



Black Family Reunion

2022 SPONSORSHIP OPPORTUNITIES
August 19th-21st, 2022



The History of the Midwest Regional Black Family Reunion

Dr. Dorothy I. Height, Founder

The Midwest Regional Black Family Reunion Celebration was inaugurated in 1988 in Cincinnati, Ohio. This event continues to grow and is now one of Cincinnati's largest family-focused events drawing over 25,000 patrons. It is held annually the third weekend of August. Through the generous support of our sponsors, we are able to offer the event to the public at no charge.

Conceived by Dr. Dorothy I. Height, President Emerita of the National Council of Negro Women, the Black Family Reunion Celebration is a 3-day cultural weekend event which brings consumers, corporations, and communities together to focus on the historic strengths and values of the Black Family.

Looking Ahead

Although twenty-eight celebrations were created across the country, the Cincinnati location is the only major city celebration remaining. We are proud to say that we have every intention of remaining as a staple event in the United States; and for that we need sponsors like you. As we approach the 34th anniversary of festivities, we are excited to extend the invitation of sponsorship to you and your company. Please review and contact us with any questions.

Thank you in advance,

Tracey Farley-Artis

CEO JazJordan, Inc.

Executive Director Black Family Reunion



Demographics and Marketing Efforts

Demographics

Your organization will be exposed to at least 25,000 regional, national and international participants at the event

- Women, men, and children of all ages
- Primarily African-American

Radio Promotions

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across the country. These commercial spots will be strategically placed on syndicated radio outlets in order to reach the optimum amount of listeners

Marketing Efforts

Our marketing efforts will be deliberate and pointed in order to raise maximum consumer awareness. Efforts include, but are not limited to the following:

E-Marketing:

- E-Blasts
- Web Banners
- Social Media – Twitter, Instagram, Facebook, YouTube
- Press Releases
- Black Family Reunion Website

Physical Merchandise:

- Post Cards
- Street Teams
- Posters
- Flyers

Community Involvement:

- Cincinnati Convention and Visitor's Bureau Partnership
- Church Announcements
- Business Marquees
- Press Outlets
- Radio, TV
- African American Chamber of Commerce
- Cincinnati Chamber of Commerce
- Local Civic organizations
- Local Greek organizations

