

# *The African American Wedding Expo 2006*

**Sunday, May 7, 2006**

**HOLIDAY INN SELECT**

**ATLANTA CAPITOL CONFERENCE CTR**

**450 CAPITOL AVE . ATLANTA, GA 30312**

**1:00 p.m. - 6:00 p.m.**

**SPONSOR PACKAGE**



**Phone 678-592-2420**

**Fax 404-622-7096**

**[www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com)**

# The African American Wedding Expo 2006

**Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.**

## **The African-American Theme Wedding** By Sally Manglicmot

Interest in African-American theme weddings has been growing in the last two to three years.

It is inspired by a combination of the African heritage, the African-American culture, and a Western-style ceremony. Some couples choose to forgo the Western-style altogether. The African-American wedding is truly a celebration of the marriage and the couple's roots. Its symbolism can be expressed in different ways: in the selection of the music (such as a gospel choir, drums, African dance), in colorful or African attire for the wedding party, in the display of the table decorations, and by providing an ethnic feast, including the cake decorations.

The wedding party can wear tunic gowns, African jewelry and head wraps with colorful patterns symbolizing the African heritage. The popular colors are red, yellow, black and green. The newlyweds can even ask their guests to dress in colorful African attire by adding a note in the wedding invitation. Entertainment for the guests can include African dancers at the reception while the guests are waiting for the arrival of the wedding party (who are busy taking photographs) or right after dinner.

A popular African-American tradition is known as "jumping the broom" signifying that after the couples exchange their wedding vows, they jump over, or step into their new life together, and it usually takes place at the end of the ceremony. There are many creative ways to celebrate this tradition. The guests can sign the broom with well wishes before entering the chapel. Or, a basket containing colorful ribbons can be placed at the door of the chapel and the guests can tie a ribbon on the broom as a personal contribution to its decoration. Arrange to have the decorated broom delivered to the altar by one or two special people at a specified time during the ceremony.

As a sponsor/exhibitor, you can join our show management team as we work to bring an elegant yet savvy African-American theme wedding to Atlanta. This show will prove to be very stimulating! The colors, music, food and history all mix into a unique celebration of both marriage and the African heritage.



**African American  
Wedding Expo History**

# The African American Wedding Expo 2006

Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.

*The time is now to invest within a strong  
economic market that has impacted the nation!*

Blacksonville, LLC and Lord, Jean-Charles & Lord, Inc. are teaming together to bring you, the sponsor, a creative opportunity to reach a market with a buying power of over \$600 million dollars. Through this event, we strive to reshape the mindset of the African American couples as it relates to the issues faced in planning a wedding and maintaining a successful marriage.

By supporting our team, your clients will have a vehicle to reach a market of economic stability and purchasing power.

- \* 50% of the event participants are professionals
- \* Average household income is over \$75,000 per year!
- \* 77% of the participants hold a bachelor's degree or higher

Additionally, Atlanta continues to grow as numerous celebrities, corporate executives and well known entrepreneurs have chosen to call Atlanta home.

We are excited to offer your organization the opportunity to be a part of celebrating and lifting Atlanta's African American community through a creative sponsorship package. You will find that our target audience has longstanding commitment and loyalty towards your brand.

Why The African  
American Wedding  
Expo?





# The African American Wedding Expo 2006

Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.

Quick Facts About Our Target Audience

<b>Gender</b>	<b>Percent</b>
Female	52%
Male	48%
<b>Age</b>	
Under 18	26%
18-24	11%
25-44	31%
45-64	22%
65+	11%
Median Age:	34
<b>Household Population</b>	
Married Couples	39%
Other Families	26%
People Living Alone	27%
Other Non-family Households	8%
Average Household:	2.34
<b>Household Income</b>	
Under 25K	31%
25K-50K	24%
50K-150K	36%
150K+	9%
Average Household Income:	\$50,475
<b>Education</b>	
High School diploma or equivalent	79%
Associate Degree	9%
Bachelor's Degree	21%
Graduate or Professional Degree	30%
<b>Occupation</b>	
Construction, Manufacturing, Wholesale	16%
Transportation, Utilities, Warehousing	15%
Professional, Business Services	51%
Public Administration	18%

Source: US Census Bureau



# The African American Wedding Expo 2006

**Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.**

Blacksonville.com & Lord, Jean-Charles & Lord, Inc. invites you to participate as a sponsor in this exclusive event celebrating the African American wedding.

This yearly affair will be held in one of Atlanta's exclusive venues located in the downtown area. This will allow for increase marketing outreach for the surrounding metro Atlanta consumer. The anticipated consumer outcome is expected to be in the range of 2,000 - 5,000 expo participants.

This event offers an interactive alternative to traditional marketing efforts by providing a social and cultural climate. As a sponsor, you can cultivate potential customers through a soft sell environment, thus diversifying it's client base.

The event will offer sponsors the opportunity to develop a database from which they can cultivate relationships with potential buyers. The African American Wedding Expo 2006 event will be marketed throughout several media outlets to include:

- **RADIO**
- **NEWSPAPER/MAGAZINE**
- **INTERNET**
- **PRINT**
- **ON-SITE**

**Program Overview**





# The African American Wedding Expo 2006

Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.

