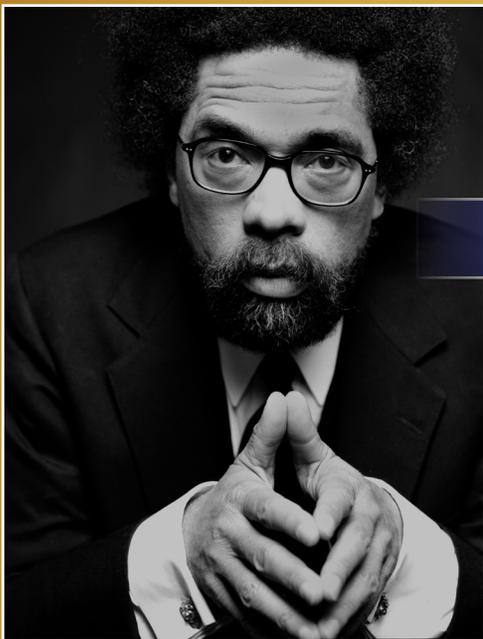


NORTH MIAMI FLORIDA

BLACK HISTORY MONTH

Sponsorship Packet



2017 Featured Guest Speaker
Dr. Cornel West

February
2017
The Crisis in
Black
Education



Jagged Edge

2016 Music in the Plaza



Chubb Rock



Demetria of Bravo's hit series
The Real Housewives of Atlanta



CeCe Peniston



Dear Community Partner,

On behalf of the city of North Miami **Black History Month** Committee, we would like to thank you for your interest and welcome you to the **sights, sounds and cultivating experience** of the **African American Heritage** here in our City. We will journey through the month with **cultural, educational, and memorable** festivities from February 1st - February 28th, and invite you to celebrate with us as a participating sponsor.

North Miami will kick-off Black History Month on **Friday, February 3rd** with a lecture featuring Dr. Cornel West addressing **"The Crisis in Black Education"** the 2017 National Black History Theme. Dr. West is a prominent Professor of Philosophy and Christian Practice at Union Theological Seminary and Professor Emeritus at Princeton University.

Our signature event, the **2nd Annual Music in the Plaza**, will feature live entertainment by award winning artists, **Doug E. Fresh, Deniece Williams, CASE, Chubb Rock** and many others in an outdoor concert on **Saturday, February 25th** from 5 p.m. until 10 p.m.

Please review the attached form to find a list of our events and sponsorship opportunities. Becoming a sponsor gives you the opportunity to market your services/products throughout the month.

If you have any questions or want to further discuss please contact our Black History Month Committee Chairperson, Deputy City Manager Arthur H. Sorey, III at 305-895-9888 or via email, asorey@northmiamifl.gov.

We have included a form for your convenience to assist you in formalizing your role as a **2017 North Miami Black History Month Sponsor**. Thank you for your interest in assisting us with our cultural celebrations in the city of North Miami.

Sincerely,

Mayor Smith Joseph, D.O., Pharm.D.
Honorary Co-Chairman

Councilman Alix Desulme
Honorary Co-Chairman



Unveiling of the 2016
Black History Month United States Postal Stamp



An Evening of Honors
Celebrating Black History Month 2016

Title Sponsor \$15,000+

- Premium company logo placement on all event posters, flyers, digital promotions and City's social media accounts (Over 5,000 people reached per event)
- Company logo featured with premium placement for advertising on North Miami's cable channel, NoMiTV77
- Premium company logo placement on signage displayed throughout Black History Month Events
- Premium company logo placement and title sponsorship recognition on all press releases (print and broadcast media)
- Radio promotional spots will include a combination of mainstream media and Haitian media coverage
- Multiple announcements and interviews on Mainstage area throughout Black History Month Events
- Sponsor Recognition Award
- Backstage access for Meet and Greet with performers during Music in the Plaza
- Premium Tent placement with display banner. Sponsor must provide staffing and giveaways for public. (10'x10' tent, 1 table and 2 chairs)
- Premium Company logo placement on Black History Month t-shirts (worn by over 150 staff and volunteers); 10 shirts made available for sponsors
- Social Media Recognition
 - 🐦 Twitter: 5 dedicated posts
 - 📘 Facebook: 5 dedicated posts
 - 📷 Instagram: 5 dedicated posts

