



#TBE2015: BUILDING BETTER LIVES
2015 SPONSOR PACK
June 11 - June 14, 2015
HOUSTON, TEXAS



TEXAS
TBE
texasblackexpo

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#TBE2015: BUILDING BETTER LIVES

FREQUENTLY ASKED QUESTIONS

What is Texas Black Expo?

Texas Black Expo is a nonprofit organization with a mission to stimulate growth and development within urban communities by strengthening businesses, inspiring youth and building better lives.

What is Texas Black Expo Juneteenth Summer Celebration?

Texas Black Expo Juneteenth Summer Celebration, taking place June 11-14, is the largest African-American tradeshow and urban festival in the state. It is an unparalleled opportunity for organizations to increase visibility and brand awareness within Texas and the Southern region. Texas Black Expo Juneteenth Summer Celebration is deeply rooted within Texas' African-American community and enables diverse, community-conscious organizations to reach the public they serve.

What is it like at Texas Black Expo Juneteenth Summer Celebration?

The 2015 Texas Black Expo Juneteenth Summer Celebration, themed "Building Better Lives.", will cater to more than 20,000 attendees from across Texas and the surrounding regions. Attendees will be treated to various workshops, seminars, exhibitions and entertainment events over the four-day celebration in Houston.

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The 2015 Corporate Luncheon features a prominent keynote speaker and recognizes Texas individuals, agencies and organizations for their work in advancing state communities. The Corporate Luncheon gathers Texas' foremost business and community leaders, TBE corporate sponsors and elected officials

The Summer Celebration is an annual event that is traditionally held to coincide with the Juneteenth holiday. Just like Texans in Galveston were happy to receive word in 1865 from Gen. Gordon Granger that the Civil War had ended and African-Americans had been freed from slavery 2 ½ years earlier, Texas Black Expo is excited to memorialize this occasion and commemorate it in the spirit of enterprise and commerce.

Each year, the Summer Celebration emphasizes a new theme that's relevant to the community. The theme for #TBE2015 is "Building Better Lives." It strives to connect the mission of Texas Black Expo to the community by concentrating on three focus areas:

- **Health:** To provide access to beneficial resources, information and programming to address the health disparities and issues within the African-American community
- **Technology:** To engage with the latest innovations and advancements, and utilize them to enhance daily life,
- **Cultural Arts:** To showcase the importance of role performing and visual arts play in African-American history and culture.



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HEALTH

- Obesity prevalence among African-American adults (37.9% for men and 57.6% for women) is higher than other racial groups, and the prevalence of diabetes among African-American adults (13.2%) was nearly twice as high as that of white adults.
- There is a high percentage of African-American adults, ages 18-64, without health insurance.
- African-Americans have the largest death rates from heart disease and stroke compared to other racial and ethnic populations.

**Source: Centers for Disease Control and Prevention, 2014*



TECHNOLOGY

- Overall 80 percent of African-Americans are Internet users.
- 73 percent of African-American Internet users utilize some kind of social media network.
- 80 percent of African-American Internet users, between the ages of 18 and 64, are Twitter users.
- 92 percent of African-American own a cell phone and 56 percent own a smart phone.

**Source: Pew Research Center, 2014*



CULTURAL ARTS

- Promote positive social relationships.
- Reinforce community ties and promotes service to family, community, nation, race and world.
- Impart a world view that idealizes a positive, self-sufficient future for one's people without
- Support cultural continuity and critical consciousness.

**Source: Johns Hopkins University, 2012*

#TBE2015: BUILDING BETTER LIVES AUDIENCE PROFILE

African-American consumers with an average annual income of more than \$60,000:

Texas Black Expo provides a distinct opportunity for organizations to highlight their products, services, and community initiatives to African-American consumers in Texas. The number of African-American households earning \$65,000 is now at 43.9 percent

**Source: US Census Bureau, 2012*

Over the course of one weekend, companies can build and/or enhance brand awareness and showcase goodwill to drive affinity and loyalty with a consumer target that has increasing buying power. And Texas Black Expo is held in Houston, a city of 2 million people. Houston's African-American population is **23.7%**, **11.1 percentage points higher than the U.S. African-American population.**

Household decision makers ages 25-54 with a high ard females:

Texas Black Expo consistently attracts African-American females who are household decision-makers. Through events like Diva Dialogue women's forum – which features a celebrity panel, the Naturalista Symposium for women with natural hair and other events – brands striving to reach African-American women have a rare opportunity to target a significant segment of this discerning market. According to a 2013 report – African-American Consumers are More Relevant than Ever, published by Nielsen in collaboration with the National Newspapers Publishers Association – health and beauty supply stores have an average household penetration rate of 46 percent among African-Americans.

