

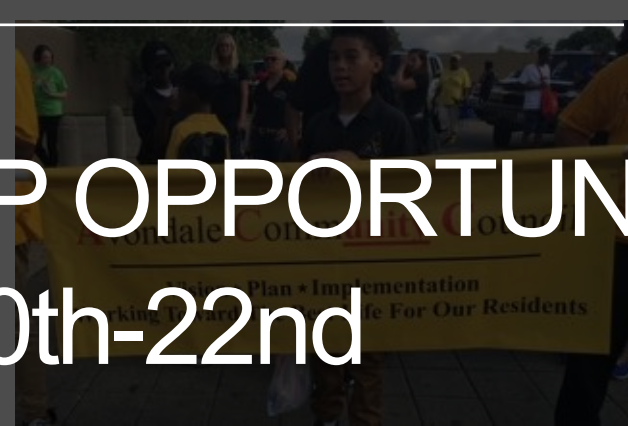
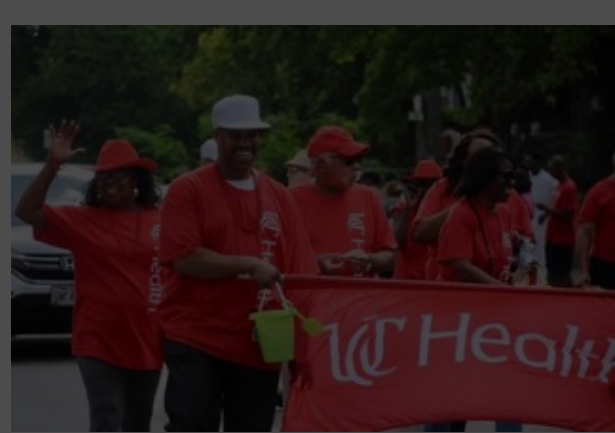


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Black Family Reunion

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2021 SPONSORSHIP OPPORTUNITIES  
August 20th-22nd





## **The History of the Midwest Regional Black Family Reunion**

*Dr. Dorothy I. Height, Founder*

The Midwest Regional Black Family Reunion Celebration was inaugurated in 1989 in Cincinnati, Ohio. This event continues to grow and is now one of Cincinnati's largest family-focused events drawing over 25,000 patrons. It is held annually the third weekend of August. Through the generous support of our sponsors, we are able to offer the event to the public at no charge.

Conceived by Dr. Dorothy I. Height, President Emerita of the National Council of Negro Women, the Black Family Reunion Celebration is a 3-day cultural weekend event which brings consumers, corporations, and communities together to focus on the historic strengths and values of the Black Family.

## **Looking Ahead**

Although twenty-eight celebrations were created across the country, the Cincinnati location is the only major city celebration remaining. We are proud to say that we have every intention of remaining as a staple event in the United States; and for that we need sponsors like you. As we approach the 30th anniversary of festivities, we are excited to extend the invitation of sponsorship to you and your company. Please review and contact us with any questions.

Thank you in advance,

Tracey Artis  
*Black Family Reunion Coordinator*



# Demographics and Marketing Efforts

## Demographics

Your organization will be exposed to at least 25,000 regional, national and international participants at the event

- Women, men, and children of all ages
- Primarily African-American

## Radio Promotions

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across the country. These commercial spots will be strategically placed on syndicated radio outlets in order to reach the optimum amount of listeners

## Marketing Efforts

Our marketing efforts will be deliberate and pointed in order to raise maximum consumer awareness. Efforts include, but are not limited to the following:

### E-Marketing:

- E-Blasts
- Web Banners
- Social Media – Twitter, Instagram, Periscope
- Press Releases
- Black Family Reunion Website

### Physical Merchandise:

- Post Cards
- Street Teams
- Posters
- Flyers

### Community Involvement:

- Cincinnati Convention and Visitor's Bureau Partnership
- Buck Eye Calendar
- Church Announcements
- Business Marquees
- African American Chamber of Commerce
- Cincinnati Chamber of Commerce
- Local civic organizations
- Local Greek organizations

