



TEXAS BLACK
expo

SUMMER *Celebration*

TRADESHOW & FESTIVAL

MAY 2-4, 2025 • HOUSTON



Sponsorship
Opportunities

www.TexasBlackExpo.com

BOOM
BUILDING OUR OWN MARKETPLACE

CONNECTING
FOR CONTRACTS

About Summer Celebration

For over 22 years, Texas Black Expo's Summer Celebration has served as the largest minority business expo and festival in the south.

The annual event attracts thousands of attendees from Texas and surrounding areas as well as over 200 vendors and scores of corporate sponsors. The 3-day experience includes a lineup of iconic celebrity entertainers, influential speakers, business development seminars, health and wellness exhibits, beauty demos, women's forums, concert performances and more.



OUR MISSION & CORE FOCUS AREAS

To enhance the quality of life and advance economic prosperity by creating opportunities for small business advancement and individual wealth development.

We focus on 3 critical areas to help accomplish our goals:



Assist startups and at-risk businesses through financial education, business plan development and organizational formation.



Empower existing at-risk businesses through operational development, strong business models, and access to capital.



Inspire underserved youth by providing training and resources to prepare them for entrepreneurship and/or college life.

Dear Partners and Prospective Sponsors

In 2025, the Texas Black Expo Summer Celebration is back with even more excitement! As we celebrate 21 years of service to the community, I am thrilled to share that our signature in-person event continues to be a cornerstone of our Building Our Own Marketplace (B.O.O.M.) initiative, marking another significant milestone in our journey. Navigating the evolving landscape, we are immensely grateful for the ongoing support from our sponsors, vendors, and partners who help empower small Black-owned businesses throughout Texas.

Over the past year, we have provided essential resources, funding, information, education, and motivation to entrepreneurs and community members, constantly adapting and finding innovative ways to connect with our audience.

One of our most exciting accomplishments this year was being awarded the NAACP Image Award for Outstanding Podcast for our Black Money Tree podcast. Another proud moment receiving a grant from the NBA Foundation which is helping facilitate the expansion of our Finance Entrepreneurship and Wealth Management (F.E.W.) curriculum throughout the state of Texas. Our Lunch and Learn series remains a vital resource for small business owners, offering free business consulting to entrepreneurs in need of assistance. We concluded our year with the popular ASPIRE Youth Entrepreneurs Summer Camp, introducing young people to the world of business and laying the foundation for their future success.

Looking ahead, we are committed to expanding our reach, enhancing our programs, and strengthening our partnerships. We will continue to be a driving force for positive change and a catalyst for the success of the Black business community in Texas. Once again, thank you for your unwavering support. Together, we have demonstrated the power of resilience, unity, and community. As we embark on the next chapter, let's do so with renewed enthusiasm and determination.

Thank you for being a part of our journey. Here's to another successful year!

Jerome D. Love

CEO and Founder, Texas Black Expo



Our Success Story

BUSINESS SUCCESS

Provided training and services to over

3,500

at-risk businesses and startups

Distributed over

\$78,000

in emergency micro grants to local business owners affected by Hurricane Harvey

Awarded over

\$25,000

in scholarships to high school seniors

YOUTH SUCCESS

Assisted approximately

4,500

students through college prep workshops



AUDIENCE AND REACH

NEWS MEDIA
IMPRESSIONS

200
MILLION

SOCIAL MEDIA
REACH

35
MILLION

ATTENDANCE **10K+**

DEMOGRAPHIC

80%

OF ATTENDEES ARE
WOMEN

75%

OF ATTENDEES ARE
**COLLEGE
EDUCATED**

MEDIAN
HHI

61K

MEDIAN
AGE

40

TOP MEDIA COVERAGE

KHOU 11

believeit

**KPRCTV
HOUSTON**

**Houston
STYLE
MAGAZINE**

FT FORWARD TIMES

What's In It for Your Brand?

- Increase **brand awareness** among the second largest African American consumer market in the US with a buying power of 86 billion dollars
- Engage your audience with a **Corporate Social Responsibility** initiative that supports youth development and diversity in business
- Encourage trial and **generate sales** with the opportunity to sell, distribute samples or conduct a product demo on-site
- Generate **positive media coverage** by partnering with a nonprofit dedicated to the economic development of underserved communities



Past Expos



SPEAKERS

- **Shannon Sharpe**, Former football player and sports television personality
- **Earvin "Magic" Johnson**, Chairman and CEO of Magic Johnson Enterprises (MJE)
- **Tracye McDaniel**, President and CEO of the Texas Economic Development Corporation
- **Dr. Gene Landrum**, Founder of Chuck E. Cheese
- **Susan L. Taylor**, former Editor in Chief of Essence
- **Tom Joyner**, Founder of REACH Media Inc
- **Edwin Bosso**, CEO of Myrtle Consulting Group
- **Zawadi Bryant**, COO of Nightlight Pediatric
- **Sherman Lewis III**, President of The Lewis Group
- **Natalie Madeira Cofield**, President of Greater Austin Black Chamber of Commerce
- **Julian Castro**, Secretary of Housing and Urban Development

