



# TAMPA BAY *Black* EXPO

**JULY**  
**25-27, 2025**

Florida State Fairgrounds  
4800 US-301 Tampa, FL 33610



# TOGETHER WE RISE



Connect  
Inspire  
Empower

[tamapbayblackexpo.com](https://tamapbayblackexpo.com)

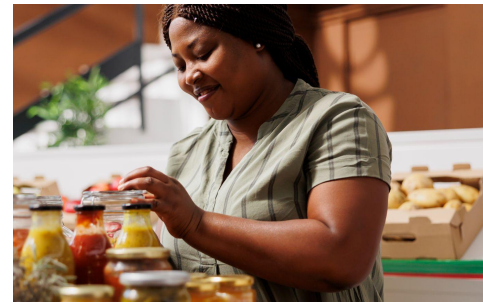
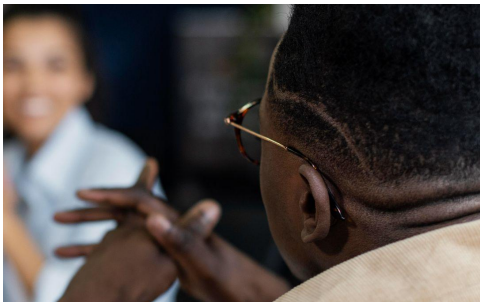


@tampabayblackexpo



# Our Mission

The Tampa Bay Black Expo is dedicated to empowering the Black community by promoting economic growth, cultural awareness, and social equity. Our mission is to create a dynamic platform that celebrates and elevates Black entrepreneurs, artists, and leaders so they can network, share resources, and celebrate their contributions. The expo focus is on community issues and working together to strengthen and inspire the local innovative businesses in our community.



# Our Vision

We aim to celebrate and promote Black culture, entrepreneurship, and community engagement. Our focus is on fostering economic development, showcasing Black-owned businesses, and providing a platform for education and networking. We strive to build lasting relationships and uplifting our community by highlighting achievements, facilitating dialogue around important social issues, and encouraging collaboration among attendees and local organizations.

# Objectives

## **Highlight Black-Owned Businesses:**

Provide a platform for local and national Black entrepreneurs to showcase their products and services.

## **Cultural Celebration:**

Celebrate Black culture through art exhibitions, choir competition, fashion and hair show, health and wellness workshops, artist performances.

## **Networking Opportunities:**

Facilitate connections among business leaders, community organizations, and attendees.

## **Educational Workshops:**

Offer business and educational panels and seminars on business development, career development, entrepreneurship, financial literacy.



# Target Market

- Local and national Black-owned businesses
- Community leaders and organizations
- General public with an interest in Black culture and entrepreneurship
- Media and influencers





# Marketing Strategy

## **Digital Marketing**

Utilize social media platforms, email marketing, and online advertising to reach a broad, but targeted audience.

## **Local Partnerships**

Collaborate with local businesses, community organizations, and influencers, vendors and sponsors to promote the event.

## **Media Coverage**

Engage with local media outlets for coverage and advertising.

## **Community Outreach**

Host pre-event meetups and workshops to build excitement and encourage maximum participation.

# Our Impact

## **ATTENDANCE**

**Goal: 2,000-5,000+**

**Exhibitors: 200+**

### BLACK WEALTH TAMPA BAY

Black or African American population in the Tampa Bay area, is approximately 20-25% of the total population with between 2-5% of businesses being Black-owned

The Top Black  
Owned Businesses  
Generate Over

**\$2.3**

Billion in Revenue



# Staffing & Operations

## Event Manager

Oversees event logistics, from setup to breakdown, ensuring all operations run smoothly and resolving any issues.

## Marketing Team

Handles event promotion through social media, advertising, and community outreach to boost visibility and attendance.

## Volunteers

Assist with event setup, and provide support for various event operations, including guiding guests, and ensuring smooth coordination across different activities.

