

2010 SPONSORSHIP PACKAGE

DELAWARE
Black Awards 2010



DELAWARE
Black Awards 2010

Saturday, November 13, 2010
The Delaware Theatre Company @ 6pm



Recognizing The Best In Delaware

Dear Future Sponsor,

Delawareblack.com LLC is excited to announce the 3rd Annual **Delaware Black Awards 2010 (DBA2010)** scheduled for Saturday, November 13th, 2010 at the Delaware Theatre Company, in Wilmington, Delaware. It is time for Delaware's most respected and well-known business owners, community leaders and individuals in the arts & entertainment industry to come together and recognize the "best of the best."

Building on the success of the last two years, we are confident that the DBA2010 will be an even greater success. We anticipate thousands of Delaware residents to participate in our online nomination and/or voting processes and hundreds of business, community and arts & entertainment professionals to attend our DBA2010 Recognition Event.

We invite your company to experience our massive marketing campaign and elevate your brand and customer base by taking advantage of a sponsorship opportunity. The DBA2010 offers businesses, like yours, a variety of cost-effective ways to market your business to a unique group of informed / potential customers. Our broad array of branding opportunities range from large to small and can be customized to fit your needs and meet your goals, with an ultimate focus to increase your market share.

Potential benefits include:

- Brand Exclusivity
- Product Awareness
- Speaking Opportunities

By sponsoring the DBA2010, not only will you receive a business return on your investment, but your company will have a prime networking opportunity to connect with industry leaders.

Don't delay! Become a sponsor of this exciting and distinctive event. We are excited to partner with you and encourage you to take a few moments to review our package to find a sponsorship that is right for your business. Additionally, we encourage you to visit our awards website at www.delawareblackawards.com.

If you have any questions regarding an opportunity published in this package, please feel free to call 302-250-4425 or email info@delawareblack.com

Sincerely,

Leonard J. Young 999

Leonard J. Young
Delawareblack.com President and CEO

ABOUT THE DELAWARE BLACK AWARDS



The Delaware Black Awards were established in 2008 to publicly promote and highlight some of the best African American Businesses, Community Organizations, and Individuals in the Arts & Entertainment, in the state of Delaware. Our goals are still the same; to generate exposure for the award winners & nominees while encouraging the community and youth who aspire to become Delaware's future Business and Community Leaders!

The Delaware Black Awards are broken into 3 sections.

Nomination Period: nominations are accepted in the main categories of “black businesses,” “community organizations” and those that are in the “arts & entertainment industry.” The top “5” nominees, in each category are then contacted to confirm participation in the finalist voting process. The nomination period is usually about 4 weeks.

Finalist Voting Period: Once the top “5,” in each category are confirmed, they are then announced to the public as a DBA2010 Finalist. The public can then vote (once) for the best selection in each category. Voting period is usually about 2 weeks (in the past 2 years, over 6000 finalist ballots were submitted).

Delaware Black Awards Recognition Event: The Awards Recognition Event is a classy affair. The finalists in each category will be present and the finalist with the most votes will be recognized as the DBA2010 “Winner.”

The Award is a symbol of respect and admiration that will be given to a select identified few. Award recipients were nominated in categories, which we felt were important to the community and selected based on the popular vote. ALL nominees will receive significant community exposure and visibility, and then on November 13th, the cream of the crop will rise to the Top as they are recognized for their contributions and honored with their Delaware Black Award.

ABOUT DELAWAREBLACK.COM

Leonard Young is the founder of Delawareblack.com. Delawareblack.com's mission is to provide the African-American community an online resource which will help promote the growth of Black-Owned businesses and community organizations, and encourage the support for African-American events. Launched on September 1, 2006, Delawareblack.com is the #1 online resource for African Americans in the state of Delaware. Owned and operated by Delawareblack.com LLC, Delawareblack.com is an online pacesetter providing valuable information to an ever growing population of web-savvy internet users. For more information: www.delawareblack.com.

