



**2023**

# SPONSORSHIPS & SECURING THE CORPORATE BAG

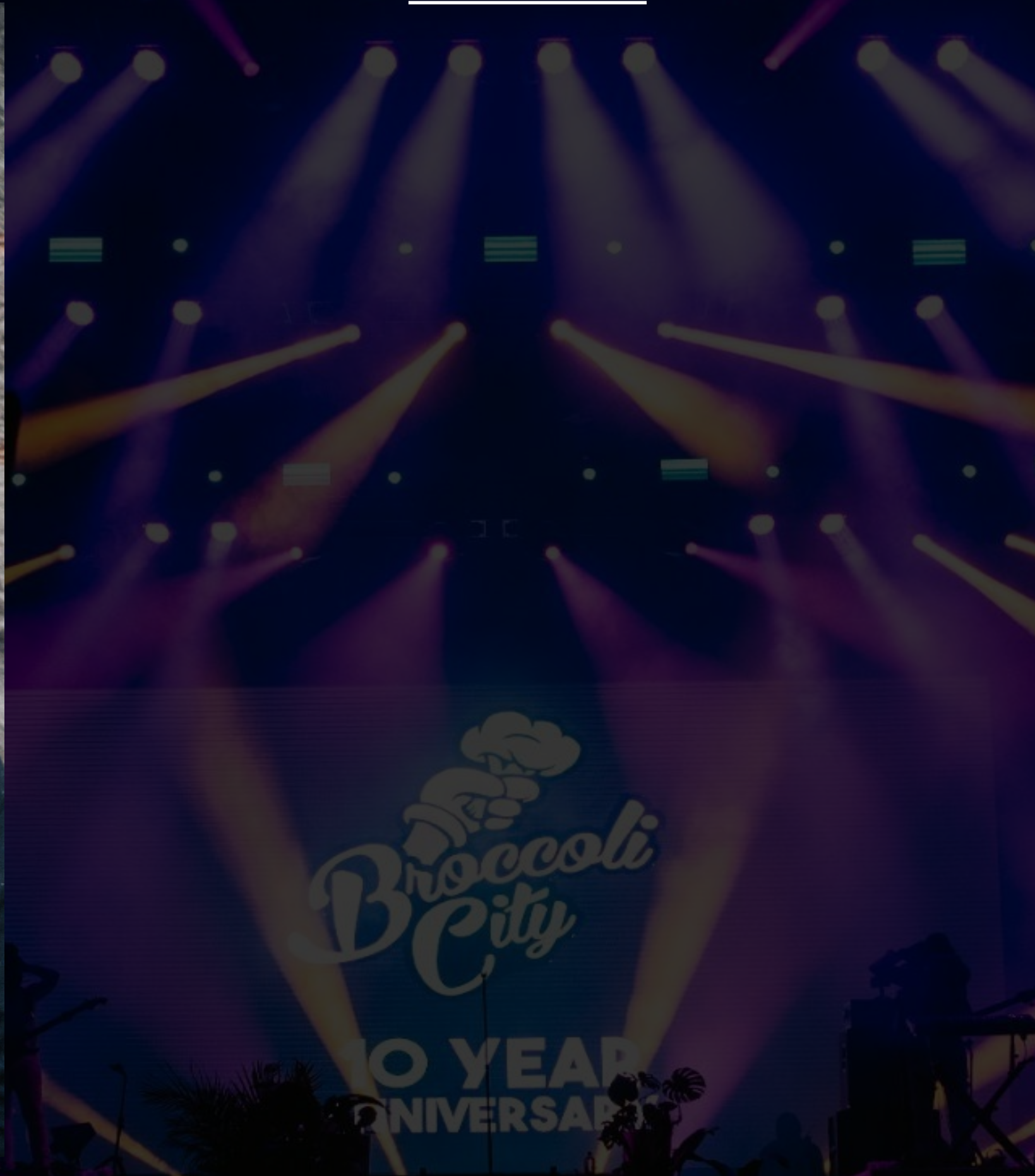
## PREPARED FOR



# GET TO KNOW US



**CO-FOUNDER,  
BROCCOLI CITY**



**CREATIVE DIRECTOR,  
BROCCOLI CITY**

# AT THE INTERSECTION OF BLACK CULTURE & SOCIAL GOOD

Broccoli City is a Black-owned social enterprise rooted in impact and entertainment. The team fosters creativity and community growth by building innovative experiences, intersecting music, art, technology, and social impact.

