

2024 SOUTH CAROLINA

BLACK EXPO



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www.blackexposouth.com

Leadership

DARRIN THOMAS *PRESIDENT*

Darrin Thomas is the visionary leader of Thomas Media Group, overseeing the 28+ years of success of the SC Black Pages and the Black Expo. Thomas is a graduate of the University of South Carolina and serves on numerous boards. He sincerely believes that you cannot support minority businesses without knowing where to find them and has made it his life's work to create platforms and spaces to elevate them.



Purpose

EMPOWERING THE AFRICAN-AMERICAN COMMUNITY FOR 28 YEARS.

We are committed to remain focused on the established framework of our Black Expo history. The Economic Empowerment Weekend promises to promote economic development and increase exposure for minority owned businesses.

The Empowerment experience will highlight the five pillars of economic growth and areas of sustainability: Education, Health, Jobs, Entrepreneurship and wealth creation. These pillars are critical to the economic growth of our community and our State.

Our Focus

EDUCATION:

Focus on preparation for higher education and STEM opportunities

HEALTH:

Focus on reducing health disparities that negatively impact the minority and low-income communities. Healthy communities make for better economic decisions.

JOBS:

Focusing on long-term economic development with sustained employment and the elimination of the many barriers to employment.

ENTREPRENEURSHIP:

Focusing on the fundamentals of successful business creation and growth

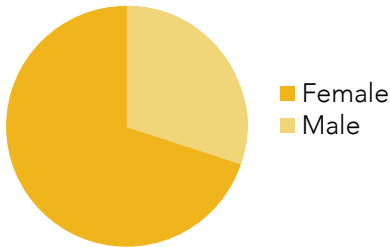
WEALTH CREATION:

Focusing on the elimination of the wealth gap. Financial literacy for all ages .

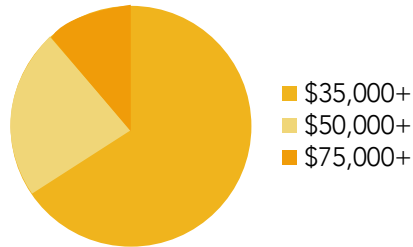
Expo by the Numbers

OUR DEMOGRAPHICS

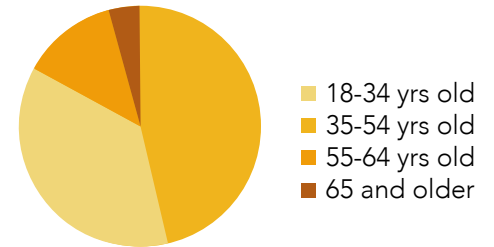
GENDER



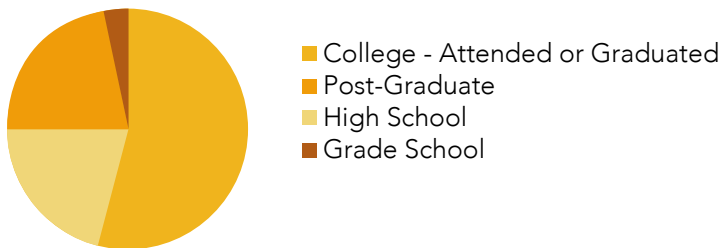
INCOME



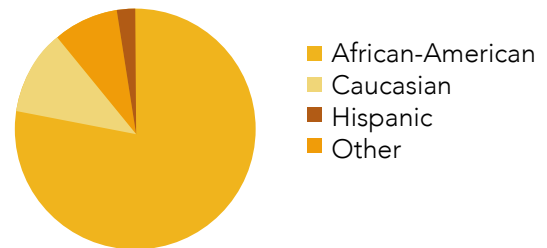
AGE



EDUCATION LEVEL



RACE/ETHNICITY



85%

Of attendees who would attend the Economic Empowerment Summit in the future.

35%

Of all attendees across markets attended just to learn more about entrepreneurship

95%

Of attendees across markets prefer the Economic Empowering Summit over the previous format.

INCLUDED IN THE EXPO

National guest speakers | HBCU College Fair | Wealth Creation Symposium | Career Fair and Job Readiness Procurement/Business Development | Health Screenings/Seminars | FAFSA assistance | And more...

