Sponsorship Packages 2025 Black Brilliance: The Harlem Renaissance Reborn

February 22-23, 2025 | City of Morrow



The **Black Arts and Film Festival 2025** will be a 2-day event dedicated to showcasing and celebrating Black talent in the fields of arts and film, with a particular focus on the creative spirit of Harlem Nights and to discuss the importance of the black owned businesses and financial literacy.

The festival will feature performances, film screenings, and an art competition for students from **Clayton County** schools. This event is about **evolving our culture** by empowering youth, highlighting historical contributions, and setting the stage for the next generation of artists and filmmakers.

By sponsoring the **Black Arts and Film Festival**, your business will be contributing to a transformative event that seeks to inspire, educate, and uplift our community. This is an opportunity to directly support cultural development while gaining significant visibility through a diverse array of marketing and promotional benefits.

Why Your Sponsorship Matters:

The **Black Arts and Film Festival** is more than just an event; it's a cultural movement. Your support will enable us to:

- Provide a platform for young, emerging artists and filmmakers from local schools.
- Celebrate the rich history of **Black creativity**, with a particular focus on the Harlem Renaissance, and its enduring impact on today's culture.
- Create educational opportunities for **students to learn and engage** with history, art, and the power of storytelling.
- Involve our community and showcase the importance of Black culture's evolution through artistic expression.

Your partnership will help make this vision a reality, allowing us to provide free admission to all attendees and ensure a high-quality experience.

Collective Sponsorship Packages

- 1. Title Sponsor \$10,000 (Limited to 1)
 - o **Digital Billboard Advertising**: Featured on all four billboards, plus title sponsor recognition on six additional billboards throughout the city
 - Exclusive Branding: Logo on all print materials, including posters, flyers, and postcards sent to local homes
 - **Custom Event Banners**: Two branded banners displayed prominently at key locations in the festival area

- Prime Event Recognition: Acknowledgment during main stage events and in press releases
- Premium Placement: Vendor booth in a high-traffic area and a reserved table for 8 at the concert
- Social Media & Website Feature: Dedicated sponsor spotlight with link and logo on event website and social media pages
- 2. Platinum Sponsor \$7,500 (Limited to 3)
 - o Digital Billboard Advertising: Featured on two digital billboards
 - o Brand Recognition: Logo on print materials distributed throughout the city
 - Custom Event Banner: One banner featuring sponsor branding displayed in hightraffic areas of the event
 - Recognition at Event: Acknowledgment during key presentations
 - o Vendor Booth: Premium placement for maximum exposure
 - o Reserved Concert Table: Table for 8 at the concert
- 3. **Gold Sponsor** \$5,000
 - o Digital Billboard Advertising: Featured on one digital billboard
 - o **Print Recognition**: Logo included in event program and flyers
 - o Event Recognition: Mention at main stage events
 - Vendor Booth: Standard booth in vendor area
 - o **Concert Seating**: Four reserved concert seats
- 4. Community Sponsor \$2,500
 - o **Print Recognition**: Logo included in event program
 - Event Recognition: Verbal recognition during one main stage event
 - Vendor Booth: Standard booth
 - Concert Seating: Two reserved seats

In-Kind Sponsorships

For businesses and organizations that prefer to contribute through services or products, inkind sponsorships allow for unique visibility at the festival.

In-Kind Sponsorship Opportunities

1. Food and Beverage Sponsorship

- Details: In-kind donations of food, beverages, or catering services for event staff, artists, and VIPs.
- **Benefits**: Logo on event programs, special signage at food stations, and verbal acknowledgment.

2. Equipment and Supplies Sponsorship

- Details: Provide or loan event equipment (e.g., sound, lighting, seating, tents) for various event activities.
- **Benefits**: Logo on event print materials and signage, inclusion in media releases, and one reserved table at the concert.

3. Print and Media Sponsorship

 Details: Contributions of printing services for event materials such as banners, flyers, and programs. o **Benefits**: Logo included on all printed materials and on digital advertising, plus social media spotlight.

4. Volunteer Sponsorship

- Details: Contribution of volunteer hours for festival setup, management, and support roles.
- **Benefits**: Recognition in the event program, logo on volunteer shirts, and verbal acknowledgment at the event.

Collaborative Sponsorship Options

Collaborative sponsorships encourage joint marketing efforts and brand alignment for enhanced visibility.

1. Community Partner Package – Starting at \$1,500

- Joint Promotions: Collaborate on cross-promotional activities (social media campaigns, digital advertising) leading up to the event.
- Shared Banners: Two custom banners displaying both partner logos placed in hightraffic areas.
- Event Recognition: Co-branding in event materials and joint acknowledgment during opening and closing announcements.

2. Educational Partner - \$3,500

- **Interactive Session**: Sponsor can present or host a themed session aligned with the festival's focus on Black Arts and cultural heritage.
- o **Logo Placement**: Partner logo on session signage, in programs, and on social media.
- Event Recognition: Verbal acknowledgment and booth in a prominent area.

