

4/17/2017



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Adrienne Jones

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MAILING  
ADDRESS

BCAACF, Inc.  
P.O. Box 5518  
Towson, MD  
21285

TELEPHONE  
410 635-4381

Dear Potential Sponsor:

Timing is everything! On Saturday, September 16, 2017, you will have an amazing opportunity to become a celebrated sponsor of the 21st Annual Baltimore County African American Cultural Festival. This is your chance to join a host of long-standing businesses that know the value of supporting diversity and promoting the arts in the state of Maryland. The festival will be held in Towson, Maryland from 10:00 am until 6:00 pm. This event is one of the largest extravaganzas offered throughout the Baltimore, Washington corridor with nearly 40,000 attendees from Maryland and other neighboring states. The Baltimore County African American Cultural Festival Inc., is the proud sponsor of this highly praised expo.

This year, we will commemorate our anniversary with stellar entertainment, succulent foods, historic tributes, quintessential exhibits, empowerment villages and local talent showcases. Additionally, we will offer more exciting recreational activities for kids; a narrated bus tour highlighting Baltimore County's historic churches and communities; and provide tables for non-profit organizations, federal, state and county agencies, as well as, a number of businesses to disseminate information about their services and products.

Given the enormity and importance of this diverse festival we are asking that you make a sponsorship commitment on behalf of your company. Your funds will help to sponsor under-served children to attend summer camp, provide scholarship funds to students, assist in the preservation of historic African American artifacts and landmarks throughout the county, as well as, offset the expenditures associated with the festival. We are counting on your sponsorship to help us offer Marylanders an enriching, inspiring and educational experience that will be long remembered.

Your affiliation with our festival will compliment your existing profile of excellence. Our festival is a one-day event that partners with both radio and television sponsors. All of this media exposure is designed to provide maximum recognition and acknowledgement for our festival and our sponsors who seek broader community service endeavors and unique outreach marketing strategies.

We encourage you to give full consideration to the enclosed materials with various levels of sponsorship to be highlighted during our event. If you have questions, please feel free to contact me at the number listed below or the Festival Hotline at 410 635-4381. We look forward to your participation and support. We thank you in advance for coming aboard!

Sincerely,

**Dave A. Green**

Dave A. Green  
Board President

*Baltimore County African American Cultural Festival, Inc.(BCAACF) is a 501 c 3 tax exemp organization*  
EMAIL: [aaculturalfestival@gmail.com](mailto:aaculturalfestival@gmail.com) WEBSITE: [www.aaculturalfestival.com](http://www.aaculturalfestival.com)

## SPONSORSHIP 2017

### 21<sup>st</sup> Annual Baltimore County African American Cultural Festival



## ➤ Branding - Inspire, Produce & Preserve

The festival continues to be the incubator for ushering change and diversity within the artistic, historical and cultural hub of Baltimore County. With more than 20 years of experience the festival has become nationally known for its ability to design and cultivate programs that speak to the fortitude, creativity and multiplicity of African Americans in Baltimore County. It is the festival's primary thrust to inspire, produce and preserve the history and culture of African Americans in the county.

## ➤ Our Expertise

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- ▶ Producers of the largest and most diverse one-day cultural festival in the Baltimore-Washington corridor that attracts approximately 50,000 attendees from Maryland and surrounding states.
- ▶ Securers of highly sought-after entertainers, educators, historians, entrepreneurs, artists, and other top-notch notables that offer insight into the cultural experiences and traditions of Baltimore County's African American legacy.
- ▶ Known as staunch educational advocates of scholastic achievement, artistic creativity and visionary brilliance among youth who seek higher educational aspirations. Our scholarships are earmarked annually for competitive candidates who are seniors in the Baltimore County School System.
- ▶ Positioned as technological and interactive disseminators of health and wellness information, financial and career planning and entrepreneurial training.
- ▶ Hailed as a premier coalition-builder of faith-based and educational institutions, community activists, residents, businesses, civic and public service organizations, as well as, youth development agencies.
- ▶ Architects of bridging the arts with financial endorsements from diverse corporate entities.
- ▶ Competitive press partners for exposing cultural and historical events to the public at large.