Title Sponsor - \$2,500

This is the most Prestigious Opportunity and is reserved for only ONE Organization

Branding/Marketing

- "Title Sponsor" to be read and announced as "The ABC Delaware Black Awards 2010"
- Name & Logo displayed on all DBA2010 branding (credentials, print advertising, posters, email blast, viral marketing and news releases)
- Inclusion in DBA2010 Viral Marketing (Facebook, Myspace, Twitter, Meetup, etc.)
- Logo displayed on DBA2010 Nomination & Voting forms
- Logo prominently displayed on DBA2010 Website
- Press Release announcing sponsorship
- First right of refusal for next year's Delaware Black Awards - Title Sponsorship

Recognition Event

- Title Sponsor Signage displayed at DBA2010 Recognition Event
- Exclusive Company Banner hanging at DBA2010 Recognition Event (provided by your company)
- Company Name/Logo Printed on Front Cover of DBA2010 Recognition Event Program
- Back Cover Color Ad & 1 Full Page Color Ad in DBA2010 Recognition Event Program
- Opportunity to deliver greetings at the DBA2010 Recognition Event
- 2 Mentions as Title Sponsor at DBA2010 Recognition Event
- 1 Exhibit Table display at DBA2010 Recognition Event
- On-site opportunities for brand building, product sampling and other marketing and promotion
- Ten (10) tickets to DBA2010 Recognition Event w/ Sponsor Badges
- Reserved Seating at DBA Recognition Event
- Other agreed upon benefits as decided by Delawareblack.com LLC and Sponsor



Presenting Sponsor - \$1,500

This Premier Opportunity is very coveted and is reserved for only TWO Organizations

Branding/Marketing

- "Presenting Sponsor" to be read and announced as "ABC Delaware Black Awards 2010 presented by XYZ Company"
- Name & Logo displayed on all DBA2010 branding (credentials, print advertising, posters, email blast, viral marketing and news releases)
- Inclusion in DBA2010 Viral Marketing (Facebook, Myspace, Twitter, Meetup, etc.)
- Logo displayed on DBA2010 nomination & voting forms
- Logo prominently displayed on DBA2010 Website
- Press Release announcing sponsorship

Recognition Event

- Presenting Sponsor Signage displayed at DBA2010 Recognition Event
- Company Name/Logo Printed on Front Cover of DBA2010 Recognition Event Program
- 1 Full page color ad in DBA2010 Recognition Event Program
- Company Name/Logo Printed on Sponsors Page of DBA2010 Recognition Event Program
- Speaking Opportunity at the DBA2010 Recognition Event
- 1 Mention as Presenting Sponsor at DBA2010 Recognition Event
- 1 Exhibit Table display at DBA2010 Recognition Event
- On-site opportunities for brand building, product sampling and other marketing and promotion
- Eight (8) tickets to DBA2010 Recognition Event w/ Sponsor Badges
- Reserved Seating at DBA2010 Recognition Event
- Other agreed upon benefits as decided by Delawareblack.com LLC and Sponsor

Gold Sponsor - \$1,000

This Prime Opportunity offers enhanced promotional visibility and is reserved for THREE Organizations

Branding/Marketing

- Logo prominently displayed on DBA2010 Website

Recognition Event

- 1 Full page color ad in DBA2010 Recognition Event Program
- Company Name/Logo Printed on Sponsors Page of DBA2010 Recognition Event Program
- 1 Exhibit Table display at DBA2010 Recognition Event
- On-site opportunities for brand building, product sampling and other marketing and promotion
- Six (6) tickets to DBA2010 Recognition Event w/ Sponsor Badges
- Other agreed upon benefits as decided by Delawareblack.com LLC and Sponsor

Silver Sponsor - \$500

This level of sponsorship provides increased visibility and value for a very reasonable rate. It is being offered to FOUR Supporting Organizations

