

1ST ANNUAL

The logo for the STL Awards 2022 is centered within a black square. It features the letters 'STL' in a bold, white, sans-serif font. To the right of 'STL', the word 'Awards' is written in a red, cursive script font. Below 'Awards', the year '2022' is written in a white, sans-serif font.

STL Awards
2022

“STL AWARDS WAS BIRTHED FROM A PASSION TO GIVE BACK TO OUR CITY.”

-Tricey Smith

WHO WE ARE • WHAT WE CELEBRATE • A LOOK INTO THE EVENT • ***HOW TO JOIN THE CAUSE***



TARGET DEMOGRAPHICS

Black Millennials | Age 18-50



GET TO KNOW OUR TARGET

- There are 11.5 Black Millennials in the U.S.: comprising 14% of the U.S. millennial population
- Buzzwords: Exuberant, Reflective and Optimistic
- They are civically engaged and determined to set a better economic, social and cultural future for their community
- They are igniting social awareness of injustice and discrimination throughout the United States
- They are politically engaged and have voted at higher rates than whites in the 2008 and **2012**

EDUCATIONAL BACKGROUND

- 89% of Black Millennials have completed high school, compared to 77% of older Black generations
- 21% of Black Millennials have a Bachelor's degree

WHAT'S IMPORTANT TO OUR TARGET

- **Family:** Families are a fundamental part of Black Millennials' lives. Although most blacks are single, blacks are very connected to their extended family like grandparents and cousins. Their families are a great source of leisure time as they trust them and depend on them for emotional well-being. Almost 70% of internet using Blacks age 18+ say they spend most of their leisure time with their families, compared to the 26% who said they prefer to spend time with friends.
- **Class:** 86% of internet using Blacks age 18+ ranked taking classes as their most enjoyable out-of-home activity
- **Attending Community/Social Meetings & Events:** 85% of internet using Blacks age 18+ said their second most enjoyable out-of-home activity was attending community and social meetings/events
- **Other high interest activities include** volunteering, playing sports, going to a casino, going to a bar/club, working out in a health club and attending live entertainment. (Less access to green space, parks and other recreational spaces)
- **Autonomy:** Black Millennials are leaders, not followers. They value freedom to make their own choices. 80% of black internet users aged 18+ reported that they decide what to do compared to the 15% who reported who reported that their friends or family decide what to do for them



PRE SELECTION

A board will review submissions and makes selections based on nominees scoring according to the STL Awards



POST SELECTION

Each recipient will be invited as a special guest to a pre-show meet and greet where they will share hor d'oeuvres, Shares stories and take pictures with other special guest prior to public show and recognition.





SPONSORSHIP LEVELS

Platinum • Gold • Silver • Investor





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PLATINUM/ \$5000

ONLY 1 SPACE AVAILABLE

- Named as Co-Presenter of STL Awards
- Speaking Opportunity at the Pre-Show
- Logo inclusion: Program, on step and repeat, and all promotional material
- Advertisement inclusion from traditional media (print)
- Digital Marketing on web based platforms (email, social media and web)
- Resource or Product Table at Event
- 10 VIP Tickets (valued at \$500.00)

Gold / \$2000

ONLY 3 SPACE'S AVAILABLE

- Logo inclusion: Program, on step and repeat, and all promotional material
- Advertisement inclusion from traditional media (print)
- Digital Marketing on web based platforms (email, social media and web)
- Resource or Product Table at Event
- 5 VIP Tickets (valued at \$250.00)

SILVER / \$500

ONLY 10 SPACE'S AVAILABLE

- Digital Marketing on web based platforms (email, social media and web)
- Resource or Product Table at Event
- 2 VIP Tickets (valued at \$100.00)

INVESTOR / \$100

UNLIMITED SPACE AVAILABLE

- Your personal name/business name will be listed on the event brochure as an investor.

PARTING WORDS

We are striving to bring deserving recognition to designers, artist, community activist and many more in our local areas and surrounding fashion communities for their hard work and dedication towards being the next staple in the elevation of the arts. Your generous support would be a wonderful addition to our event and your partnership will demonstrate your concern and community commitment to the hundreds of citizens from your own backyard.

Sincerely,

Tricey Smith

THANK YOU

We would like to express our gratitude for your consideration in partnering with us!