## Security Personnel

Ensure attendee safety by monitoring event premises, controlling access, and responding to emergencies.

## Vendor Manager

Manages vendor relations, including setup, compliance, and troubleshooting to ensure smooth vendor operations.



# Sponsorship Advantages

## Brand Visibility & Consumer Engagement

Sponsoring the expo provides prominent exposure to a large, engaged audience allowing the brand to strengthen its presence and deepen its connection with local networks in Tampa Bay and beyond. The Tampa Bay Black Expo helps brands build loyalty among consumers who prioritize corporate social responsibility and place high value on brands that support and uplift communities. The expo generates positive media coverage enhancing a brand's reputation as a forward thinking and socially aware company that's in tune with cultural trends.

## Networking & Collaboration Opportunities

The event will draw influential community figures, business leaders, innovators, and entrepreneurs. Sponsorship offers a chance to forge valuable connections and unlock future collaborations, partnerships, and business opportunities. It also provides a platform to showcase the company as an employer of choice committed to diversity and inclusion, helping to attract top talent from a diverse pool of candidates.

## Market Research & Penetration

Creative and interactive sponsorship activities that are engaging with attendees, such as product sampling, unique branded experiences, exclusive promotions, contests and live demonstrations boosts brand visibility while creating memorable experiences. This engagement helps to create a personal connection with the brand and ideal opportunity to leverage the sponsorship to showcase new products or initiatives.



# Sponsorship Information

## Introduction

We are excited to present the opportunity for your organization to partner with us for the annual Tampa Bay Black Expo. This event promises to be a landmark occasion, drawing notable community leaders and influencers including local and national celebrities and some of the brightest intellectuals throughout the Tampa Bay area.

## About the Sponsorship

We offer various sponsorship levels to fit different marketing goals and budgets. Each tier provides unique benefits and opportunities for engagement.

## Previous Success

Although this will be the first time this specific team has collaborated, each individual has hosted events that has collectively attracted over 2,000 participants, featuring top industry speakers and influencers and celebrities raising over \$100,000 for various non-profits while continuing to invest in local communities.

## Conclusion

Sponsoring a high-profile event that celebrates Black culture and entrepreneurship can reinforce your organization as a socially responsible and inclusive brand, highlighting your company's commitment to diversity while supporting efforts to connect with a broader, more diverse audience.

## Contact Us

For Exhibitor/Partnership/Sponsorship Opportunities

813-641-4125

[sponsorship@tampabayblackexpo.com](mailto:sponsorship@tampabayblackexpo.com)