Vanguard Sponsor: \$10,000+

- Company logo placement on printed, digital promotions, and City's social media accounts (Over 5,000 people reached per event)
- Company logo featured with premium placement for advertising on North Miami's cable channel, NoMiTV77
- Multiple announcements and interviews on Mainstage area throughout Black History Month Events
- Company logo placement on Black History Month t-shirts (worn by over 150 staff and volunteers); 5 shirts made available for sponsors
- Sponsor Recognition Award
- Backstage access for Meet and Greet with performers during Music in the Plaza
- Premium Tent placement with display banner. Sponsor must provide staffing and giveaways for public. (10'x10' tent, 1 table and 2 chairs)
- Social Media Recognition
 - 🐦 Twitter: 3 dedicated posts
 - 📘 Facebook: 3 dedicated posts
 - 📷 Instagram: 3 dedicated posts

Trail Blazer Sponsor: \$5,000+

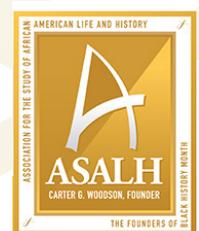
- Company logo placement on printed, digital promotions, and City's social media accounts (Over 5,000 people reached per event)
- Company logo placement on Black History Month t-shirts (worn by over 150 staff and volunteers); 5 shirts made available for sponsors
- Sponsor Recognition Award
- Multiple announcements and interviews on Mainstage area throughout Black History Month Events
- Tent 10'x10', 1 table and 2 chairs (Sponsor must provide staffing and giveaways for tent)
- Social Media Recognition
 - 🐦 Twitter: 1 dedicated posts
 - 📘 Facebook: 1 dedicated posts
 - 📷 Instagram: 1 dedicated posts

Seed Planter Sponsor \$2,500+

- Placement of logo on printed, digital promotions, and City's social media accounts (Over 5,000 people reached per event)
- Company logo placement on Black History Month t-shirts (worn by over 150 staff and volunteers); 2 shirts made available for sponsors
- Multiple announcements on Mainstage area at Music in the Plaza
- Company logo placement on Black History month events t-shirts (worn by over 150 staff and volunteers) 2 Shirts made available for sponsors
- Tent 10'x10', 1 table and 2 chairs (Sponsor must provide staffing and giveaways for public)

Memory Maker \$500 - \$2,000+

- Placement of logo on printed and digital promotions
- Multiple announcements on Mainstage area at Music in the Plaza
- Tent 10'x10', 1 table and 2 chairs (Sponsor must provide staffing and giveaways for public)



SPONSOR PARTICIPATION FORM – Celebrating Black History Month in North Miami

SPONSOR / CORPORATION NAME: _____

WEBSITE: _____

TYPE OF ORGANIZATION / SERVICES PROVIDED: _____

MAILING ADDRESS: _____

CONTACT PERSON NAME & TITLE: _____

BUSINESS TELEPHONE: _____ CELL PHONE: _____ FAX: _____

E-MAIL: _____

SECOND CONTACT PERSON NAME & TITLE: _____

BUSINESS TELEPHONE: _____ CELL PHONE: _____ FAX: _____

E-MAIL: _____

SPONSORSHIP LEVEL SELECTED: **Deadline: Friday, February 3, 2017**

We ask all potential sponsors to adhere to deadlines to maximize your marketing exposure. Being a sponsor gives you and your business the opportunity to market services/product at the signature event and/or others events throughout Black History Month. For logo inclusion, vector logo file will be required.

- Title Sponsor: \$15,000** **Vanguard Sponsor: \$10,000** **Trail Blazer Sponsor: \$5,000**
 Seed Planter: \$2,500 **Memory Maker: \$500 – \$2,000 Amount \$ _____**

TAX ID #: _____

In-Kind Service or Product: _____ Value: _____

Vector Logo Attached **Yes** **No** **Display As (Sponsor Name: _____)**

City of North Miami – Demographic Overview:

The city of North Miami is centrally located on the Northeast section of Miami-Dade County, between Miami and Ft. Lauderdale. Approximately 10 square miles in area, the City is host to a population of over 60,000 residents. The City is composed of diverse ethnic groups, of which, just over 59% identified themselves as Black or African-American according to the 2010 Census. As a sponsor of the 2017 North Miami Black History Month festivities, you will reach this diverse population as well as others within our region.

Expected attendance:

Dr. Cornel West Lecture Series: 800+ attendees

Music in The Plaza: 2,500+ attendees

Pop-Up Block Party and Resource Fair: 1,000+ attendees

Advertising & Media:

The city of North Miami will utilize our traditional methods of communication to promote the events to our residents, including promotion and coverage on our television station, NoMiTV-77, available to local Comcast cable subscribers, as well as on the City's unique webpage, NorthMiamiFL.gov/Celebrate, flyers, digital newsletters, press/media releases, social media applications, myNoMi Mobile App, digital newsletters, event announcements, etc.

Contact:
Return completed form (saved in PDF format) by email to Andrea A. Ramos, Community Engagement Administrator at aramos@northmiamifl.gov or call us for additional information at 305-895-9840.