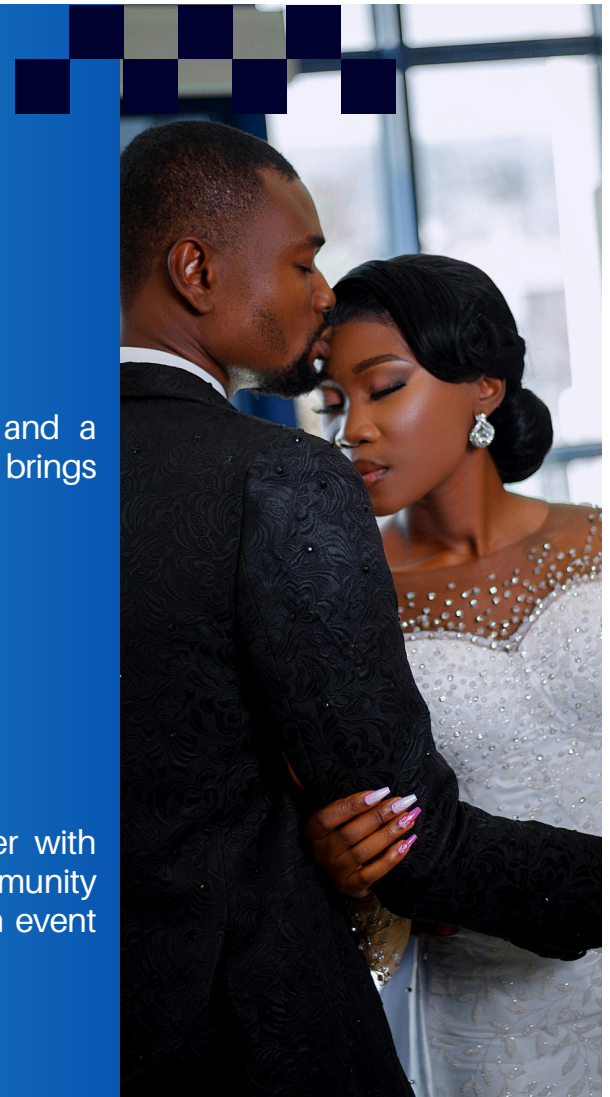
* Sabrina Presston

With a background in event planning and a passion for celebrating diversity, Sabrina brings creativity and vision to every project.



* Jacquee' Williamson

A seasoned professional planner, hotelier with expertise in marketing and community engagement, Jacquee' ensures that each event resonates with our audience.



Sponsors *thank you!*

we look forward to working with you!

Sponsorship Proposal 2025



We appreciate your interest in partnering with us for the 4th Annual Perfect Harmony Black & Ethnic Bridal Expo. Your support will help us create an extraordinary event that celebrates love, culture, and community. We look forward to the opportunity to collaborate with you and make a lasting impact together.



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