## ➤ Key Capabilities

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- ▶ Preservers of African American history in Baltimore County, MD
- ▶ Programming specialists for designing cultural enrichment and programs for youth
- ▶ Visionaries for creating promotional opportunities for businesses that support the arts
- ▶ Leaders in developing, designing and coordinating a virtual financial and career planning center
- ▶ Sponsors of the Health & Wellness, Education & Financial Empowerment Villages

## ➤ History

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Baltimore County's African American Cultural Festival celebrates its 21<sup>st</sup> year and was founded by Maryland State Delegate and Speaker Pro-Temp, Adrienne Jones in 1996. It is a 501 C (3) tax-exempt organization. Annually, the festival celebrates the rich and thriving traditions of the African American community. Drawing in renowned and local entertainers, small and large businesses, and approximately 50,000 attendees, the festival continues to be a vibrant extravaganza that has become one of Baltimore County's treasures. The festival is free, family-oriented and is always held in Towson, MD at the Courthouse Square Plaza. Traditionally, the festival is always held on the third Saturday in the month of September. Lastly, the festival serves as vehicle to showcase Baltimore County's communities and its residents. It also serves as a means of raising funds to support charitable programs charged to the festival such as scholarships, summer camps, and historical preservation projects. The festival is one of the only festivals in the Mid-Atlantic corridor that does not promote or endorse alcohol or tobacco products.

## Past Sponsors

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During the past 20 years, the festival has enjoyed the sponsorship of some of Baltimore's premier businesses and institutions that include but is not limited to:

Verizon Wireless	Greater Baltimore Medical Center	Afro American Newspaper
Wylie Funeral Home	Wal-Mart	Rite-Aid Pharmacy
Priority Partners	Merritt Athletic Club	Radio One
Comcast	MTA	CareFirst Blue Cross Blue Shield
Sam's Club	Baltimore County Government	Constellation Energy
YMCA of Central MD	University of MD Medical School	Brick Bodies
Air Tran	United HealthCare	Sinai Life Bridge Health
Baltimore Sun Media Group	Med Star Health	Eastern Saving Bank
Susan B. Koman for the Cure	Fox Chevrolet, Security	Diamond Health Plan
Nielsen Company	Chesapeake Urology	Rising Sun First Baptist Church
McCormick & Company	Studio A Modeling Etiquette & Dance	Giant Foods
Union Bethel AME Church		

## Board Members

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The board of the Baltimore County African American Cultural Festival is comprised of a cross-section of educators, business representatives, historians, governmental officials and executives, as well as others who oversee the creative programming and charitable and education services of the festival.

## Demographics


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Baltimore County, Maryland hails more than 800,000 residents. Thirty percent of these residents are African Americans. The Baltimore County African American Cultural Festival attracts up to approximately 50,000 attendees each year. Attendees comprise, children, youth, adults, and seniors who reflect multicultural backgrounds and experiences.

## Goals of the Festival

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**Young People's Entrepreneurial Institute to teach the principles of business ownership to high school students to encourage them to go into business for themselves.** The Institute will work directly with the business community in Baltimore County, calling on its members to serve as mentors for the students and to provide technical assistance to the students' businesses. These students, with such help from the business community, will create small businesses and manage them. Students will learn about product development, marketing, sales, management, and finance; **Five (5) annual scholarships designed to support interest in business, science, and the arts.** The business community, as well as local colleges and universities, will participate. Students will be required to have good academic credentials, as well as be significantly involved in their communities. Students will be selected from Baltimore County Public Schools by a panel that consists of Association board members, educators, and representatives from the business community. No student will be denied access to the process because of race, sex or religion. Children of board members, however, will not be eligible; **Funds for the preservation of the many historical treasures in Baltimore County's African American communities.** African American residents of Baltimore County must take an active role in the conservation of the forty (40) historic African American communities in the county, many of which predate the Civil War. The funds will be used to restore buildings; excavate historic sites; publish books, pamphlets and other written material about the history of the communities; and present exhibits and forums to share this history with the general public. Local historians, residents and interested volunteers will participate in this project. A panel that consists of Association board members, local historians, and members of the business community will identify projects selected for funding.

