

Sponsorship Packages 2025

Black Brilliance: The Harlem Renaissance Reborn

February 22-23, 2025 | City of Morrow



Overview:

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.



[Artist: Tiffany Vibez](#)

Collective Sponsorship Packages

SPONSORSHIP DETAILS / TYPE OF SPONSORS	In-Kind (\$500)	Silver (\$1,000)	Gold (\$3,000)	Platinum (\$5,000)	Title (\$10,000)
2 billboards - Clayton State signs * (4 by 6 feet)	30 days	30 days	30 days	60 days	90 days
2 billboards on highway signs (Highway 54) * (4 by 6 feet)	30 days	30 days	30 days	60 days	90 days
2 TVs inside city hall, 32 inches each	X	X	X	X	X
Logo on three pillars during the event (3 4x10 feet columns)	X	X	X	X	X
Logo on the main screen during the event (26 by 10 feet)	X	X	X	X	X
Posting sponsor logo on flyer to post to Instagram, Facebook	X	X	X	X	X
Business logo on bridge banner below The District sign		X	X	X	X
Business Banner (5 by 3		X	X	X	X

feet) on our chain link fence at the Morrow Station					
Business Logo on the back of postcards (6.25 X 9 inches) to send to over 5000 business and residents	X	X	X	X	
Stage announcement of the sponsoring business	X	X	X	X	
Logo on two pillars on stage (2 4x10 feet columns)		X	X	X	
Exhibition booth including a table and two chairs		X	X	X	
Reserved table in front of the stage with 8 chairs			X	X	
2 billboards in front of city hall (15.5 feet X 12.5 feet)			X	X	
Choice advertising on our main LED screen during			X	X	

the event (26)				
VIP lounge and access to go backstage and take photos with performers				X
Separate stories on socials (Instagram, Facebook)				X
* Both billboards will not display your ad at the same time, they will be rotated at different times				
**Side note: if we have more than one title sponsor, the two pillars on the stage will be reserved for their advertisement				
NOTICE SILVER SPONSORS ARE ABLE TO CHOOSE EITHER A BOOTH OR A VIP TABLE FOR \$2000				

1. Title Sponsor – \$10,000 (Limited to 1)

- **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 – \$5,000 (Limited to 3)

- **Digital Billboard Advertising:** Featured on two digital billboards.
- **Brand Recognition:** Logo on print materials distributed throughout the city.
- **Custom Event Banner:** One banner featuring sponsor branding displayed in high-traffic areas of the event.
- **Recognition at Event:** Acknowledgment during key presentations.
- **Vendor Booth:** Premium placement for maximum exposure.
- **Reserved Concert Table:** Table for 8 at the concert.

3. Gold Sponsor – \$3,000

- **Digital Billboard Advertising:** Featured on one digital billboard.
- **Print Recognition:** Logo included in event program and flyers.
- **Event Recognition:** Mention at main stage events.

- **Vendor Booth:** Standard booth in vendor area.
- **Concert Seating:** Four reserved concert seats.

4. Silver Sponsor – \$1,000

- **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.

5. Community Sponsors – \$500

- **Digital Billboard Advertising:** 2 billboards - Clayton State signs (4 by 6 feet) for 30 days.
- **Digital Recognition:** Logo on three pillars during the event (3 4x10 feet columns).
- **Event Recognition:** Stage announcement of the sponsoring business.
- **Vendor Booth:** Exhibition booth including a table and two chairs.

In-Kind Sponsorships

For businesses and organizations that prefer to contribute through services or products, in-kind 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.
- **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.