# 2020 BFR Social Media Reach

Total Social Media  
Reach for 2020:

**60K**

Total Social Media  
Shares of Events:

**316**



# Black Family Reunion Weekend | Event Overview

## Friday, August 20, 2021

9:00am- 11:00am@  
Fountain Square

7:00pm-9:00pm  
@Corinthian Baptist Church

## Saturday, August 21, 2021

9:00am -12:00pm  
@Avondale Town Center

12:00pm-8:00pm @Sawyer  
Point

### FRIDAY 8/20/21

· [BFR Kick-Off Event](#), presented by [Fifth Third Bank](#) @ [Fountain Square](#) from 9am-11am. (If you are interested in seating at the event please contact: **Chaka Buraimoh** | [c.buraimoh@gmail.com](mailto:c.buraimoh@gmail.com))

[Virtual Job Fair](#) | 10am-2pm (presented by [Superior Career Fairs.com](#))

· [The BFR Speaker Series](#) presented by [First Financial Bank](#) @ [Corinthian Baptist Church](#) from 7pm-9pm .

### SATURDAY 8/21/21

· [The Black Family Reunion Parade](#), presented by [Nissan](#) will take place at [@Avondale Town Center](#) from 9am-12pm [CLICK HERE TO REGISTER FOR THE BFR PARADE](#)

· BFR Attendees will join us at Sawyer Point from 12:00pm-8:00pm with:

- Family fun, activities, food health screenings, activities at each pavilion including the seniors pavilion, youth and young adult, children's pavilion, sports pavilion, inspirational pavilions, and health pavilion.
- Non-profit area and retailers.
- Vaccinations and voter registration will be available in the park.
- Live entertainment will be provided by Dru Hill.
- Sunshine Anderson will also be the special guest at a day party at the Youth & Young Adult Pavilion.

## Sunday, August 22, 2021

@ 12pm-8pm

BFR Attendees will join us again at Sawyer Point from 12:00pm-8:00pm with:

- Family fun, activities, food health screenings, activities at each pavilion including the seniors pavilion, youth and young adult, children's pavilion, sports pavilion, inspirational pavilions, and health pavilion.
- Non-profit area and retailers
- Vaccinations and voter registration will be available in the park.
- Live entertainment provided by Darwin Hobbs

(Note: Park hours are from 12pm-8pm. Vendors are free to close their booths at 6pm each day as the Main Stage opens.)



Black Family Reunion

2021 SPONSORSHIP PACKAGE  
Deadline 7.2.2021



## **BFRC Presenting Sponsor**

**\$30,000.00**

- Corporate name listed as "Presenting Sponsor" on all BFRC material
- Corporate logo on the broadcast and the Parade stage
- Corporate mention for all BFRC Media Advertising
- Logo included on website and boosted social media BFR ad videos with active sponsor links
- Opportunity to provide video of sponsor message to be broadcast at Heritage Breakfast
- Opportunity to provide video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC official website
- Parade participation with no entry fee





## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### GOSPEL AND URBAN CONCERT SPONSOR

\$25,000.00

- Corporate logo on the event broadcast
- Corporate mention for all Concert Advertising
- Opportunity to provide a video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC Official Website
- Parade participation with no entry fee

### HEALTH PAVILLION SPONSOR

\$20,000.00

- Corporate logo on the event broadcast
- Corporate mention for all Concert Advertising
- Opportunity to provide a video of the sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC Official Website
- Parade participation with no entry fee

### GENERAL CORPORATE SPONSOR

\$15,000.00

- Opportunity to provide a video of the sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC Official Website
- Opportunity to provide up to 30 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee





## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### FAMILY OF THE YEAR SPONSOR

\$15,000.00

- Corporate name on Family of the Year plaque
- Corporate name on Family of the Year parade car
- Opportunity to introduce Family of the Year at all events
- Opportunity to provide video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and the BFRC Official Website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds) to be broadcast during the Heritage Breakfast
- Parade participation with no entry fee