 **PRESENTING** Co-Sponsor - \$15,000 - (Maximum level of visibility)

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- ▶ Publicly recognized as the Platinum Sponsor for the festival
- ▶ Your business will have product exclusivity at the festival
- ▶ Your company's banner will be prominently displayed on the main stage at the festival
- ▶ A scholarship will be named in your honor
- ▶ Your name and logo prominently displayed on collateral materials associated with this year's event
- ▶ Your name and logo prominently displayed on print advertisements for the event
- ▶ Radio spots with your company's name announced over a two-week period
- ▶ Your name and logo prominently displayed on our website with a link to your website
- ▶ Front & Back Full-Page AD in souvenir journal distributed to festival attendees
- ▶ Booth space at the festival in prime location
- ▶ Presented with Appreciation Plaque
- ▶ Recognized as Presenting Co-Sponsor for Vendor Identification List
- ▶ Listed as Presenting Sponsor in Festival Souvenir Journal
- ▶ 10 VIP tickets to the VIP Reception
- ▶ 10 Reserved staged seating
- ▶ Television Advertising
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ Company representative feature article in popular local newspaper
- ▶ Company representative invited to deliver on-stage welcome remarks
- ▶ All BCAACF print media partner advertising

*Investment: \$15,000 Value: \$55,000*

 **PLATINUM** Co-Sponsor - \$10,000 - (Maximum level of visibility)

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- ▶ Publicly recognized as the Platinum Sponsor for the festival
- ▶ Your business will have product exclusivity at the festival
- ▶ Your company's banner will be prominently displayed on the main stage at the festival
- ▶ A scholarship will be named in your honor
- ▶ Your name and logo prominently displayed on collateral materials associated with this year's event
- ▶ Your name and logo prominently displayed on print advertisements for the event
- ▶ Radio spots with your company's name announced over a two-week period
- ▶ Your name and logo prominently displayed on our website with a link to your website
- ▶ Center Full-Page AD in souvenir journal distributed to festival attendees
- ▶ Booth space at the festival in prime location
- ▶ Presented with Appreciation Plaque
- ▶ Recognized as Platinum Co-Sponsor for Vendor Identification List
- ▶ Listed as Platinum Co-Sponsor in Festival Souvenir Journal
- ▶ Six VIP tickets to the VIP Reception
- ▶ Six Reserved staged seating
- ▶ Television Advertising
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ Company representative invited to deliver on-stage welcome remarks
- ▶ All BCAACF print media partner advertising

*Investment: \$10,000 Value: \$40,000*

## **GOLD** Co-Sponsor - \$5,000 - (Premium level of visibility)

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- ▶ Publicly recognized as the Gold Sponsor for the festival
- ▶ Your name and logo prominently displayed at the main stage
- ▶ Recognized as a scholarship partner
- ▶ Your name and logo prominently displayed on collateral materials associated with this year's event
- ▶ Your name and logo prominently displayed on print advertisements for the event
- ▶ Radio spots with your company's name announced over a one-week period
- ▶ Your name and logo prominently displayed on our website with a link to your website
- ▶ Full-page AD in souvenir journal distributed to festival attendees
- ▶ Booth space at the festival in prime location
- ▶ Presented with Appreciation Plaque
- ▶ Recognized as Gold Co-Sponsor for Vendor Identification
- ▶ Listed as Gold Co-Sponsor in Festival Souvenir Journal
- ▶ Four VIP tickets to the VIP Reception
- ▶ Four Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising

