



BLACK HISTORY MONTH

A Celebration of Black Culture and the Arts

2018 Sponsorship Packet

"The time is always right to do what is right." – Martin Luther King, Jr.

Dear Community Partner,

Each February, the City of North Miami hosts one of South Florida's most lively Black History Month Celebrations. The 2018 theme is, **"A Celebration of Black Culture and the Arts."** This year's Black History Month Committee invites you to **#Get2NoMi** to enjoy the sights, sounds and captivating experiences in which our city's African-American heritage is rooted. We enthusiastically encourage you to take this **journey** with us as a participating sponsor.

North Miami will kick-off Black History Month with an "up-close and personal" interaction with former Massachusetts Governor **Deval Patrick**. The conversation titled, **"From Marching to Kneeling: The Struggle for Equality Continues,"** will follow a **Key to the City Ceremony** and a History Makers Reception honoring the former governor.

This year's celebration is filled with a robust calendar of cultural and educational activities which includes: the **2nd Annual Pop-Up Block Party and Educational Resource Fair** for local high school students, the unveiling of the Lena Horne **Commemorative Stamp**, and An Evening of Honors celebrating performing and visual arts educators from local schools. The Miami Oratorio Society will present a Black History Month Gospel **Concert** and youth will compete in the Oscar Thomas Foundation's Black History Month **Essay Contest**.

Our month-long celebration will conclude with the 3rd Annual **Music in the Plaza Concert**, a North Miami signature event. This outdoor concert will include live musical entertainment by recording artists **Karyn White, Evelyn "Champagne" King, Chubb Rock** and headliners **Dru Hill**. In conjunction with Music in the Plaza, the City of North Miami will introduce concertgoers to the **"Art of Comfort Food,"** a "food truck expo" reflecting the culinary diversity of our community.

Each event during this month of commemoration offers a unique opportunity for your business to be spotlighted as one of our 2018 Black History Month Celebration Sponsors. **Becoming a sponsor** gives you the opportunity to **market your business** throughout the month to our wide-ranging audience.

For your convenience, we have included the sponsorship form necessary to solidify your role as a 2018 North Miami Black History Month Sponsor. If you have questions or would like additional information, 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.

The 2018 Black History Month Committee sincerely thanks you for your interest in becoming a proud sponsor of our city's signature Cultural Heritage Month Celebrations.



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



Councilman Alix Desulme
Honorary Co-Chairman



Arthur H. Sorey, III, Deputy City Manager
Co-Chairman



Click Here for the
2017 NoMi Black History Month
Events & Highlights Video



SPONSORSHIP LEVELS

Sponsorships can be made through monetary or in-kind donations.

Title Sponsor \$15,000+

- Premium company logo placement on all event posters, flyers, digital promotions and City's website
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Eight reserved VIP seats at the Evening of Honors Awards Dinner
- Premium company logo placement on event day signage
- Premium company logo placement and title sponsorship recognition on all press releases distributed to print, broadcast and web-based media outlets
- Radio promotional spots will include a combination of mainstream media and Haitian media coverage
- Onstage recognition at all Black History Month Events
- Sponsor Recognition Award
- A representative from the sponsoring organization may present an act on stage during Music in the Plaza
- Backstage access for five of your company's designees to meet and greet with performers during Music in the Plaza
- Premium Tent (10'x10') for sponsor with display banner
(Sponsor must provide staffing, signage and giveaways for tent)
- Premium company logo placement on Black History Month t-shirts; 10 shirts made available for sponsors
- Social media recognition on  Twitter,  Facebook and  Instagram

Trail Blazer Sponsor: \$7,500+

- Company logo placement on printed materials, digital promotions and City's website
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Four reserved VIP seats at the Evening of Honors Awards Dinner
- Onstage recognition at all Black History Month Events
- Company logo placement on Black History Month t-shirts; 5 shirts made available for sponsors
- Sponsor Recognition Award
- Backstage access for three of your company's designees to meet and greet with performers during Music in the Plaza
- Premium Tent (10'x10') for sponsor with display banner
(Sponsor must provide staffing, signage and giveaways for tent)
- Social media recognition on  Twitter,  Facebook and  Instagram

Legacy Sponsor \$3,000+

- Placement of logo on printed materials, digital promotions and City's website
- Company logo placement on Black History Month t-shirts; 2 shirts made available for sponsors
- Onstage recognition at all Black History Month Events
- Premium Tent (10'x10') (Sponsor must provide staffing and giveaways for tent)

Unity Sponsor \$1,000+

- Placement of logo on printed materials and digital promotions
- Acknowledgment on Mainstage area at Music in the Plaza

SPONSOR PARTICIPATION FORM

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 2, 2018

The City of North Miami asks all potential sponsors to adhere to deadlines to maximize your marketing exposure. Becoming a sponsor gives your company a first-class marketing opportunity at signature events and/or other events throughout Black History Month. For logo inclusion, a vector logo file is required.

Title Sponsor: \$15,000 Trail Blazer Sponsor: \$7,500 Legacy Sponsor: \$3,000 Unity Sponsor: \$1,000

TAX ID #: _____

In-Kind Service or Product: _____ Value: _____

Vector Logo File 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 many 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 2018 North Miami Black History Month festivities, you will reach this diverse population as well as others within our region.

Contact:

Please return completed form (saved in PDF format) to aramos@northmiamifl.gov and ccarney@northmiamifl.gov. For more information, call us at 305-895-9840.