

# SWFL Black Expo

April 9-11, 2021



# SWFL BLACK EXPO



# ABOUT US

## SWFL BLACK EXPO

Edison Mall, in partnership with De' Marshawn's Beauty Salon & Makeup, the Dunbar Festival Committee, and SWFL Impact Partners will host the inaugural "SWFL Black Expo" targeting black owned businesses of all types in the SWFL area April 9, 10 and 11, 2021. A portion of the proceeds from this signature event will go to fund and expand local black owned 501c3 nonprofits in the area.

Edison Mall, as a goodwill ambassador is focusing on providing a safe, diverse, family-oriented center that is culturally and economically impactful for our SWFL community.

## OUR STORY

Fort Myers was named the fastest growing city in America according to WalletHub.com. We are inviting vendors to come out and showcase their businesses and network with other local business owners. We are inviting the community to experience the history, taste the heritage of and enjoy the sounds and aromas of the black culture.

There will be educational seminars, workshops and speakers that delve deep in the black community. There will also be a designated kid zone, entertainment and more!

## OUR TEAM

**Brad Lunn**

General Manager, Edison Mall

**Altemia Diggs**

Owner, De' Marshawn's Beauty Salon & Makeup

**Lee Ford**

Co-Manager, SWFL Impact Partners

**Angeli Chin**

Marketing Director, Edison Mall

**Martin Byrd**

President, Dunbar Festival Committee

## PROPOSED CALENDAR OF EVENTS

### Friday, April 9, 2021

- Opening Remarks
- Lee Pitts Live onsite
- 11 am to 5 pm - Vendor events
- 12 pm to 1:30 pm - 2-4 workshops/seminars/speakers - 90 minute
- 2 pm to 3:30 pm - 2-4 workshops/seminars/speakers - 90 minute
- 4 pm to 5:30 pm - 2-4 workshops/seminars/speakers - 90 minute
- 7 pm to 10 pm - Networking Reception

### Saturday, April 10, 2021

- Lee Pitts Live onsite
- 11 am to 7 pm - Vendor events
- 11:30 am to 1 pm - 2-4 workshops/seminars/speakers - 90 minute
- 1:30 pm to 3 pm - 2-4 workshops/seminars/speakers - 90 minute
- 3:30 pm to 5 pm - 2-4 workshops/seminars/speakers - 90 minute
- 5:30 pm to 7 pm - 2-4 workshops/seminars/speakers - 90 minute

### Sunday, April 11, 2021

- Lee Pitts Live onsite
- 10 am Gospel Explosion - Outside
- 11 am to 6 pm - Vendor events
- 12 pm to 1:30 pm - 2-3 workshops/seminars/speakers - 90 minute
- 2 pm to 3:30 pm - 2-3 workshops/seminars/speakers - 90 minute
- 4 pm to 5:30 pm - 2-3 workshops/seminars/speakers - 90 minute
- 5:30 pm Closing Remarks

Please note, times and details subject to change

## LEVELS & DELIVERABLES

### Title Sponsor(s) \$10,000.00

- Full page ad in program
- Name and logo listed on sponsor page of program
- Name and logo listed on event banner
- Company name included on all messaging and social media
- Press release mention
- Mentions on Lee Pitts Live
- Formal announcements throughout event and during each seminar/workshop
- Designated poster placed in eight prominent positions in the event
- Up to two tables at the event, one table at evening reception networking event
- Up to three items to be placed in SWAG bags (approximately 500)

### Champion Sponsor(s) \$7,500.00

- Half page ad in program
- Logo listed on sponsor page of program
- Logo placed on banner
- Thanked on social media
- Formal announcements throughout event and during each seminar/workshop
- Mentions on Lee Pitts Live
- Designated poster placed in four prominent positions in the event
- Table at the event
- Up to two items to be placed in SWAG bags (approximately 500)

### Advocate Sponsor(s) \$5,000.00

- Quarter page ad in program
- Logo listed on sponsor page of program
- Logo placed on banner
- Thanked on social media
- Formal announcements throughout event
- Designated poster placed in two prominent positions in the event
- Table at the event
- Item to be placed in SWAG bags (approximately 500)

## LEVELS & DELIVERABLES

### Leader Sponsor(s) \$2,500.00

- Name listed on sponsor page in program
- Logo placed on banner
- Thanked on social media
- Formal announcements throughout event
- Table at the event
- Item to be placed in SWAG bags (approximately 500)

### Teacher Sponsor(s) \$1,000

- Name listed on sponsor page in program
- Thanked on social media
- Formal announcements throughout event
- Table at the event
- Item to be placed in SWAG bags (approximately 500)

### Reception Sponsors \$ 500.00

- Thanked on social media
- Formal announcements throughout opening reception
- Table at the reception
- Item to be placed in reception SWAG bags (approximately 150)

### Workshop Sponsorship \$ 250.00

- Thanked on social media
- Formal announcements at workshop(s)
- Table at the workshop
- Item to be placed in workshop rooms (approximately 30 per workshop)

If there isn't a sponsorship level you'd like, we can customize a package for you. Please contact Angeli Chin at [angeli.chin@washingtonprime.com](mailto:angeli.chin@washingtonprime.com) or call her at 239-939-1933 x 2725 or Brad Lunn at [brad.lunn@washingtonprime.com](mailto:brad.lunn@washingtonprime.com), or call 239-939-1933 x 2723.

**All sponsorship packages must be received no later than March 31, 2021**

# SPONSORSHIP FORM

## I WOULD LIKE TO BE A SPONSOR

Level:

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Company Name:

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Contact Person:

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Email:

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Phone:

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Street Address:

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City, State, Zip:

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Including Swags items:

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Including raffle item?

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If in-kind sponsorship, please include what is being exchanged and provide

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quotes for services:

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**Please email form to [angeli.chin@washingtonprime.com](mailto:angeli.chin@washingtonprime.com) or mail form to:**

**Edison Mall, SWFL Black Expo, 4125 S. Cleveland Ave, Suit3 1627, Ft Myers, FL 33901**