



houston**blackexpo**

2008 SPONSOR PACKET

EVENT DATE: May 16-18, 2008

George R. Brown Convention Center



Texas Black Expo, Inc. State Office Headquarters:

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Houston, TX 77047

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www.houstonblackexpo.com

To Our Prospective Sponsors and Corporate Exhibitors:

Thank you for your continued support and dedication to being an organization committed to social responsibility and to the growth of Houston's local economy through business and community development.

With the support of community-conscious sponsors throughout Greater Houston, we at the Texas Black Expo, Inc. were able to impact the lives of *more than 17,000 people in 2007* through our 4th Annual Houston Black Expo Summer Celebration Tradeshow and through our various other community programs!

Houston Black Expo 2008 is scheduled for **May 16th – 18th** at Houston's George R. Brown Convention Center. This 5th annual event promises to be bigger and better than ever before, presenting new attractions and features never before seen at the Houston Black Expo!

In the following pages of this sponsorship packet, you will find detailed demographic information on Expo attendees that will present the profile of the typical Houston Black Expo attendee. This typical Expo attendee is no doubt the community that you serve, and it is our aim to assist you in connecting with this community through our strategic alliance.

Your cooperation with our organization illustrates your keen understanding of the importance of reinforcing your brand through the support of local community organizations and community-related events in order to reach out to this unique consumer market. We look forward to partnering with you to create a win-win relationship to reach this demographic, resulting in an even *greater* impact throughout the Greater Houston and Texas community in the near future!

Should you have any questions at any time, or should you simply require our assistance for any reason, please do not hesitate to give me a call at (832) 200-0540. Thank you for helping the Houston Black Expo grow to become the **Largest African American Tradeshow in Texas!**

With sincere appreciation,

Jerome Love
President & CEO
Texas Black Expo, Inc.

Could *All of These* Expo Sponsors be Wrong??

“The Houston Black Expo provides an unparalleled opportunity for Nationwide to reinforce our brand to thousands of consumers. We have been a corporate sponsor for three straight years, and we are happy to support their outreach efforts within the community.”

- Latayne Bruce-Simpson, Marketing Campaign Specialist, Nationwide Insurance

“Washington Mutual truly believes in giving back to the community and supporting outreach efforts such as Houston Black Expo. We fully support them and their efforts, and we appreciate the opportunity to reinforce our brand to thousands at their annual event.”

- Sharon Phillips, First Vice-President, Washington Mutual

“H-E-B has been the title sponsor of the Houston Black Expo since year one, and as a result, we have seen a significant increase in customer count and sales. Sponsorship of this event helps H-E-B to reinforce our strong commitment to small businesses and support for the local communities we serve.”

- James Harris, Director of Supplier Diversity, H-E-B

“Diversity and inclusiveness are a major focus at Shell, and we value the opportunity to support efforts that represent that focus in Houston such as the Houston Black Expo. Though we do not seek a specific benefit from sponsorship, it inherently helps reinforce our commitment to the Houston community.”

- Hasting Stewart, Vice-President, Shell Foundation



Who Attended the 2007 Black Expo?

The average Expo attendee was calculated as a result of registrations for the Houston Black Expo received online through www.houstonblackexpo.com and through registration kiosks at the entry of the Houston Black Expo tradeshow on Saturday, May 19th and Sunday, May 20th.

Gender

59 % Female
41% Male

Number of Children

43% 0
27% 1 - 2
14% 3 - 4
3% 5+
15% No answer

Marital Status

28% Married
39% Single
11% Divorced
22% No answer

Do You Own or Rent Your Primary Residence?

51% Own
33% Rent
16% None of the above

Average Household Income

18% \$19 – 24k
13% \$25 – 35k
13% \$36 – 46k
17% \$47 – 60k
8% \$61 – 75k
5% \$76 – 90k
8% \$90k+
18% No answer

Highest Education Completed

37% High School Diploma / GED
37% Bachelor's Degree
9% Master's Degree
3% Doctorate Degree
14% No answer

Do You Own a Small Business?

66% No
28% Yes
10% No answer

2007 Black Expo Attendance Statistics

“Taste of Black Houston” Kickoff Reception	216
Saturday R & B Soulful Celebration	1963
Sunday Gospel Explosion	478
“Handle Ya Business” Youth Summit	62
Liquid Gold Hair & Fashion Review	862
Black Houston Speaks Community Breakfast	207
Aspiring Authors Symposium	47
Home Buying Forum	85
Business Development Symposium	176
Expo Consumer Tradeshow (Sat. and Sun.)	13,764
TOTAL WEEKEND ATTENDANCE	17,860

Sponsorship Opportunities

If you desire to brand your company to thousands, the Houston Black Expo offers several Sponsorship Opportunities to companies of all types and sizes. Should you have a specific request or need, we can also develop a Sponsorship Package tailored especially for you!

Title Sponsor

The Title Sponsor is the most prestigious and visible of all sponsorships available and is reserved for only one organization or company. The value of this sponsorship is **\$75,000**.

The benefits of being the Title Sponsor are:

- Title of "Official Title Sponsor of the 2008 Houston Black Expo" to be read and announced as follows, "The ABC Houston Black Expo"
- Company Name and Logo Headlines Marketing Advertisements
- Company Name on Press Releases, Print and Television Advertisements
- Company Name Headlines all Radio Announcements
- Hyper-Link Exchange between Sponsor & HBE Website
- Company Name and Logo on Official Show Banners
- Company Name and Logo Printed on Front Cover of Official Show Guide
- Full Page Ad on Back Cover of Official Show Guide
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- 20'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in all Marketing Campaigns
- Brand Exclusivity
- 100 Tickets to the Houston Black Expo
- 10 Tickets to the HBE VIP Kickoff Reception

Presenting Sponsor

The Presenting Sponsor is the second most prestigious and visible of all sponsorships available. The value of this sponsorship is **\$60,000**.

