Perfect Harmony

Black & Ethnic Bridal Expo Sponsorship Proposal





Introduction

The Perfect Harmony Black & Ethnic Bridal Exposition is a premier event designed to connect small to medium ethnic wedding service providers with newly engaged couples seeking culturally tailored wedding solutions. This unique expo creates a platform for businesses to showcase their services while providing couples with resources to plan their dream weddings, reflecting their heritage and traditions.

Why Sponsor the Expo?

Sponsoring this event presents a valuable opportunity to engage with a highly targeted audience of brides, grooms, and families actively planning their weddings. By aligning with this expo, your brand can:

- Gain exposure to a diverse and growing wedding market.
- Engage directly with attendees through interactive brand activations.
- Build meaningful connections with ethnic and minority communities.
- Enhance corporate social responsibility by supporting minority-owned businesses.



Market Opportunity & Impact

- The ethnic wedding industry is a multi-billiondollar market with high consumer spending power.
- African American and multicultural couples seek culturally relevant services, creating a niche yet lucrative segment for brands to tap into.
- The demand for inclusive, customized wedding experiences is steadily increasing, driving the need for diverse service providers.



Sponsorship Benefits & Packages

We offer customized sponsorship packages to maximize brand visibility and engagement, including:

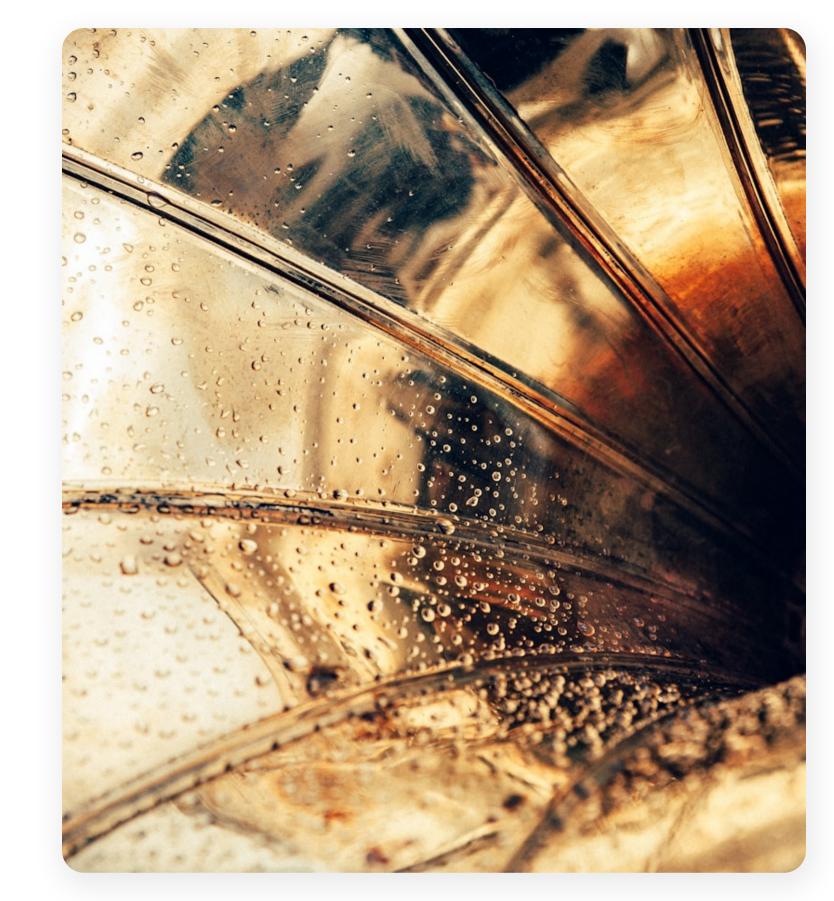
Platinum Sponsor (\$25,000+)

- Title sponsor recognition with brand name incorporated into the event.
- Logo placement on all marketing materials, including digital, print, and media.
- Exclusive speaking opportunities and featured brand activations.
- Social media collaborations and influencer partnerships.
- Prime booth location and VIP networking access.



Gold Sponsor (\$15,000+)

- Prominent logo placement on event signage and promotional materials.
- Social media mentions and cobranded content.
- Opportunity to host a branded workshop or panel discussion.
- Premium exhibitor booth space.



Silver Sponsor (\$10,000+)

- Logo inclusion on select event materials and social media promotions.
- Exhibit space with high-traffic visibility.
- Mention in press releases and event newsletters.



Community Partner (\$5,000+)

- Brand acknowledgment on the expowebsite and select social media posts.
- Opportunity to provide promotional giveaways and marketing materials to attendees.
- Standard exhibitor booth space.



Engagement Opportunities for Sponsors

Media Sponsorship Package:

 This package offers a great opportunity to increase your brand's visibility and engage with a targeted audience.

Exhibitor Meal Sponsorship Packages:

- Breakfast: This package is designed to maximize your brand's exposure and create meaningful networking connections with event exhibitors.
- Lunch: This package is designed to maximize your brand's exposure and create meaningful networking connections with event exhibitors.

Next Steps

We invite you to partner with us in making this expo an extraordinary experience. Contact us to discuss sponsorship opportunities tailored to your brand's goals.

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