2022 BLACK FAMILY REUNION

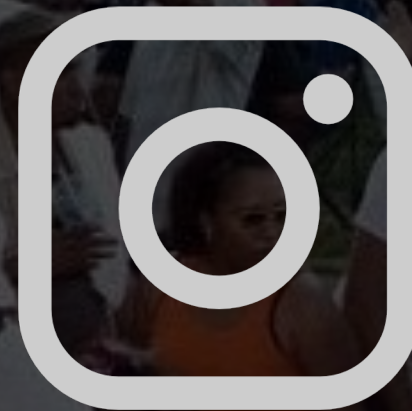
2021 BFR Social Media Reach Overview

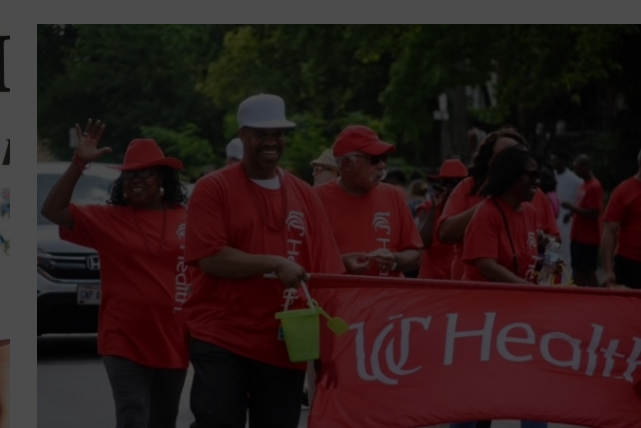
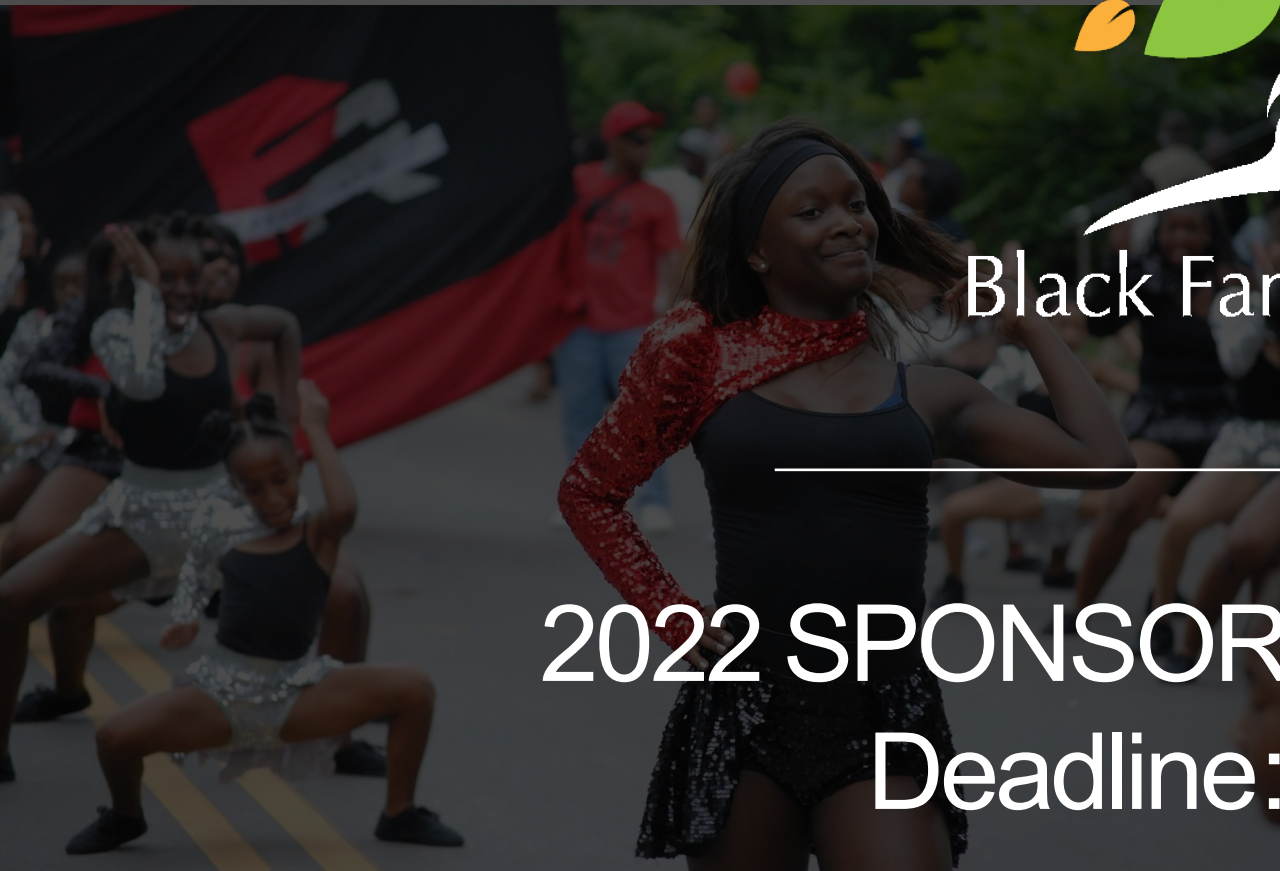
Total Social Media Reach
for 2021:

21K

Total Social Media
Shares of Events:

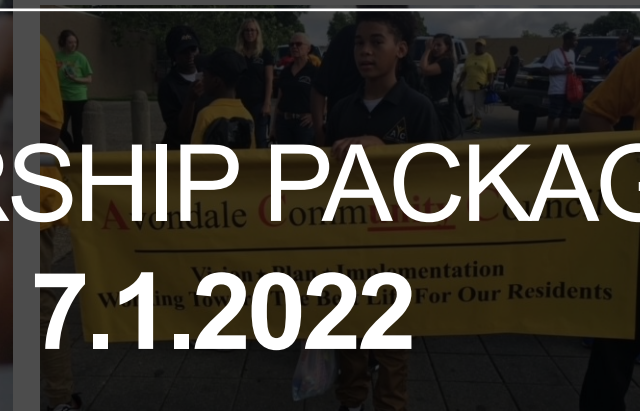
**Up 571% from
last year**





Black Family Reunion

2022 SPONSORSHIP PACKAGE
Deadline: 7.1.2022





BFRC Presenting Sponsor

\$30,000.00

- Corporate name listed as "Presenting Sponsor" on all BFRC material
- Corporate logo on the broadcast and the Parade stage
- Corporate mention for all BFRC Media Advertising
- Logo included on website and boosted social media BFR ad videos with active sponsor links
- Opportunity to provide video of sponsor message to be broadcast at Heritage Breakfast
- Opportunity to provide video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFRC official website
- Parade participation with no entry fee