Children (ages 3-10) and Youth (ages 12-18):

Texas Black Expo knows the importance of helping youth succeed. As a result, the Expo implements many events and activities that help promote life skills necessary for a successful future. Some of these activities include Doc McStuffins Toy Clinic, Kid Zone, concerts and meet-and-greet sessions with distinguished guests.

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SCHEDULE OF EVENTS

THURSDAY, JUNE 11

Opening Ceremony

The Opening Ceremony kicks off the four-day celebration and welcomes our distinguished guests to Houston for an action-packed weekend. This invitation-only event is attended by media, elected officials, and Texas Black Expo representatives and sponsors.

Business Empowerment Series: Coffee & Conversation

The Opening Ceremony kicks off the four-day celebration and welcomes our distinguished guests to Houston for an action-packed weekend. This invitation-only event is attended by media, elected officials, and Texas Black Expo representatives and sponsors.

Corporate Luncheon

The 2015 Corporate Luncheon features a prominent keynote speaker and recognizes Texas individuals, agencies and organizations for their work in advancing state communities. The Corporate Luncheon gathers Texas' foremost business and community leaders, Expo corporate sponsors and elected officials.

Professional Networking and Recruitment Reception

The Professional Networking and Recruitment Reception is an exclusive opportunity to engage with Texas' top business professionals and organizations. An event that provides one-on-one networking, the reception connects leading organizations with top talent. We have partnered with several of the country's most notable minority professional associations, including the National Black MBA Association and National Society of Black Engineers.

Business Empowerment Series: Small Business Development Workshops

Immediately following Coffee & Conversation, the Business Empowerment Series will feature workshops throughout the day aimed at helping small business owners and entrepreneurs gain valuable insight and knowledge into the business landscape. National and regional industry leaders offer a variety of seminars in areas such as marketing, sales, business development, contracting, legal and messaging.

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June 11 - 14, 2015 • Houston



Black Friday

“Black Friday” is a lavish, star-studded event that kicks off Texas Black Expo weekend festivities. A limited number of tickets are sold to this exclusive entertainment event. Music enthusiasts and social tastemakers should look forward to a heart-pounding party experience with performances by today’s hottest celebrities.

SATURDAY, JUNE 21 – SUNDAY, JUNE 22

Texas Black Expo Tradeshow

The George R. Brown Convention Center serves as the hub for thousands of people representing businesses, culture, entertainment and health in the African-American community. In addition to the latest technologies, empowerment seminars, new products and purchasing from Texas’ top entrepreneurs, guests will enjoy concerts, hair and fashion shows, workshops, live stage demos and fun for the entire family.

Naturalista Hair Symposium

The Naturalista Hair Symposium hosts a weekend of receptions, “meet-ups,” hair clinics, seminars and product demos exclusively designed for “naturalistas!” The weekend culminates with an entertaining hair show produced by some of Texas’ top nationally recognized salons.

Diva Dialogue

Texas Black Expo’s Diva Dialogue is one of the most highly anticipated weekend events. Hundreds of attendees have the unique opportunity to get up-close and personal with prominent female celebrities and engage in a lively discussion on some of the hottest topics impacting today’s modern women.

Old School Hip-Hop and R&B Concert

A night that won't soon be forgotten! Thousands of guests from throughout the Texas/Louisiana region converge under the stars for an evening of musical entertainment by some of their favorite Old-School Hip-Hop and R&B artists.

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SPONSORSHIP OPPORTUNITIES

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Platinum Title Sponsor

(Exclusive Opportunity)

- Recognition as “Title Sponsor of 2015 Texas Black Expo”
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Exclusive news release announcing company as “Title Sponsor of Texas Black Expo”
- 2015 Texas Black Expo Juneteenth Summer Celebration entertainment stage sponsor
- Company logo hyperlink on TexasBlackExpo.com
- Full-page ad on back cover of official show guide
- Company signage and collateral at tradeshow
- Exhibitor space (20’x 20’) on tradeshow floor
- Opportunity to present “Building Better Lives.” award at Corporate Luncheon
- Option for a branded workshop or panel discussion at 2015 Business Empowerment Series: Small Business Development Workshops
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- 10 all-access passes to Texas Black Expo events
- One table of 10 at Coffee & Conversation and Corporate Luncheon
- 10 tickets to Opening Ceremony and Executive Reception
- 10 VIP tickets and 20 general admission tickets to “Old-School Hip-Hop and R&B Concert” and “Black Friday Kick-Off Party”