### PARADE SPONSOR

\$15,000.00

- Corporate signage on the viewing stand
- Opportunity to serve as a parade judge
- Opportunity to provide a video with up to 30 seconds of a pre-recorded sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC official website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds video) to be broadcast during the Heritage Breakfast
- Parade participation with no entry fee

### BFR KICKOFF “MORNING INSPIRATION” SPONSOR

\$15,000.00

- Logo on signage at Heritage Breakfast
- Opportunity to provide pre-recorded message up to 3 minutes of corporate during the breakfast broadcast
- Opportunity to provide video highlighting up to two small businesses to be broadcast during the breakfast broadcast
- Opportunity to provide a pre-recorded 15 second sponsor message video to be broadcast on the Main Stage during all Concerts
- Recognition on all printed and digital materials and BFRC Official Website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds) during the Heritage Breakfast broadcast
- Parade participation with no entry fee

- Recognition on all printed and digital materials and BFRC official website
- Opportunity to provide up to 30 second video sponsor message during the speaker series broadcast



## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### **SPEAKER SERIES SPONSOR**

**\$15,000.00**

- Logo on signage at Speaker Series
- Opportunity to provide pre-recorded message (up to 3 minutes) of corporate during the speaker series virtual broadcast
- Opportunity to provide video highlighting up to two small businesses to be broadcast during the speaker series broadcast
- Opportunity to provide 15 second sponsor message video to be broadcast on the Main Stage during all Concerts
- Recognition on all printed and digital materials and BFRC Official Website
- Opportunity to provide video sponsor message ( up to 30 seconds) during the speaker series broadcast



## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### OFFICIAL BFRC T-SHIRT SPONSOR

\$10,000.00

- Corporate logo on all BFRC volunteer tee shirts
- BFRC T-shirts for your volunteers – not to exceed 100 T-shirts
- Opportunity to provide video up to 15 seconds of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC official website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 3 highlights
- Opportunity to provide up to 15 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

### GOLF CART SPONSOR

\$10,000.00

- Corporate logo and message on all golf carts used at the BFRC
- Opportunity to provide video up to 15 seconds of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed and digital materials and BFRC Official Website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 15 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

### SPECIAL INTEREST SPONSOR

\$10,000.00

- Corporate signage in selected special interest pavilion, i.e., health screening, children's area, young adults, etc.
- Assist in programming of selected pavilion.
- Opportunity to provide video (up to 15 seconds ) of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC Official Website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 10 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### CONTRIBUTING SPONSOR

\$7,500.00

- Recognition on all printed materials and BFRC Official Website
- Opportunity to provide video (up to 15 seconds) of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Up to four reserved seats at Heritage Breakfast
- Parade participation with no entry fee





## 2021 BLACK FAMILY REUNION

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# Contribution Levels

### CONTRIBUTING SPONSOR

\$3,500.00

- Opportunity to provide 15 seconds video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 15 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

### CONTRIBUTING SPONSOR

\$2,500.00

- Opportunity to provide 15 seconds video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Parade participation with no entry fee





## OFFICIAL CAR SPONSOR |

\$16,000.00

- Corporate logo on the broadcast and the Main Stage
- Corporate mention for all BFRC Media Advertising
- Opportunity to provide video up to 15 seconds of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed and digital materials and BFRC official website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 30 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

*\*\*the official car sponsor will have the only vehicles placed at the site. No other car brands can be mentioned in any advertising and cannot be a sponsor of the event.*



## 2021 BLACK FAMILY REUNION

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# Deadline and Fees for Application

**Deadline for application:  
Insert deadline here**

Please make checks or money  
order payable and mail to:

JAZJORDAN, INC  
9910 Coventry Court  
Cincinnati, OH 45040  
Tel (513)229-0502

\*Credit cards accepted\*

**For more details  
or questions:**

Tracey Artis, Coordinator  
Black Family Reunion

9910 Coventry Court  
Cincinnati, OH 45040

Tel (513)229-0502

[www.myblackfamilyreunion.org](http://www.myblackfamilyreunion.org)