*Investment: \$5,000 Value: \$20,000*

## **SILVER** Co-Sponsor - \$2,500 - (High level of visibility)

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- ▶ Publicly recognized as the Silver Sponsor for the festival
- ▶ Your name and logo prominently displayed at the main stage
- ▶ Your name and logo prominently displayed on collateral materials associated with this year's event
- ▶ Your name and logo displayed in various print advertisements for the event
- ▶ Your name and logo prominently displayed on our website with a link to your website
- ▶ Full-Page AD in Souvenir Journal distributed to festival attendees
- ▶ Booth space at the festival
- ▶ Presented with Appreciation certificate
- ▶ Recognized as Silver Co-Sponsor for Vendor Identification List.
- ▶ Listed as Silver Co-Sponsor in Festival Souvenir Journal
- ▶ Three VIP tickets to the VIP Reception
- ▶ Three Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising

*Investment: \$2,500 Value: \$5,000*

## **BRONZE** Sponsor - \$1,500.00

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- ▶ Two VIP tickets to the VIP Reception
- ▶ Two Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ Half-Page AD in Souvenir Journal distributed to festival attendees
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising
- ▶ Booth space at the festival
- ▶ Presented with Appreciation certificate

- ▶ Recognized as Bronze Co-Sponsor for Vendor Identification List
- ▶ Listed as Bronze Co-Sponsor in Festival Souvenir Journal
- ▶ Two VIP tickets to the VIP Reception
- ▶ Two Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising

*Investment: \$1,500.00 Value: \$2,000.00*

## **ZONE Sponsor - \$1,000.00**

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- ▶ Two VIP tickets to the VIP Reception
- ▶ Two Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ Quarter-Page AD in Souvenir Journal distributed to festival attendees
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising
- ▶ Booth space at the festival
- ▶ Presented with Appreciation certificate
- ▶ Recognized as Zone Co-Sponsor for Vendor Identification List
- ▶ Listed as Zone Co-Sponsor in Festival Souvenir Journal
- ▶ Two VIP tickets to the VIP Reception
- ▶ Two Reserved staged seating
- ▶ Flyers and posters positioned throughout Baltimore County
- ▶ E-marketing blasts throughout event promotions countywide via media and organizational databases
- ▶ All BCAACF print media partner advertising

*Investment: \$1,000.00 Value: \$1,500.00*

## **ASSOCIATE Sponsor - \$ 500.00**

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- ▶ Booth space at the festival
- ▶ Presented with Appreciation certificate
- ▶ Recognized as Associate Co-Sponsor for Vendor Identification List
- ▶ Listed as Associate Co-Sponsor in Festival Souvenir Journal

*Investment: \$500.00 Value: \$1,000.00*





# SPONSORSHIP CONFIRMATION FORM

21<sup>ST</sup> ANNUAL BCAACF – SEPTEMBER 16, 2017

Company Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 Contact Person: \_\_\_\_\_ Title: \_\_\_\_\_  
 Telephone: \_\_\_\_\_  
 Email: \_\_\_\_\_

Artwork/Logo Contact: \_\_\_\_\_ Title: \_\_\_\_\_  
 Email: \_\_\_\_\_ Telephone: \_\_\_\_\_

For prompt placement on website, banners, media and print advertisement, please send you PDF, JPEG, logo's, ads and artwork to: [aaculturalfestival@gmail.com](mailto:aaculturalfestival@gmail.com). A printed copy of the emailed PDF, JPEG, logo's, ads and artwork should be accompanied with the enclosed check and signed Confirmation Form.

Enclosed please find the following:      Payment/Check      Logo      Other \_\_\_\_\_  
 Please check all that applies:      Ad/Artwork      PDF      JPEG  
    Full Page      Half Page      Quarter Page

Invoice Requested/Bill me:  
 Yes or  No

Comments: \_\_\_\_\_  
 \_\_\_\_\_

## Sponsorship Level(s)

(Double click on the desired box to select:)

\$10,000 Platinum     \$20,000 Gold     \$5,000 Silver     \$2,000  
 \$1,500 Bronze     \$1,000 Associate     \$500 Donation     \$

Send to: Baltimore County African American Cultural Festival, Inc. (BCAACF, INC.)

