

AGB Health Expo Sponsorship Packet

About the event

The AGB Black Health Expo is an annual cultural health expo being held in the North Charleston area. This is the 3rd year of this event, and is organized and hosted by Always Gift Baskets & Natural Essentials and Exquisite Enterprises Inc. The event will take place on Saturday, September 7th, 2019, at the Community Impact Center in North Charleston, and will feature various black owned businesses within the health & wellness, and hospitality industries, as well as musical performances from a local musician of their choice, and several guest speakers. The guest speakers will speak on topics surrounding health and how people can be more proactive on it, as well as steps they can take to improve their health. This event is intended to be an annual celebration within the black community, but also a wake up call for people to make better decisions when it comes to their health.

Always Gift Baskets & Natural Essentials is a black owned hair and skin care product company, established by Damion and Dametria Owens in October of 2015. They both had a desire to contribute to their community, while building a legacy for their family, and filling a need in the black community. Health is an issue that goes overlooked and undiscussed often in the black community. The Owens family created products that will make you feel great and smell good, but encourage you to question and research the products that we consume and use on a daily basis.

Embarking on its third year, this event will continue to encourage a dialogue on health awareness within the black community, celebrate our local culture, and allow the community to actively support black businesses.

Target Demographic

Our target demographic is particularly families and individuals within the black community. We aim to have a diverse group of vendors so that various generations can all find information helpful to them. The message we hope

to communicate to them is the overall importance of making your health a priority in your everyday lives, as well as encouraging them to be curious about their health and make wise conscious decisions. This is the same message we want to encourage with this event.

Location

The festivities will be taking place at the Community Impact Center, also known as the Harvest Pointe Center, at 4870 Piedmont Avenue, North Charleston, SC 29406. North Charleston is an ideal location, where many people from different sides of Charleston frequent, and is also a budding area of development and a cultural melting pot of visitors and natives.

Sponsorship & Partnership Opportunities

Going into our third year, it is extremely important to us to continue to create and maintain long lasting relationships in the community, and around the state. We are looking to align with local and regional businesses who are looking to find a new way of getting their brand and business out there.

Aligning with this event is a way to see maximum exposure and create a long-term partnership with us, and our future efforts. Our mission is to create a tailored sponsorship opportunity that will allow each brand to see benefits and enhance each brand to consumer awareness.

Platinum Sponsor - \$1,000

- Exclusivity of Product on Site
- Presence in all media including TV, radio, print, online, artist social media, etc.
- Select onsite branding
- Logo placement and venue signage onsite
- Ability to have onsite branded area at sponsors additional cost

- 8 event swag bags

Gold Sponsor - \$750

- Presence in all media including TV, radio, print, online, artist social media, etc.
- Select onsite branding
- Logo placement and venue signage onsite
- 6 event swag bags

Silver Sponsor - \$500

- Presence in all media including TV, radio, print, online, artist social media, etc.
- Select onsite and venue signage/branding
- 4 event swag bags

Bronze Sponsor - \$250

- Venue and onsite branding/signage
- Social Media Shout Outs
- 2 swag bags