Originally birthed as a festival experience, centering Black communities in the DMV area, Broccoli City has developed into a national brand that creates and distributes opportunities, education and resources needed for the upward mobility and social progress of Black and brown communities.



# STEP 1: WHAT'S YOUR IDEA?

## PROGRAMMING MOMENTS



Offer exclusive rights to stages or co-curate interactive programs, panel discussions, presentations, and skill building activities.

## CUSTOM SPACES



Offer a custom expo space, vendor booth, lounge or branding moment/activation at a major event coupled with in-kind donations.

## NETWORKING



Curate opportunities for attendees and partners to network in person - including kickoff parties, happy hours, and closing receptions/parties.

# STEP 1: WHAT'S YOUR IDEA? (CONT.)

## MEDIA/CONTENT SPOTLIGHT



Create opportunities for sponsors to create specialized marketing campaigns and spotlights that align with your organization's goals and create equal value for both parties.

Marketing Placement Examples: Website, Press Release, Newsletter, Social Media, Mobile App, SMS Texts, Wifi, LED, Podcasts, YouTube Series, Livestream

## LEARNING & EDUCATION



Curate opportunities for your business and target audience to gain access to funding for educational advancement and access to industry leadership.

Examples: Grants, internships, fellowships, mentorship

## COMMUNITY & INDUSTRY PARTNERS



Align your organization's goals and needs with fellow community and industry partners or programs. Create a unique sponsorship experience for a corporate partner interested in both of your brands.

Example: Ben & Jerry's at COCO BUTTER, AFROTECH 2022

# STEP 2: WHO IS YOUR FAN?

The Broccoli City Festival highlights the shared core values focused on Black Culture, Black Businesses and Community Impact. Our fans are the trendy, socially-conscious faces of black change.

**50M+**

Social Impressions

**60K+**

Attendees

**40+**

BIPOC Marketplace Vendors

**35%**

Out of State Attendees

## Gender:

Female: 66%

Male: 34%

## Age:

Under 25: 30%

25-34: 58%

35-44: 12%

## Race:

Black: 90%

White: 5%

Hispanic: 5%

Asian: 2%

## Household Income:

<\$50K: 27%

\$50-\$100K: 38%

\$100-\$200K: 24%

\$200K+: 5%

*\*Strategically 2023 festival is trending younger*

# STEP 3: WHAT IS YOUR VALUE?

## KNOW YOUR WORTH



Highlight your brand and company's impact and express your value to the sponsor

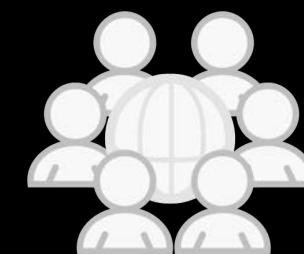


## ASSESS THE COSTS



Determine the costs of the activation, project team, production teams, media implications and cultural value of the partnership

## GAIN VALUABLE INSIGHT



Seek advice from your team, leadership, mentors, and trusted partners as you create and negotiate deals.

# STEP 4: WHO IS YOUR IDEAL SPONSOR?

1

Determine Your Target Audience:  
Gender, Age, Race, Ethnicity,  
Income, Location, Interests

2

Research Sponsors:  
Look for organizations  
that align with your  
company and mission.