Investment: \$75,000

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Gold Sponsor

- Recognition as “Sponsor of 2015 Texas Black Expo Juneteenth Summer Celebration”
- Company name and logo on marketing materials, news releases, and television, radio and print advertising
- Company logo printed on stage signage and décor
- Company signage and collateral at tradeshow
- Exhibition space (10'x 20') on tradeshow floor
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Opportunity to present “Building Better Lives.” award at Corporate Luncheon
- Company logo hyperlink on TexasBlackExpo.com
- Four tickets to Opening Ceremony and Executive Reception
- One table (10 tickets) at Coffee & Conversation and Corporate Luncheon
- Six VIP tickets and 10 general admission tickets to “Old-School Hip-Hop and R&B Concert” and “Black Friday Kick-Off Party”
- One table of 10 at Coffee & Conversation and Corporate Luncheon
- Six all-access passes to Texas Black Expo events

Investment: \$35,000

Silver Sponsor

- Recognition as “Sponsor of 2015 Texas Black Expo”
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company signage and collateral at tradeshow
- Exhibition space (10' x 10') on tradeshow floor
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Company logo printed on signage and décor
- Company logo hyperlink on TexasBlackExpo.com
- Five tickets to Coffee & Conversation and Corporate Luncheon
- Four VIP tickets and five general admission tickets to “Old-School Hip-Hop and R&B Concert” and “Black Friday Kick-off Party”
- Two all-access passes to Texas Black Expo events
- Two tickets to Opening Ceremony and Executive Reception

Investment: \$15,000

#TBE2015: BUILDING BETTER LIVES

EVENT SPONSORSHIP OPPORTUNITIES

Professional Networking and Recruitment Reception

The Professional Networking and Recruitment Reception is an exclusive opportunity to engage with Texas' top business professionals. An event that allows for one-on-one networking, the Professional Networking and Recruitment Reception connects leading organizations with top talent. We have partnered with several of the country's most notable minority professional associations, including the National Black MBA Association and National Society of Black Engineers.

- Recognition as "Sponsor of Professional Networking and Recruitment Reception"
- Opportunity for remarks at Professional Networking and Recruitment Reception
- Two spaces at Professional Networking and Recruitment Reception
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company signage and collateral at Professional Networking and Recruitment Reception
- Company logo hyperlink on TexasBlackExpo.com
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10'x 20') on tradeshow floor
- One table of 10 at Coffee & Conversation
- Four tickets to Corporate Luncheon
- Four tickets to Opening Ceremony and Executive Reception
- Four all-access VIP passes to Texas Black Expo events
- Four VIP tickets and two general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"

Investment: \$25,000



Event Sponsor

- One space at Professional Networking and Recruitment Reception
- Company logo hyperlink on TexasBlackExpo.com
- Company name and logo on all marketing material, news releases, and television, radio and print advertising
- Company signage and collateral at Professional Networking and Recruitment Reception
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10' x 10') on tradeshow floor
- Two tickets to Coffee & Conversation and Corporate Luncheon
- Two tickets to Opening Ceremony and Executive Reception
- Four general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"
- Two all-access VIP passes to Texas Black Expo events

Investment: \$7,500

Recruitment Participant

- One space at Professional Networking and Recruitment Reception
- Inclusion in social media content prior to, during and one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company collateral at Professional Networking and Recruitment Reception
- Company logo hyperlink on TexasBlackExpo.com
- Exhibition space (10' x 10') on tradeshow floor
- Two tickets to Coffee & Conversation and Corporate Luncheon
- Two tickets to Opening Ceremony and Executive Reception
- Two general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"

Investment: \$2,500

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EVENT SPONSORSHIP OPPORTUNITIES

Business Empowerment Series: Coffee & Conversation **Friday, June 12**

Business Empowerment Series: Coffee & Conversation features a distinguished keynote speaker who gives entrepreneurs and small business owners' insight into corporate landscapes. In addition, Coffee & Conversation features a lively panel discussion with leading entrepreneurs. Coffee & Conversation honors Texas corporations and community organizations that have demonstrated a commitment to advancing awareness within minority communities.