The benefits of being the Presenting Sponsor are:

- Title of Presenting Sponsor of the Houston Black Expo to be read and announced as follows, "ABC Houston Black Expo presented by XYZ Company"
- Company Name and Logo included on all Marketing Advertisements
- Company logo on Press Releases, Print and Television Advertisements
- Company Name included in all Radio Announcements
- Hyper-Link Exchange between Sponsor & HBE Website
- Company Name and Logo on Official Show Banners
- Company Name and Logo Printed on Front Cover of Official Show Guide
- Full Page Ad on Inside Front Cover of Official Show Guide
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- 20'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in all Marketing Campaigns
- 90 Tickets to the Houston Black Expo
- 6 tickets to the HBE VIP Kickoff Reception
- 1 complimentary table at Houston Black Expo community breakfast

Entertainment Stage Sponsor

If you desire to expose your corporate brand or logo to the maximum number of Expo attendees, the Entertainment Stage sponsorship is perfect for you! The stage will showcase local and national talent and entertainment throughout the weekend. Major draws to this stage are scheduled for each day, including Hair Shows, celebrity presentations, an R&B Soulful Celebration, and an exciting Gospel Explosion, among many others! The value of this sponsorship is **\$45,000**.

The benefits of being the Entertainment Stage Sponsor are:

- Title of "Official Stage Sponsor of The 2008 Houston Black Expo"
- Company Name and Logo on Marketing Advertisements
- Company Name on Press Releases, Print and Television Advertisements
- Company Name Mentioned on Radio Announcements
- Exclusive Company Banner Placement on Expo Stage
- Company Name and Logo printed on Official Show Banners
- Company Flyers or Handbills Distributed at Information Booth
- Exclusive Press release Sent Announcing Company's Sponsorship of HBE
- Inside Back Cover Advertisement in Show Guide
- 10'X 20' Exhibitor Space (Near entrance location on exhibitor floor)
- Right to Use Event Name in All Marketing Campaigns
- Hyper-Link Exchange between Sponsor & HBE website
- Company Name Mentioned on Entertainment Stage and Sponsor Give-a-Ways
- 75 Tickets to the Houston Black Expo
- 4 Tickets to the HBE VIP Kickoff Reception
- 1 complimentary table at Houston Black Expo community breakfast

Corporate Sponsors

Corporate Sponsors are one of the more prestigious sponsorship levels of our event, with significant and valuable benefits to the sponsoring company or organization. Each Corporate Sponsor will have an opportunity to sponsor one of the expo pavilions (i.e., the Health & Beauty Pavilion, the Technology Pavilion, the Author's Pavilion, the Real Estate & Finance Pavilion, the Arts Pavilion, etc.). The value of this sponsorship is **\$35,000**.

The benefits of being a Corporate Sponsor are:

- Title of "Official Corporate Sponsor of The 2008 Houston Black Expo"
- Company Name and Logo on Print Advertisements
- Company Name on Television Advertisements
- Company Name Mentioned on Radio Announcements
- Company Name and Logo on Official Show Banners
- Company Name and Logo printed on Official Visitor Guest Pack
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Opportunity to Present a Seminar During the 2008 Houston Black Expo
- Hyper-Link Exchange between Sponsor & HBE Website
- Prime Full-Page Advertisement in Show Guide
- Prime 10'X 20' Exhibitor Space
- Right to Use Event Name in all Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 75 Tickets to the Houston Black Expo
- 4 Tickets to the HBE VIP Kickoff Reception
- 1 complimentary table at Houston Black Expo community breakfast

Associate Sponsor

Associate Sponsorships are perfect for companies that want to reach the masses through high-visibility marketing efforts with the Houston Black Expo. The value of this sponsorship is **\$25,000**.

The benefits of being an Associate Sponsor are:

- Title of "Official Associate Sponsor of the 2008 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Name and Logo printed on Show Banners
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Full-Page Advertisement in Show Guide
- Prime 10' X 20' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 30 Tickets to the Houston Black Expo
- 2 Tickets to the HBE VIP Kickoff Reception

HBE Partner

As an HBE Partner, you will have a tremendous opportunity to reach the masses at the Houston Black Expo by receiving preferred placement and establishment of your company's brand through the mass marketing efforts of the Houston Black Expo. The value of this sponsorship is **\$15,000**.

The benefits of being an HBE Partner are:

- Title of "Official Partner of the 2008 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Prime 10' X 10' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- Company Name Mentioned on Entertainment Stage
- 15 Tickets to the Houston Black Expo
- 2 Tickets to the HBE VIP Kickoff Reception

HBE Patron

HBE Patron sponsorships are perfect for companies that have a primary goal of reaching the masses at the Houston Black Expo for the purpose of direct selling. The value of this sponsorship is **\$10,000**.

The benefits of being an HBE Patron are:

- Title of "Official Patron of the 2008 Houston Black Expo"
- Company Name on Printed Advertisements
- Company Flyers Distributed at Information Booth
- Exclusive Press Release Sent Announcing Company's Sponsorship of HBE
- Prime 10' X 10' Booth Space on Tradeshow Floor
- Right to Use Event Name in Marketing Campaigns
- 10 Tickets to the Houston Black Expo
- 2 Tickets to the HBE VIP Kickoff Reception