3

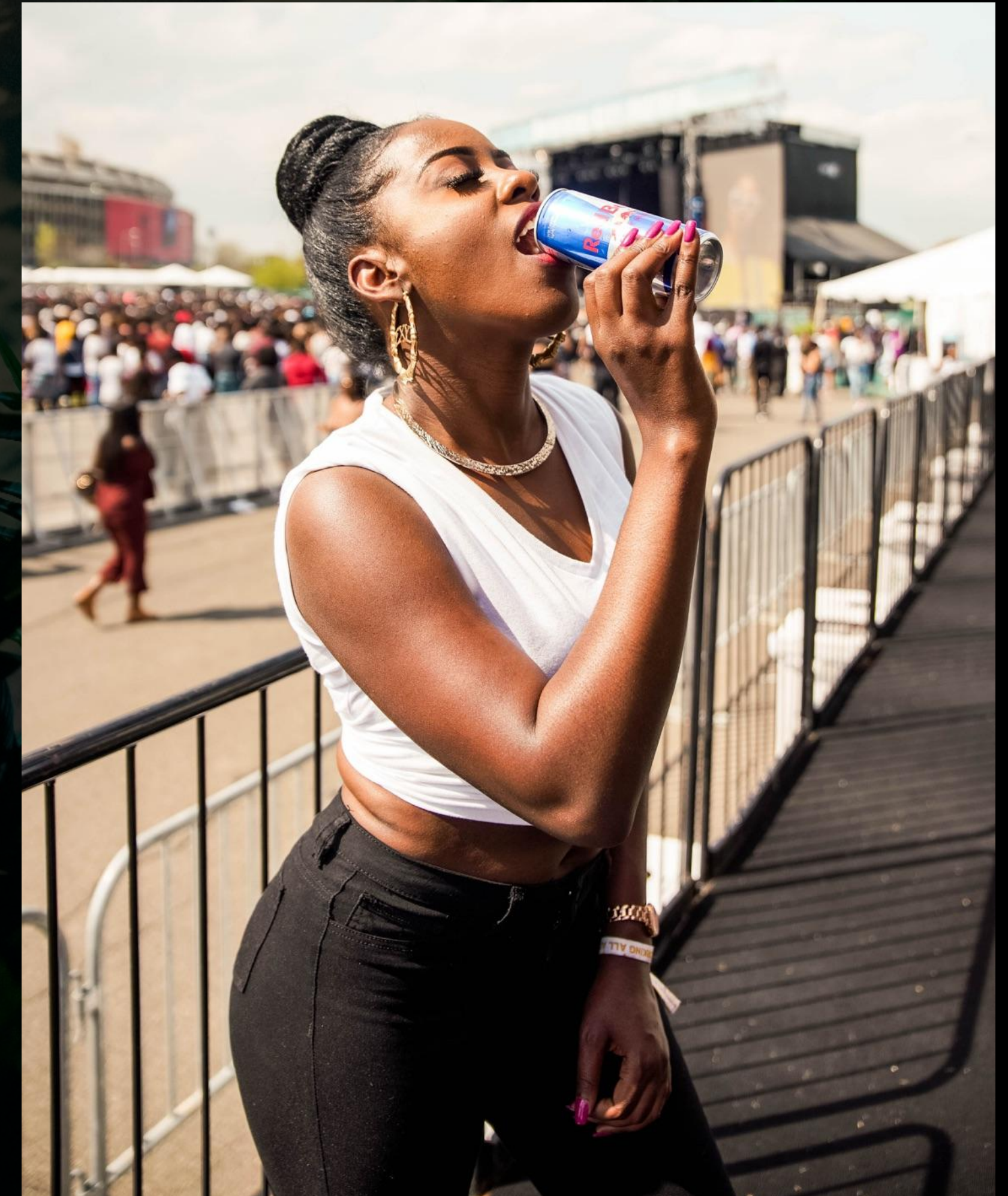
Connect with Sponsors:  
a. Email  
b. Phone  
c. Social Media