2022 BLACK FAMILY REUNION

Contribution Levels

GOSPEL AND URBAN CONCERT SPONSOR

\$25,000.00

- Corporate logo on the event broadcast
- Corporate mention for all Concert Advertising
- Opportunity to provide a video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFR Official Website
- Parade participation with no entry fee

HEALTH PAVILLION SPONSOR

\$20,000.00

- Corporate logo on the event broadcast
- Corporate mention for all Concert Advertising
- Opportunity to provide a video of the sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFR Official Website
- Parade participation with no entry fee

GENERAL CORPORATE SPONSOR

\$15,000.00

- Opportunity to provide a video of the sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFR Official Website
- Opportunity to provide up to 30 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee





OFFICIAL CAR SPONSOR |

\$16,000.00

- Corporate logo on the broadcast and the Main Stage
- Corporate mention for all BFR Media Advertising (including BFR social media pages, website)
- Opportunity to provide video up to 15 seconds of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed and digital materials and BFR official website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 30 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

***The official car sponsor will have the only vehicles placed at the site. No other car brands can be mentioned in any advertising and cannot be a sponsor of the event.*



2022 BLACK FAMILY REUNION

Contribution Levels

FAMILY OF THE YEAR SPONSOR

\$15,000.00

- Corporate name on Family of the Year plaque
- Corporate name on Family of the Year parade car
- Opportunity to introduce Family of the Year at all events
- Opportunity to provide video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and the BFR Official Website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds) to be broadcast during the Heritage Breakfast
- Parade participation with no entry fee

PARADE SPONSOR

\$15,000.00

- Corporate signage on the viewing stand
- Opportunity to serve as a parade judge
- Opportunity to provide a video with up to 30 seconds of a pre-recorded sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFR official website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds video) to be broadcast during the Heritage Breakfast
- Parade participation with no entry fee

BFR KICKOFF “MORNING INSPIRATION” SPONSOR

\$15,000.00

- Logo on signage at Heritage Breakfast
- Opportunity to provide pre-recorded message up to 3 minutes of corporate during the breakfast broadcast
- Opportunity to provide video highlighting up to two small businesses to be broadcast during the breakfast broadcast
- Opportunity to provide a pre-recorded 15 second sponsor message video to be broadcast on the Main Stage during all Concerts
- Recognition on all printed and digital materials and BFR Official Website
- Opportunity to provide a pre-recorded sponsor message video (up to 30 seconds) during the Heritage Breakfast broadcast
- Parade participation with no entry fee

2022 BLACK FAMILY REUNION

Contribution Levels

GOLF CART SPONSOR

\$10,000.00

- Corporate logo and message on all golf carts used at the BFR
- Opportunity to provide video up to 15 seconds of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed and digital materials and BFR Official Website
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 15 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

SPECIAL INTEREST SPONSOR

\$10,000.00

- Corporate signage in selected special interest pavilion, i.e., health screening, children's area, young adults, etc.
- Assist in programming of selected pavilion.
- Opportunity to provide video (up to 15 seconds) of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Recognition on all printed materials and BFR Official Website, social media pages
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 10 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

2022 BLACK FAMILY REUNION



Contribution Levels

CONTRIBUTING SPONSOR

\$7,500.00

- Recognition on all printed materials and BFR Official Website
- Opportunity to provide video (up to 15 seconds) of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Up to four reserved seats at Heritage Breakfast
- Parade participation with no entry fee





Contribution Levels

CONTRIBUTING SPONSOR

\$5,000.00

- Opportunity to provide 15 seconds video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Opportunity to provide up to 15 second video of sponsor message to be broadcast at Heritage Breakfast
- Parade participation with no entry fee

CONTRIBUTING SPONSOR

\$2,500.00

- Opportunity to provide 15 seconds video of sponsor message to be broadcast on the Main Stage both days during the Concerts
- Opportunity to highlight Small Businesses or Exceptional Employee on digital signage to be recognized during broadcast – not to exceed 2 highlights
- Parade participation with no entry fee



2022 BLACK FAMILY REUNION

Deadline and Fees for Application

**Deadline for application:
7.1.2022**

Please make checks or money order payable
and mail to:

JAZJORDAN, INC
9910 Coventry Court
Mason, OH 45040
Tel (513)229-0502

Credit cards accepted

<https://www.paypal.com/paypalme/tartisihm>

**For more details
or questions:**

Tracey Farley-Artis, Executive Director
Black Family Reunion

9910 Coventry Court
Mason, OH 45040

Tel (513)229-0502

www.myblackfamilyreunion.org