**THE WEDDING CELEBRATION**      **\$ 7,500 (Exclusive)**  
Title SPONSOR — A \$22,500 Value

#### EXCLUSIVE MARKETING

- Exclusive Sponsorship of Fashion Show Extravaganza
- 50 complimentary tickets to the African American Wedding Expo

#### MEDIA MARKETING - A \$10,000 value

- Sponsorship tag of company name on all media marketing. A \$10,000 value

#### INTERNET MARKETING - A \$5,000 value

- Exclusive Sponsorship of your firm **before**, **during**, and **after** the AAWE 2006 to include online banner advertisement displayed for one year on the websites **www.africanamericanweddingexpo.com** and **www.blacksonville.com**
  - Banner advertisement (468x60) for remaining year on **www.blacksonville.com**
  - Sponsor link of email newsletter(s) to vendors, models, brides-to-be, media, etc.
  - Email blasts to more than 75,000 urban professionals and brides to be
  - Partner/Sponsor listing, logo and hyperlink to your Company's homepage

#### PRINT MARKETING - A \$7,500 value

- Signage, special mentions, and prime exhibitor space throughout the African American Wedding Expo
- Company name and/or logo on all promotional, media, and branding material, includes invitations, posters, post cards, vendor information, etc.
- Full-page ad (provided by sponsor) in the Show Program—choice of inside back cover, front cover, or back cover

#### ADDITIONAL BENEFITS

Please request details about further customizing the Title Sponsorship for your firm, which includes:

- Additional sponsorship of various local, state and national community events **before**, **during** and **after** the AAWE 2005
- Lead generation lists
- Trade show exposure and special database access

Sponsorships Rates



# The African American Wedding Expo 2006

Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.

## FASHION SHOW SPONSOR

~~\$6,000~~ SOLD TO 

- Signage, special mentions, and prime exhibitor space during expo
- Company name and/or logo on all promotional, media, and branding material, includes invitations, posters, post cards, vendor information, etc.
- Exclusive Sponsorship of Fashion Show Extravaganza **before** and **during** the event
- Logo placement on the African American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com))
- Email blasts to more than 75,000 urban professionals and brides to be
- Sponsor link of email newsletter(s) to vendors, models, brides-to-be, media, etc.
- One full-page ad (provided by sponsor) in the Show Program
- Sponsorship tag of company name on all media advertisement
- 20 complimentary tickets to the African American Wedding Expo

## BACHELOR PARTY SPONSOR

~~\$4,500~~

- Signage and prime exhibitor space during the African American Wedding Expo
- Exclusive Sponsorship of the Bachelor Party events **before** and **during** the event
- Specially designed 30' x 20' Booth unit with back pipe drapes and side dividers, company banner, etc.
- Logo placement on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com))
- 20 complimentary tickets to the African American Wedding Expo

## SPA PAVILION SPONSOR

~~\$4,500~~ SOLD TO



- Signage and prime exhibitor space during the African American Wedding Expo
- Exclusive Sponsorship of pamper pavilion **before** and **during** the event
- Specially designed 30' x 20' Booth unit with back pipe drapes and side dividers, company banner, etc.
- Sponsor mentions before and during the Fashion Show Showcase
- Logo placement on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com))
- 20 complimentary tickets to the African American Wedding Expo

Sponsorships Rates



# The African American Wedding Expo 2006

Sunday, May 7, 2006 . Holiday Inn Select, Atlanta . 1:00 p.m. - 6:00 p.m.

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

### EXCLUSIVE TELEVISION SPONSOR

~~\$5,000~~ SOLD TO



- Signage and special mentions during expo
- Company name and/or logo on all promotional, media, and branding material, includes invitations, posters, post cards, vendor information, etc.
- Exclusive Sponsorship of Fashion Show Extravaganza **before** and **during** the event
- Logo placement on the African American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com))
- One full-page ad (provided by sponsor) in the Show Program
- Sponsorship tag of company name on all media advertisement

### FEATURE LIVE ENTERTAINMENT

\$1,000

- Provide live entertainment during the African-American Wedding Expo web site at pre-designated times
- Signage and prime retail space to market products such as CD's during the African American Wedding Expo
- Pre-advertising of entertainment group on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com)) and all press releases and other media advertisement
- Special mention **before** and **during** the expo

### FEATURE FASHION DESIGNER

TBD (will include booth)

- Limited to 3 designers featuring 5 pieces per designer
- Announced as selected feature designer during the African American Wedding Expo
- Pre-advertising of designer on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com)) and all press releases and other media advertisement
- Special mention **before** and **during** the fashion show and the expo

### FEATURE CAKE TASTING SPONSOR

TBD (will include booth)

- Announced as selected cake sponsor during the African American Wedding Expo
- Pre-advertising on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com)) and all press releases and other media advertisement
- Special mention **before** and **during** the expo

### FEATURE SEMINAR SPONSOR

\$ 750 (each category)

- Financial Seminar: "Making Financial Cents"
- Home Buying Seminar: "Buying Our Home Together"
- Relationship Seminar: "Making It Last Forever"

- Announced as feature sponsor during targeted seminar during the African American Wedding Expo
- Pre-advertising on the African-American Wedding Expo web site ([www.africanamericanweddingexpo.com](http://www.africanamericanweddingexpo.com)) and all press releases and other media advertisement
- Special mention **before** and **during** the expo

**CHARITABLE AFFILIATION:** The Wedded Bliss Foundation is a national initiative to promote marriage in the Black community. The goal of the foundation is to help communities celebrate and strengthen the marriages of its residents. They provide technical assistance to groups and organizations interested in developing a community healthy marriage initiative. Their number one program is **Black Marriage Day** held on **Sunday, March 26, 2006** where they solicit the involvement of over 150 communities to celebrate marriage in a variety of ways.

Sponsorships Rates