SPONSORSHIPS & SECURING THE CORPORATE BAG

PREPARED FOR
GET TO KNOW US

CO-FOUNDER, BROCCOLI CITY

CREATIVE DIRECTOR, BROCCOLI CITY
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
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.

### Attendees
- **60K+**

### BIPOC Marketplace Vendors
- **40+**
- **35%** Out of State Attendees

### Social Impressions
- **50M+**

### Step 2: Who Is Your Fan?

<table>
<thead>
<tr>
<th>Gender</th>
<th>Age</th>
<th>Race</th>
<th>Household Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>Female: 66%</td>
<td>Under 25: 30%</td>
<td>Black: 90%</td>
<td>&lt;$50K: 27%</td>
</tr>
<tr>
<td>Male: 34%</td>
<td>25-34: 58%</td>
<td>White: 5%</td>
<td>$50-$100K: 38%</td>
</tr>
<tr>
<td></td>
<td>35-44: 12%</td>
<td>Hispanic: 5%</td>
<td>$100-$200K: 24%</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Asian: 2%</td>
<td>$200K+: 5%</td>
</tr>
</tbody>
</table>

*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?

COCO BUTTER

BC FESTIVAL ’23

COMMUNITY EVENTS

BROCCOLI CON ’23

BC FESTIVAL ’22

BC FESTIVAL ’23

BC FESTIVAL ’23

BC FESTIVAL ’22

SHOW YOUR IMPACT

ATTENDEE SURVEYS & DATA

RECAP PHOTOS & VIDEOS

MEDIA IMPRESSIONS

AUDIENCE GROWTH
THANK YOU

Marcus Allen
Founder, Broccoli City

Laemy Darisme
Creative Director, Broccoli City
2023 FESTIVAL SNAPSHOT

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!