Celebrity Appearances

- | | | |
|----------------------|-------------------------|------------------|
| • Elle Varner | • Chante Moore | • Will Downing |
| • Letoya Luckett | • Wendy Raquel Robinson | • Darrin Henson |
| • Chubb Rock | • Doug E. Fresh | • George Clinton |
| • Carl Anthony Payne | • Biz Markie | • Mint Condition |
| • Case | • MC Lyte | • Morris Day |
| • Force M.D.'s | • India Arie | • Pooch Hall |
| • Nick Cannon | • Regina Belle | |
| • Tank | | |

SPONSORS



Martha Castex Tatum

Expo Components

More than 20 Corporate Sponsors and 250 Business Exhibitors

Opening Ceremony: Elected officials, corporate partners and local media will help kick-off the 4-day weekend celebration! This event is by invitation only and includes a press conference followed by an exclusive reception.

Professional Networking Happy Hour: An exclusive networking reception for Texas' top business leaders and young professionals to eat, drink and exchange ideas. This event allows attendees to grow their professional network and connect with people in various industries.

Coffee and Conversation: This breakfast event is an opportunity for small business owners to gain insight from Houston's most successful business leaders. The lively panel discussions are typically focused around strategic partnerships, expansion, financing, marketing and more.

Consumer Show: George R. Brown Convention Center serves as the hub for thousands of people. Attendees get to shop products from local businesses, test the latest tech gadgets as well as attend empowerment seminars and hair shows. All day attraction and activities for kids make this event fun for the entire family.

- **Main Stage:** main events such as our Diva Dialogue seminar, Family Game Day, live performances and more
- **Empowerment Stage:** workshops and seminars focused on financial empowerment, education and relationships
- **Health Stage:** live fitness sessions, nutrition tips and cooking demos

Corporate Awards Luncheon: Each year, Texas Black Expo honors business professionals, agencies and organizations for their contributions to the economic growth of the Houston community. Executives and corporations look forward to this formal lunch and lineup of influential speakers.

Aspire Youth Entrepreneurs Camp: This 2-week intensive summer program, following our annual Summer Celebration, introduces teens to entrepreneurship through project-based learning, hands-on training, leadership development and exposure to business opportunities. Students participate in a business plan competition and get the opportunity to work with executives through our strategic business sponsors.

Party in the Park Concert & Artist Showcase: Over a thousand attendees from throughout the Texas/Louisiana region gather at Discovery Green in Downtown Houston for the FREE outdoor concert and party under the stars. The evening includes iconic hip hop and R&B artists as well as today's hottest entertainers. Party in the Park also features an indie artist competition, which offers a grand prize and other giveaways.

Sponsorship Opportunities

Platinum Title Sponsor (Exclusive Opportunity)

- Company name included in the title of the event (i.e. The "Company Name" Summer Celebration)
- Branding and speaking opportunity for company representative at Opening Ceremony
- Company name included on crystal trophy for Corporate Awards Luncheon (i.e. The "Company Name" Corporate Awards)
- Opportunity to present award at Corporate Awards Luncheon
- Option to have 1 branded trophy at any future Corporate Awards Luncheon without being a Platinum Sponsor
- Logo on all Expo badges and t-shirts
- Logo on all promotional and marketing materials
- Mention in all press releases, advertising and social media promotions
- Co-branded header with link to your website on all Expo email marketing to 10,000+ subscribers
- Company name/logo on step and repeat at all events
- Banner with hyperlink for 6 months on organization and summer celebration website
- Company logo on sponsor page of Summer Celebration website
- Name and logo on front and back cover of official show guide
- Exhibitor space (20'x 20') on the expo floor
- Product or promo item included in gift bag
- 10 VIP all-access passes to all Texas Black Expo events
- One table of 10 at the Corporate Awards Luncheon
- 10 additional VIP tickets to Party in the Park Concert



Total Investment
\$100,000

Sponsorship Opportunities

Gold Sponsor

- Opportunity to present award at Corporate Awards Luncheon
- Mention in all press releases, advertising and social media promotions
- Logo on all Expo badges and t-shirts
- Company name/logo on step and repeat at all events
- Banner with hyperlink for 6 months on organization and summer celebration website
- Company logo on sponsor page of Summer Celebration website
- Name and logo on front and back cover of official show guide
- Exhibitor space (10'x 20') on the expo floor
- Product or promo item included in gift bag
- 6 VIP all-access passes to all Texas Black Expo events
- One table of 10 at the Corporate Awards Luncheon
- 6 additional VIP tickets to Party in the Park Concert



Total Investment
\$65,000

Sponsorship Opportunities

Silver Sponsor

- Company mention in press release announcing event (distributed via newswire service)
- Branded area and/or table at the event of your choice (Corporate Luncheon, Coffee & Conversation or Professional Networking Happy Hour)
- Mention in all marketing materials, news releases, social media promotions and advertising
- Logo on all Expo badges and t-shirts
- Company logo on sponsor page of Summer Celebration website
- Name and logo on front and back cover of official show guide
- Exhibitor space (10'x 10') on the expo floor
- Product or promo item included in gift bag
- 2 VIP all-access passes to all Texas Black Expo events
- 5 tickets to the Corporate Awards Luncheon

