

# **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-billion-dollar 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 co-branded 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 expo website 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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