Branding/Marketing

- Logo prominently displayed on DBA2010 Website

Recognition Event

- 1 Half page color ad in DBA2010 Recognition Event Program
- Company Name/Logo Printed on Sponsors Page of DBA2010 Recognition Event Program
- Four (4) tickets to DBA2010 Recognition Event
- 1 Exhibit Table display at DBA2010 Recognition Event
- On-site opportunities for brand building, product sampling and other marketing and promotion
- Other agreed upon benefits as decided by Delawareblack.com LLC and Sponsor

Bronze Sponsor - \$250

This level of sponsorship provides increased visibility and value for a very reasonable rate. It is being offered to SIX Supporting Organizations

Branding/Marketing

- Logo prominently displayed on DBA2010 Website

Recognition Event

- Business card color ad in DBA2010 Recognition Event Program
- Company Name/Logo Printed on Sponsors Page of DBA2010 Recognition Event Program
- Two (2) tickets to DBA2010 Recognition Event
- 1 Exhibit Table display at DBA2010 Recognition Event
- On-site opportunities for brand building, product sampling and other marketing and promotion

Exhibitor Table - \$130

Exhibitor tables for this event are extremely limited and will be available first to SPONSORS and then available to interested exhibitors who are on a waiting list (between early to mid October).

DELAWAREBLACK.COM - YEAR ROUND

NETWORKING GROUP

Delawareblack.com Professionals - The Delawareblack.com Professionals (DBP) are a diverse and dynamic group of networking professionals living in and around the Delaware area. Meetings are once per month, with the goal of networking, socializing and giving back to the community. All are welcomed to attend in order to make new friends, meet other professional & personal contacts or just share a day, evening, or night out with a great group of people. Events are promoted through Meetup.com, Facebook and LinkedIn. For more information visit: www.meetup.com/delawareblack



COMMUNITY EVENTS

Delaware Black Expo - The Delaware Black Expo is a **FREE** event that provides attendees with education, resources and networking opportunities while spotlighting the products & services of African American businesses and organizations. This **FREE** day-long event for the entire family also features entertainment by local artists and fun-filled activities for the kids. More importantly, it's a unique opportunity for your organization to reach the African American community. This will be an event you won't want to miss! For more information visit: www.delawareblackexpo.com



SECURE YOUR SPONSORSHIP



Your company may choose to participate in the **Delaware Black Awards 2010** through one of the sponsorships in this packet. Please complete the information below and return by November 1, 2010.

Please make checks payable to: Delawareblack.com LLC

Return to:

Delawareblack.com LLC
Attention: Delaware Black Awards Coordinators
560 Peoples Plaza #288
Newark, Delaware 19702
Phone: 302-250-4425

Company Name _____

Contact Name _____

Phone _____ Fax _____ Email _____

Street Address _____

City _____ State _____ Zip _____

Name of Agency (if any) _____ Phone _____

My Company is interested in:

Title Sponsor

Silver Sponsor

Presenting Sponsor

Bronze Sponsor

Gold Sponsor

Exhibitor

Exhibitor/Sponsor Signature

Name (print please)

Date

*Signing the above confirms that you have read the Terms of Exhibitor Registration on the following page.
Please note that sponsor/exhibitor space is not assigned until confirmation is received from the office.*

Recognizing The Best In Delaware

Delaware Black Awards 2010 - Exhibitor Terms & Conditions

1. Contract: This Exhibitor contract properly executed by applicant (Exhibitor) shall upon phone/written acceptance and notification of booths assigned by Delawareblack.com (Management) constitute a valid binding contract. Whereas the management reserves the right to accept and reject any applicant.