Presenting Sponsor

- Recognition as "Sponsor of Business Empowerment Series: Coffee & Conversation"
- Opportunity for remarks at Coffee & Conversation
- One space at Professional Networking and Recruitment Reception
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company signage and collateral at Coffee & Conversation
- Company logo hyperlink on TexasBlackExpo.com
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10' x 10') on tradeshow floor
- One table of 10 at Coffee & Conversation
- Four tickets to Corporate Luncheon
- Four tickets to Opening Ceremony and Executive Reception
- Four all-access VIP passes to Texas Black Expo events
- Four VIP tickets and two general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"

Investment: \$35,000

Event Sponsor

- One space at Professional Networking and Recruitment Reception
- Company logo hyperlink on TexasBlackExpo.com
- Company name and logo on all marketing material, news releases, and television, radio and print advertising
- Company signage and collateral at Coffee & Conversation
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10' x 10') on tradeshow floor
- Two tickets to Coffee & Conversation and Corporate Luncheon
- Two tickets to Opening Ceremony and Executive Reception
- Four general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"
- Two all-access VIP passes to Texas Black Expo events

Investment: \$5,000

#TBE2015: BUILDING BETTER LIVES

EVENT SPONSORSHIP OPPORTUNITIES

Business Empowerment Series: Small Business Development Workshops Friday, June 12

Following Coffee & Conversation, the small business development workshops feature seminars and discussions throughout the day aimed at helping small business owners and entrepreneurs gain valuable insight and knowledge into the business landscape. National and regional industry leaders offer a variety of seminars in areas such as marketing, sales, business development, contracting, legal and messaging.

Presenting Sponsor

- Recognition as “Sponsor of Business Empowerment Series: Small Business Development Workshops”
- One space at Professional Networking and Recruitment Reception
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company signage and collateral at Business Empowerment Series: Small Business Development Workshops
- Company logo hyperlink on TexasBlackExpo.com
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10' x 10') on tradeshow floor
- One table of 10 at Coffee & Conversation
- Four tickets to Corporate Luncheon
- Four tickets to Opening Ceremony and Executive Reception
- Four all-access VIP passes to Texas Black Expo events
- Four VIP tickets and two general admission tickets to “Old-School Hip-Hop and R&B Concert” and “Black Friday Kick-Off Party”
- **Investment: \$25,000**

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EVENT SPONSORSHIP OPPORTUNITIES

Corporate Luncheon Friday, June 12

The 2015 Corporate Luncheon features a prominent keynote speaker and recognizes Texas individuals, agencies and organizations for their work in advancing state communities. The Corporate Luncheon gathers Texas' foremost business and community leaders, TBE corporate sponsors and elected officials

Presenting Sponsor

- Recognition as "Sponsor of Corporate Luncheon"
- Opportunity for remarks at Corporate Luncheon
- One space at Professional Networking and Recruitment Reception
- Company name and logo on all marketing materials, news releases, and television, radio and print advertising
- Company signage and collateral at Corporate Luncheon
- Company logo hyperlink on TexasBlackExpo.com
- Inclusion in social media content prior to, during and for one month after #TBE2015 (Twitter, Facebook, Instagram, etc.)
- Exhibition space (10' x 10') on tradeshow floor
- Five tickets to Coffee & Conversation
- One table of 10 at Corporate Luncheon
- Four tickets to Opening Ceremony and Executive Reception
- Four all-access VIP passes to Texas Black Expo events
- Four VIP tickets and two general admission tickets to "Old-School Hip-Hop and R&B Concert" and "Black Friday Kick-Off Party"

Investment: \$35,000



Platinum Table Sponsor

- Company logo hyperlink on TexasBlackExpo.com
- Company logo included in Corporate Luncheon Program
- One prominently located table of 10 at #TBE2015 Corporate Luncheon

Investment: \$5,000

Table Sponsor

- One table of 10 at #TBE2015 Corporate Luncheon

Investment: \$1,500

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Texas Black Expo Past Sponsors

#TBE2014: Healthy People. Healthy Communities.



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What are previous sponsors saying?

“Improving the quality of people’s lives in the communities we serve is the cornerstone of our business. Our partnership with Texas Black Expo offers a tremendous platform to engage with thousands of our members and potential members across the Greater Houston area. We support the TBE mission of building better lives and look forward to our continued work with Texas Black Expo.”

-Preston Johnson Jr., Houston and Southeast Texas Region President, Blue Cross and Blue Shield of Texas

“Nightlight has been a partner of Texas Black Expo from almost the very beginning. **We have found the partnership to be a vital resource in generating customer leads, building brand equity,** and we believe in their vision of building better lives within the community that we serve!”

-Preston Johnson Jr., Houston and Southeast Texas Region President, Blue Cross and Blue Shield of Texas

“I am **honored and privileged** to have had an opportunity to be a part of #TBE2014. Their vision of strengthening businesses, inspiring youth and building better lives is one that I, too, earnestly believe in. I commend them for their tremendous work and look forward to working with them in the future.”

- State Representative Eric Johnson, District 100

“We were elated to be a part of Texas Black Expo. For a small business, the Expo provided an **extraordinary platform to meet new clients and reach the community.** We are certainly looking forward to #TBE2015.”

-Donna Guient, Realtor SRS, CNAS,
Better Homes and Gardens Real Estate Gary Greene