"Attendees coming for the new format are more engaged and focused on learning" - P & B Promotionals | Previous Vendor

2024 Events

2024 CHARLESTON BLACK EXPO - MARCH 8 - 9

- Kick-off Reception
- Taste of Black Charleston
- Black Expo Saturday Event

2024 COLUMBIA BLACK EXPO - MAY 17 - 18

- Kickoff Reception
- Taste of Black Columbia
- Black Expo Saturday Event

PAST GUESTS



The Clark Sisters



VP Kamala Harris



Eva Marcille



Master P



MAJOR.



Anthony Anderson



Angela Rye



Larez Tate

ALUMNI SPONSORS



Key Sponsorship

These sponsorships provides your company with a presence across the entire Economic Empowerment Summit Experience by showcasing your brand and company throughout the entire Summit's footprint.

Title Sponsor – \$75,000 *Exclusive*

- "Your Company" Presents the Economic Empowerment Summit
- (4) 10x10 exhibitor booths at the Economic Empowerment Summit
- Seminar/Panel at Economic Empowerment Summit
- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo Placement: website, printed and digital materials
- Tickets: (2) Reserved Kick-off Reception Tables, (25) Taste of.. Tickets, (30) Black Expo Tickets
- 30 Second branded video promoted throughout the venue

Platinum Sponsor – \$35,000 *Limited*

- (2) 10x10 exhibitor booths at the Economic Empowerment Summit
- Seminar/Panel at Economic Empowerment Summit
- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo Placement: website, printed and digital materials
- Tickets: (1) Reserved Kick-off Reception Table, (15) Taste of.. Tickets, (20) Black Expo Tickets
- 30 Second branded video promoted throughout the venue

Gold Sponsor – \$15,000 *Limited*

- (2) 10x10 exhibitor booths at the Economic Empowerment Summit
- Seminar/Panel at Economic Empowerment Summit
- Media: radio ads, billboard, website, social media, email marketing
- Logo Placement: website, printed and digital materials
- Tickets: (6) Kick-off Reception Tickets, (10) Taste of.. Tickets, (10) Black Expo Tickets
- 30 Second branded video promoted throughout the venue

Silver Sponsor – \$10,000 *Limited*

- (1) 10x10 exhibitor booth at the Economic Empowerment Summit
- Media: billboard, website, social media, email marketing
- Logo Placement: website, printed and digital materials
- Tickets: (4) Kick-off Reception Tickets, (8) Taste of.. Tickets, (10) Black Expo Tickets

Bronze Sponsor – \$7,500 *Limited*

- (1) 10x10 exhibitor booth at the Economic Empowerment Summit
- Media: website, social media, email marketing
- Logo Placement: website, printed and digital materials
- Tickets: (2) Kick-off Reception Tickets, (6) Taste of.. Tickets, (5) Black Expo Tickets

Taste of Black ... *Sponsorship*

The Taste of Black... offers a high level event for community leaders, members, foodies, live entertainment lovers and more to gather together and party for a purpose. Raising over \$60,000 for charities - this event offers the ability for brands and companies to expose their services.

Fourth Course - \$10,000

- 'Your Company presents the _Annual Taste of Black...'
- Brand Activation
- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo placement: website, printed materials, digital materials
- (10) Taste of ... Tickets, (8) Economic Empowerment Summit Tickets

Third Course - \$5,000

- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo placement: website, printed materials, digital materials
- (8) Taste of ... Tickets, (8) Economic Empowerment Summit Tickets

Second Course - \$2,500

- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo placement: website, printed materials, digital materials
- (4) Taste of ... Tickets, (4) Economic Empowerment Summit Tickets

First Course - \$1,500

- Media: radio ads, television ads, billboard, website, social media, email marketing
- Logo placement: website, printed materials, digital materials
- (2) Taste of ... Tickets, (2) Economic Empowerment Summit Tickets

Band/Local Entertainment Sponsor - \$2,500

- Signage placed at stage/entertainment's location
- Logo placement: website, printed materials, digital materials
- (2) Taste of ... Tickets, (2) Economic Empowerment Summit Tickets

Cutlery Sponsor - \$1,000

- Branding placed on napkins and plates
- Logo placement: website, printed materials, digital materials
- (2) Taste of ... Tickets, (2) Economic Empowerment Summit Tickets

Chef Sponsor - \$1,000

- Signage placed on Chef's station
- Logo placement: website, printed materials, digital materials
- (2) Taste of ... Tickets, (2) Economic Empowerment Summit Tickets



ECONOMIC EMPOWERMENT SUMMIT

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