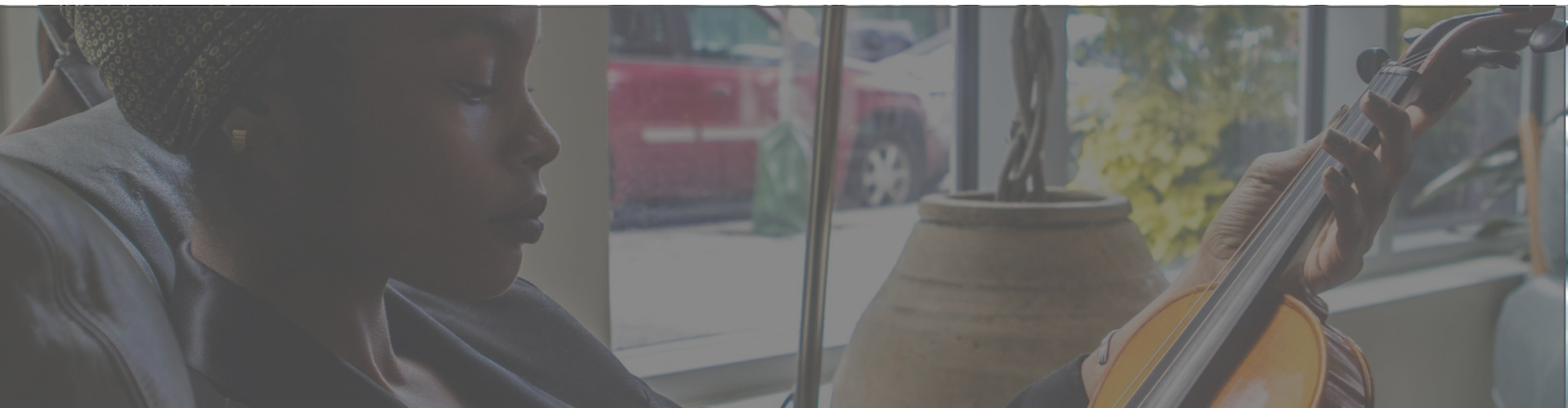
# Sponsorship Zones

## **Arts and Entertainment Zone**

Sponsor a specific event and exhibit that focuses on performing arts, sports and entertainment including the expo's annual celebrity basketball game, artists & authors market, fashion & hair show as well as our entertainment stage featuring national and local recording artists which will also include a choir competition.

## **Business and Education Zone**

Sponsor specific events, panel discussions, seminars and workshops related to education, occupations and careers, science, technology, investments, as well as business start-up and growth designed to provide current and future business owners as well as students with invaluable networking opportunities dedicated to empowerment and fostering innovation.





# Sponsorship Packages

**ARTISTS & AUTHORS MARKET:** A two-day event for emerging and professional artists and published authors to sell their creative works. The market celebrates entrepreneurs within the black community, and highlights their contributions to visual arts, literature and digital content.

**CULTURAL ARTS PAVILION:** A three-day event to celebrate and showcase the rich cultural heritage and artistic talent within the community. It will highlight artistic traditions featuring visual arts, performances, crafts, and interactive experiences.

**CELEBRITY BASKETBALL GAME:** Join us on Friday, July 25 at 7 PM at the Special Events Center for a fun game featuring actors, athletes, entertainers, and local celebrities. Enjoy fan participation, a halftime show with local artists and DJs, and meet-and-greet opportunities for autographs and photos. A portion of proceeds will support local charities. Great event for the whole family!

**CHOIR COMPETITION:** Church choirs in Tampa Bay will compete to be the best in categories like Contemporary Christian, Christian Rap, and Gospel. Choirs have 5-10 minutes to perform, and going over time results in disqualification. Judges, including celebrity artists and music educators, will score based on vocal quality, harmony, stage presence, and overall performance. Audience votes will decide the “People’s Choice” award, while judges give awards for best performance, presentation, and harmony. Registration details and deadlines are on the website. No sound checks will be available, so come ready to perform!

**BUSINESS TO BUSINESS CONFERENCE:** The conference provides a platform for business leaders and owners with invaluable networking opportunities, education and empowerment within the business community. This is an essential component dedicated to fostering growth, innovation, and success. It will bring together entrepreneurs, industry leaders and professionals for a day of insightful discussions, practical workshops, and valuable panels. The conference is designed to help minority owned businesses and corporate executive’s flourish.

**ENTERTAINMENT STAGE:** The indoor entertainment stage is the heartbeat of our celebration showcasing different performances from artist of all ages, a fashion and hair show, and gospel choir competition. This stage will be a focal point of the expo offering a diverse lineup of talent within the community from live music, dance and spoken word.

**FASHION & HAIR SHOW:** An unforgettable evening of style, glamour and artistry hit the runway. These exclusive designers show off their creativity and sophistication. Experience cutting edge innovative fashion designs and stunning hairstyles.