BCAACF, Inc., P.O. Box 5518, Towson 21285

[aaculturalfestival@gmail.com](mailto:aaculturalfestival@gmail.com) Website: [www.aaculturalfestival.com](http://www.aaculturalfestival.com)

Signature/Authority: \_\_\_\_\_ Date: \_\_\_\_\_  
 Title: \_\_\_\_\_



## FACT SHEET

The BCAACF, Inc. was founded in 1996 by Maryland State Delegate Adrienne Jones, who envisioned a vibrant festival of the arts and culture in Baltimore County that would celebrate the rich and thriving traditions of the African American community.

The BCAACF, Inc. is a 501 C (3) tax-exempt organization.

The Festival serves as a vehicle to showcase Baltimore County communities and its residents. However, it also serves as a means of raising funds to support charitable programs charged to the Festival Board.

The Board is comprised of a cross-section of educators, business representatives, historians, governmental officials and executives and others who oversee the creative programming, charitable and educational services of the festival.

- ▶ Each year scholarships are awarded to high school students pursuing careers in business, science, education and the arts.
- ▶ Donations to various shelters for various needs.
- ▶ The Board researches historical treasures in Baltimore County in need of preservation. Efforts are made to restore and/or preserve the items or bring attention to historical landmarks. Funds are used to restore buildings; excavate historic sites; publish books, pamphlets and other written material of history for various communities in Baltimore County to share this history with the public.

The Festival is free and is always held in Towson, MD at the Courthouse Square Plaza.

CareFirst Blue Cross Blue Shield, BGE, March Life Tribute Center, Verizon, Radio One, Afro, Comcast.

More than 40,000 people annually attend this one-day extravaganza of cultural activities, entertainment, exhibits, food and beverage attractions and informational exchange displays.

- ▶ Children's Champion Zone – Designed to engage children in mental and physical enrichment activity to promote self-esteem
- ▶ Health and Wellness – Screenings and information about maintaining your health.
- ▶ Financial Fitness – Designed to educate on steps to homeownership, retirement, investing, and saving strategies.

P.O. Box 5518, Towson, MD 21285 - [www.aaculturalfestival.com](http://www.aaculturalfestival.com) / Festival Hotline: (410) 645-0765. Email: [aaaculturalfestival@gmail.com](mailto:aaaculturalfestival@gmail.com)





# SOUVENIR JOURNAL ADVERTISING

Book size: 8 ½ x 11.

							BUSINESS CARD	
Full Page \$400	Horizontal ½ Page	Vertical 1 ½ Page	\$200	¼ Page	\$100	1/8 Page	\$25	
	\$200							

(Double click on the desired box to select and check off)

Full Page    ½ Half Page    ¼ Quarter Page    1/8 Eighth Page or Business Card

Center Spread \$700

Check enclosed for: \$ \_\_\_\_\_

Please type or print you name below as it is to be listed in the Festival Souvenir Journal.

(As it will appear in Journal)

Advertiser's

Name: \_\_\_\_\_

Address: \_\_\_\_\_

City State Zip: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Title: \_\_\_\_\_

Email: \_\_\_\_\_

Telephone: \_\_\_\_\_

Comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Email a camera-ready PDF or JPEG copy of ad to [aaculturalfestival@gmail.com](mailto:aaculturalfestival@gmail.com). This form and your ad must be received by August 25, 2017. Please keep/make a copy for your records.

Make check payable to the Baltimore County African American Cultural Festival, Inc. and mail to: P.O. Box 5518, Towson, Maryland 21285. For additional information call 410 635-4381. Visit the website: [www.aaculturalfestival.com](http://www.aaculturalfestival.com)