Total Investment

\$35,000



SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Aspire Youth Entrepreneurs Camp **Participating Sponsor**

- Branding and speaking opportunity for company representative at summer camp and Expo
- Mention in marketing materials, social media promotions and advertising
- Branding via Texas Black Expo mobile app
- Company name/logo on step and repeat at all events
- Company logo on sponsor page of Summer Celebration website
- Name on front and back cover of official show guide
- Exhibitor space (20'x 20') on the expo floor
- Product or promo item included in gift bag
- One table of 10 at Corporate Awards Luncheon
- 10 all-access VIP passes to Texas Black Expo events

Total Investment

\$15,000



Aspire Youth Entrepreneurs Camp **Presenting Sponsor**

- Exclusive opportunity to brand and host a camp workshop
- Opportunity to present award to business plan competition winners at the graduation pep rally and Expo
- Logo on t-shirts and summer camp supplies for students
- Branded area at the summer camp and on the expo floor
- Press release announcing partnership and camp enrollment
- Mention in marketing materials, social media promotions and advertising
- Sponsored message in Youth Camp email marketing campaign to 10,000+ subscribers
- Banner with hyperlink for 6 months on organization and summer celebration website
- Company logo on sponsor page of Summer Celebration website
- Name on front and back cover of official show guide
- Exhibitor space (20'x 20') on the expo floor
- Product or promo item included in gift bag
- 10 all-access passes to Texas Black Expo events
- One table of 10 at Corporate Awards Luncheon
- Four VIP tickets to Party in Park Concert

Total Investment

\$25,000

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Business to Business Event Sponsor

- Opportunity as Guest Speaker/Presenter at ***Professional Networking Happy Hour*** OR ***Coffee & Conversation*** OR ***Corporate Awards Luncheon***
- Branded area and/or table at the event of your choice
- Corporate logo displayed at each table
- Company logo hyperlink on organization and summer celebration website
- Mention in all marketing material, news releases, social media promotions and advertising
- Sponsored message and company mention via Texas Black Expo mobile app
- Exhibition space (10' x 10') on the expo floor
- Two tickets to event of your choice
- Two additional tickets to 1 Business to Business event of your choice
- Two all-access VIP passes to Texas Black Expo events

Total Investment

\$25,000



SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Party in the Park

Title Sponsor

- Exclusive naming rights of FREE outdoor concert at Discovery Green Park for TWO (2) consecutive years (i.e. The “Brand Name” Party in the Park)
- Opportunity for company representative to welcome attendees from the stage
- Title sponsor acknowledgement throughout the event by celebrity radio personality and emcee
- On site activation and product engagement – dedicated area on site at each event to promote your brand and collect leads
- Mention in event press release, radio ads on **KBXX 97.9 The Box** or **KMJQ Majic 102**, and social media promotions
- Co-branded video interview on **AllHipHop.com** with celebrity headliner
- Mention in feature article announcing the event lineup on **AllHipHop.com**
- Custom stage banner to serve as backdrop for celebrity performers
- Company name and logo **with hyperlink** on summer celebration website
- Total of six (6) e-blasts to 10,000+ subscribers during promotional period from April to June
- Reserved VIP seating for 6 company representatives
- Product or promo item in celebrity gift bags
- Six all-access passes to Texas Black Expo events



Total Investment

\$35,000

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

Party in the Park

Presenting Sponsor

- Presenting sponsor acknowledgement throughout the event by celebrity radio personality and emcee
- On site activation and product engagement – dedicated area on site at each event to promote your brand and collect leads
- Mention in event press release, radio ads on KBXX 97.9 The Box or KMJQ Majic 102, and social media promotions
- Mention in feature article announcing the event lineup on AllHipHop.com
- Logo/name on banner or signage at the event
- Company name and logo on summer celebration website
- Total of three (3) e-blasts to 10,000+ subscribers during promotional period from April to June
- Reserved VIP seating for 4 company representatives
- Product or promo item in celebrity gift bags
- Four all-access passes to Texas Black Expo events

Total Investment

\$25,000



Party in the Park

VIP Sponsor

- VIP sponsor acknowledgement throughout the event by celebrity radio personality and emcee
- Logo/name on signage in VIP area
- Mention in event press release and social media promotions
- Company name and logo on summer celebration website
- Total of one (1) e-blast to 10,000+ subscribers during promotional period from April to June
- Reserved VIP seating for 2 company representatives
- Product or promo item in celebrity gift bags
- Two all-access passes to Texas Black Expo events

Total Investment

\$15,000

SPECIAL EVENT SPONSORSHIP OPPORTUNITIES

VIP Luncheon Table Sponsor

- Company logo in Corporate Luncheon program
- Company name listed in Corporate Luncheon program
- One table of 10 at Corporate Luncheon

Total Investment

\$4,500



Luncheon Table Sponsor

- Company logo included in Corporate Luncheon Program
- One table of 10 at Corporate Luncheon

Total Investment

\$2,750



Contact Information

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