[More sponsorship packages](#)

# 2025 Sponsorships

## **PLATINUM SPONSOR**

**\$300,000**

### **PROMOTIONAL BENEFITS**

**What You Get In Return:**

- Branded area or table at the Corporate Luncheon
- Co-Branded header with link to company website on all Expo email marketing campaign sent to subscribers
- Company name/logo on all promotional and marketing materials
- Company name/logo on sponsor page of Tampa Bay Black Expo Website
- Company name/logo on step and repeat located on the red carpet
- Company name/logo on video screens at Corporate Luncheon
- Exhibitor space (10' x 20') in Sponsorship Zone
- Full page color ad in Tampa Bay Black Expo official show guide
- Mention in all marketing materials, press releases, social media promotions, and advertising
- Mention in all radio commercials
- Present an award at Corporate Awards Luncheon
- Product or promo item included in gift bag
- Two (2) Tables of Ten (10) at the Corporate Awards Luncheon
- One (1) Table of Ten (10) at the Mayor's Breakfast
- Twenty (20) VIP All Access passes to all Tampa Bay Black Expo events
- Twenty (20) Public announcements in Entertainment Hall during both expo days

## **PRESENTING SPONSOR**

**\$500,000**

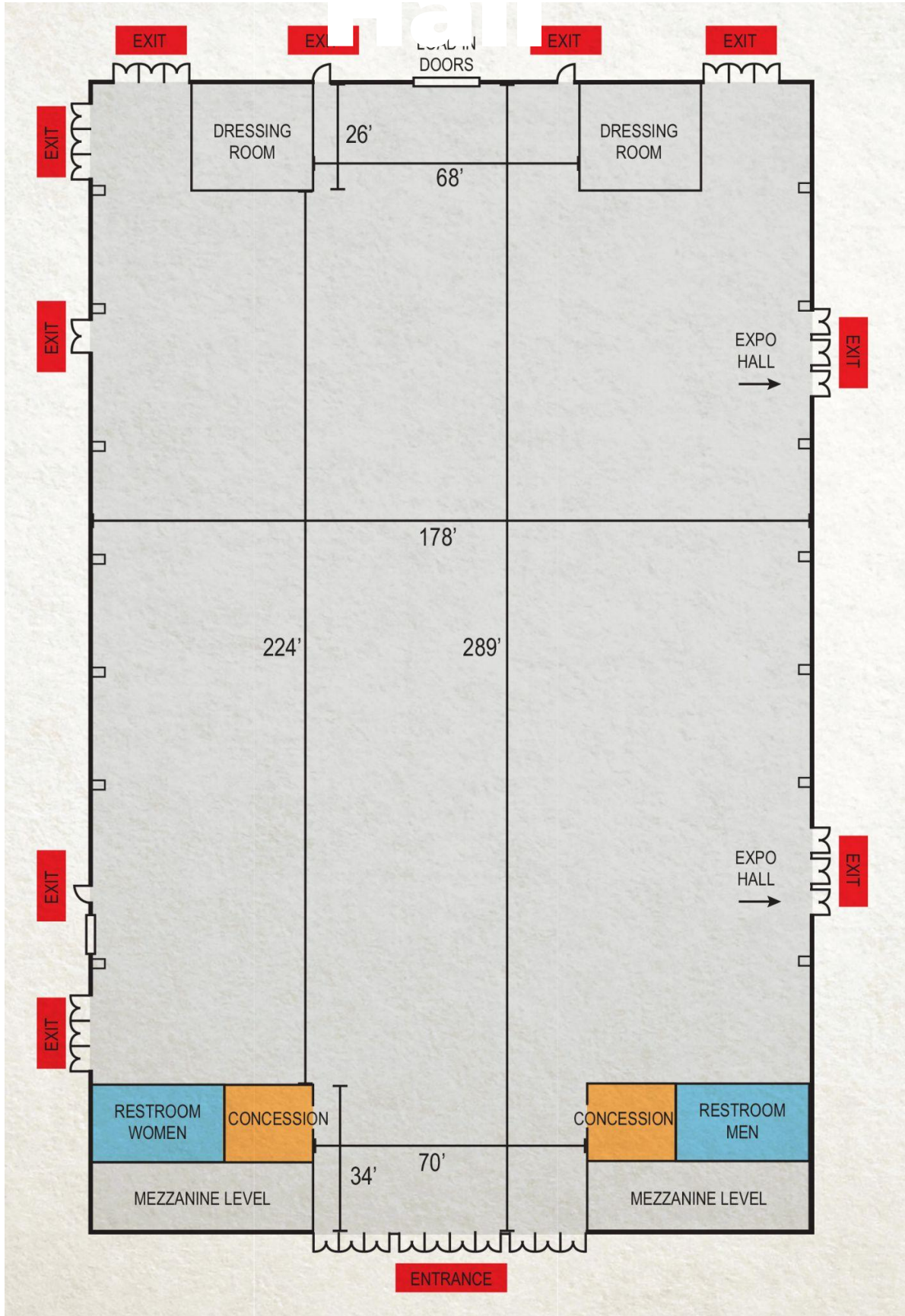
### **PROMOTIONAL BENEFITS**

**What You Get In Return:**

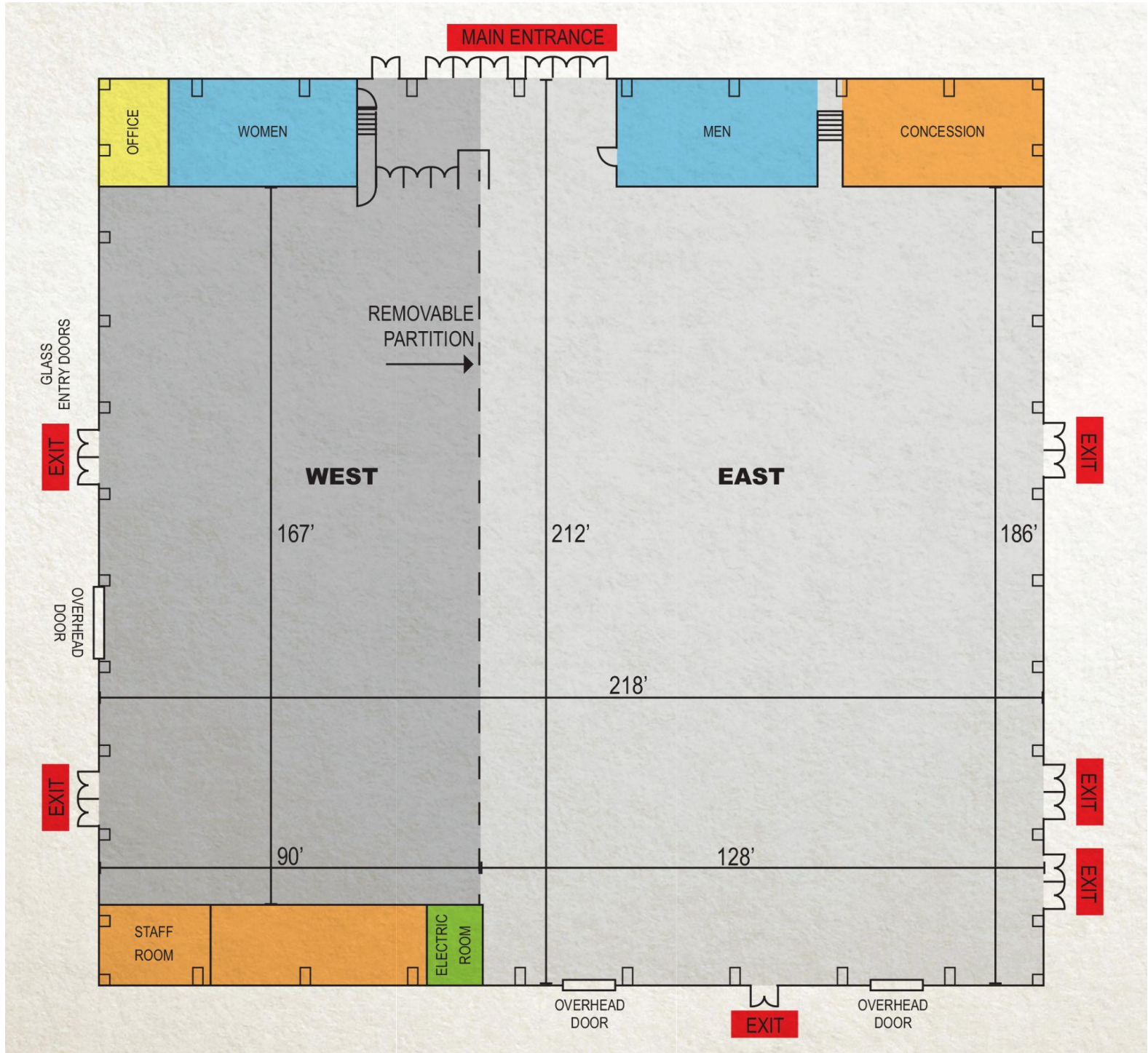
- Banner with hyperlink for Six (6) months on Tampa Bay Black Expo website
- Branded area or table at the Corporate Luncheon
- Branded header with link to company website on all Expo email marketing campaign sent to subscribers
- Company name/logo displayed on Tampa Bay Black Expo branding including t-shirts, credentials, print ads, and printing promotional and marketing materials
- Company name/logo included in the title of the event
- Company name/logo on sponsor page of Tampa Bay Black Expo Website
- Company name/logo on step and repeat located on the red carpet
- Company name/logo on video screens at Corporate Luncheon
- First right of refusal for "2026" Tampa Bay Black Expo presenting sponsorship
- Exhibitor space (10' x 20') in Sponsorship Zone
- Full color back cover ad in Tampa Bay Black Expo official show guide
- Mention company is presenting sponsor in all marketing materials, press releases, social media promotions, and advertising
- Mention in TV & Radio commercials
- Branding and speaking opportunity for company representative at opening ceremony and press conference
- Present an award at Corporate Awards Luncheon
- Product or promo item included in gift bag
- Two (2) Tables of Ten (10) at the Corporate Awards Luncheon
- Two (2) Table of Ten (10) at the Mayor's Breakfast
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# Entertainment