2. Space Assignments: Show Management exercises full authority over the assignment of all exhibitor spaces.

3. Exhibit Space: Delaware Theatre Company will furnish:

- 1—6' draped table
- 2—side chairs

4. Exhibit Guidelines:

ALL EXHIBITS MUST BE SET-UP AND READY TO GO PRIOR TO AWARDS RECEPTION AT 6 PM, SAURDAY, NOVEMBER 13TH. (Setup occurs, November 13th, 2010 from 4:00pm am to 5:30 pm)

- A \$25 fee will apply for exhibitors who have not set up by 5:30pm.
- Displays may not exceed the height limitation of 6 feet.
- Displays may not be broken down before 10 pm
- No signs, banners or any other materials may be nailed to any property.
- Your table must be manned at all times.
- **All exhibitors using electricity are responsible for bringing their own cords with a minimum of 25 feet in length.**
- No dollies are provided. If you bring your own it must have rubber wheels only.
- There is NO MUSIC allowed from any exhibit space
- Management must approve all food and beverage sampling. The selling of any beverage or food requires prior approval, special arrangements and insurance approvals that begin with Management authorization.
- All exhibitors assume responsibility for compliance with all pertinent ordinances; regulations and codes of duly authorized Local, State, Union and Federal governing bodies concerning fire, accident, or any other cause. Exhibitor is required to provide all insurance and/or policy riders to cover all exhibitors' space content.

- HELIUM BALLOONS MAY NOT be brought into the Delaware Theatre Company as they are a fire hazard.

- Exhibitor agrees to hold show management harmless from any liability and from any bodily injury, property damage and all liabilities arising from the operation of the exhibit or products sold during the show.

- Exhibitor agrees not to sell, sublet, share, exchange or assign this rental space to any other party. Exhibitor will be asked to leave the show without a refund if the subletting policy is violated.

- The distributing of any material may be prohibited outside of the assigned exhibit space. This includes on or around the concession tables. Violators will be asked to discontinue distribution.

- All exhibitor merchandise must be legal. Counterfeit items such as videotapes, clothing, watches, and purses are prohibited. (Note: alcohol, tobacco, firearms, ordinance, survival weapons, gases or pepper sprays and related items are prohibited from display or sale.)

- No smoking is allowed inside the Delaware Theatre Company.

5. Policies & Conditions

Management reserves the right to exclude or to require modification of any exhibitor's display or demonstration that it considers unsuitable to or not in keeping with the purpose of the Delaware Black Awards.

Management reserves the right to rent space to firms, companies, individuals, and organizations engaged in similar or competitive businesses to exhibitor. (Unless otherwise contracted with Management). This contract is non-cancelable.

- All checks and money orders are to be made payable to Delawareblack.com, LLC (checks and online payment can be made at <http://delawareblackawards.eventbrite.com>)

- **All monies are non-refundable. A \$25 service fee will be charged on all returned checks.**

- Management reserves the right to cancel or reassign any exhibit space where our office has not received payment 2 weeks prior to the show date and to remove any one displaying unbecoming or insulting conduct.

2010 Delaware Black Awards - Program Ad Booklet

Ad Deadline: 11/01/2010

Company Name _____

Contact Name _____

Phone _____ Fax _____ Email _____

Street Address _____

City _____ State _____ Zip _____

Name of Agency (if any) _____ Phone _____

Full Color Program Ad Booklet (5.5 inches wide x 8.5 inches tall)

Your Selection	Size	Ad Size	Price	Comment
	Full Page	5.5" x 8.5"	\$75	
	Half Page	5.5" x 4.25"	50	
	Business Card	N/A	\$30	
	Patron	N/A	\$10	

Ads must be received by Please submit all artwork in pdf / jpeg / gif to: info@delawareblack.com
(Subject: DBA 2010 Ad from "Your Company Name")

Payments

Ad payments can be made online at: <http://delawareblackawards.eventbrite.com>

- Or by check, please make checks payable to: Delawareblack.com LLC

Return to:

Delawareblack.com LLC

Attention: Delaware Black Awards Coordinators
560 Peoples Plaza #288
Newark, Delaware 19702
Phone: 302-250-4425