4

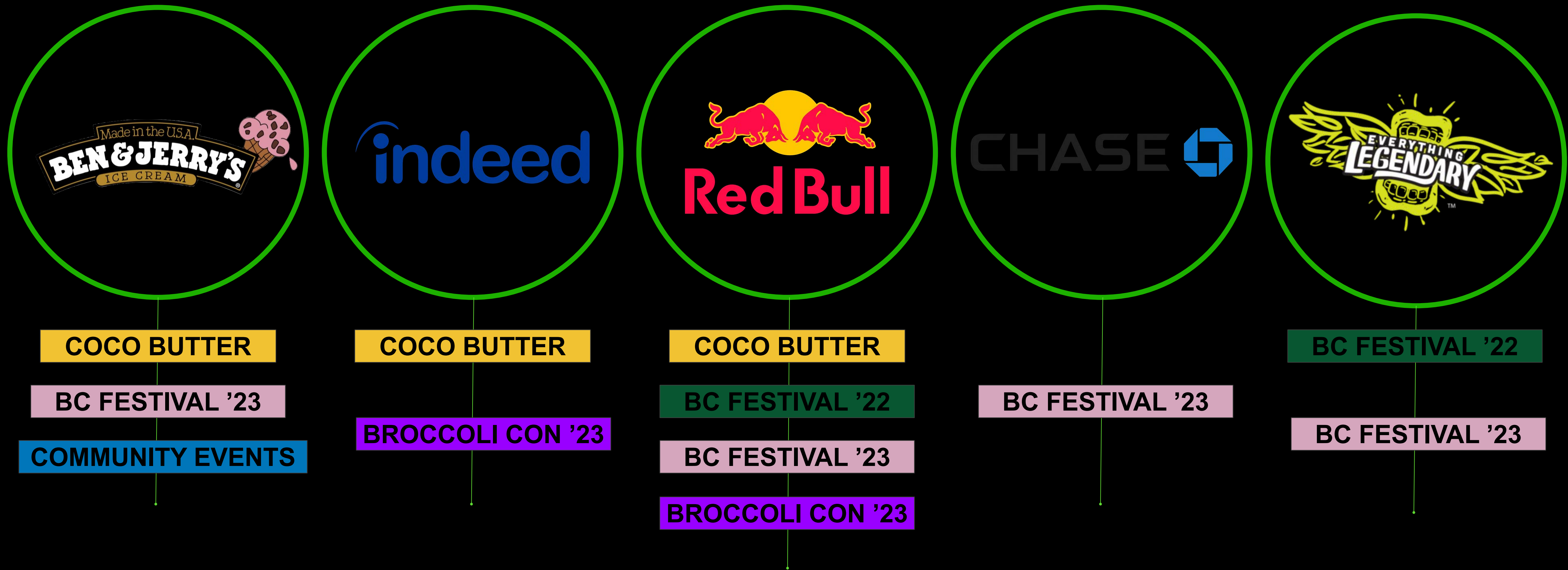
Create a tailored proposal (and  
later, a contract) that includes:  
a. Target Audience  
b. Event/Project information  
c. Partnership benefits  
d. Previous successful  
partnerships/proof of concept



# STEP 5: ARE YOU READY TO ACTIVATE?



# STEP 6: CAN YOU KEEP THE BAG?



## SHOW YOUR IMPACT

-  ATTENDEE SURVEYS & DATA
-  RECAP PHOTOS & VIDEOS
-  MEDIA IMPRESSIONS
-  AUDIENCE GROWTH

# Q&A

# THANK YOU

**Marcus Allen**  
**Founder, Broccoli City**

**Laemy Darisme**  
**Creative Director, Broccoli City**



# 2023 FESTIVAL SNAPSHOT

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**SATURDAY, JULY 15TH & SUNDAY, JULY 16TH**



**RFK FESTIVAL GROUNDS - WASHINGTON, DC**



**ATTENDANCE: 60,000+**



**GENRE: HIP-HOP, R&B, AFRO BEATS**



**2023 ARTIST HIGHLIGHTS: Brent Faiyaz, Jazmine Sullivan, City Girls, Lil Uzi, Rema, Glorilla, Chloe Bailey, Coco Jones, PLUS Gogo Battle of the Bands + MORE!**