# Special Events Hall





# TAMPA BAY BlackEXPO

## Event Schedule

JULY 25TH - JULY 27TH 2025

FLORIDA STATE FAIRGROUNDS  
4800 US-301, TAMPA, FL 33610

FRIDAY JULY 25

SPECIAL EVENTS HALL

OPENING CEREMONY  
BUSINESS AND EDUCATION WORKSHOPS  
CELEBRITY BASKETBALL

SATURDAY JULY 26

ENTERTAINMENT HALL

VENDOR SHOWCASE  
INTERACTIVE ZONES  
PRODUCT DEMONSTRATIONS

SATURDAY JULY 26

SPECIAL EVENTS HALL

BOXING EXHIBITION  
BEST OF THE BAY AWARDS  
CONCERTS FEATURING LOCAL AND NATIONAL MUSICIANS  
FASHION AND HAIR SHOW

SUNDAY JULY 27

SPECIAL EVENTS HALL

HEALTH AND WELLNESS FAIR  
TAMPA BAY BLACK HISTORY SPECIAL EXHIBIT  
BEST OF THE BAY AWARDS  
CHOIR COMPETITION  
CONCERTS FEATURING LOCAL AND NATIONAL MUSICIANS

# Remain Relevant in a Dynamic Market

## CONTACT INFO

**Tampa Bay Black Expo, LLC**

**FOR CORPORATE PARTNERSHIP/SPONSORSHIP OPPORTUNITIES**

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TAMPA BAY  
*Black* EXPO 

**By fostering  
innovation and  
investing in the  
future**