



2018

# BLOOMER PARTY



EDUCATION

EMPLOYMENT

HEALTH

Antonio Parkinson

Black Market Strategies

1/1/2018

# The 2018 Block Party and Picnic for Peace

Presented by

# YOUR LOGO HERE!

**September 28<sup>th</sup>-30<sup>th</sup>, 2018**  
Ed Rice Community Center and Park  
2907 N. Watkins, Memphis, Tennessee



[www.BlockPartyForPeace.com](http://www.BlockPartyForPeace.com)



The Block Party and Picnic for Peace celebration powered by Black Market Strategies is Memphis' most unique celebration held in the Raleigh and Frayser communities of Memphis. The annual event is on the fourth weekend in September.

For more than a decade, the Block Party has grown to become one of Memphis'

most anticipated and well attended events. Last year's three day event hosted thousands of attendees.

As in the past, our guests will enjoy three days of an appealing mix of entertainment and opportunity presented by national, regional and community partners, businesses and organizations.

The Block Party is a true celebration of people, unification, opportunity and education. Since its origin in the spring of 2006, this event has grown to major proportions. A portion of the funds raised through the Block Party for Peace are distributed back into our communities through ABetterMemphis.com and other partner organizations, nonprofits and programs. These organizations play an active role in the revitalization of our communities through their continued efforts in job creation, building neighborhood capacities, business associations, maintaining a safe residential and commercial environment and their promotion of public improvements and service.



With

more than \$500,000 in ad and media impressions as well as an opportunity to be seen and heard by 500,000 + people for

## What's in it for you?



four weeks leading up to the Block Party, we encourage you to partner with us.

We would be pleased to have you join us in the next Block Party and other officially sanctioned Block Party events. You will not find many other series of events in the city that blends a unique mix of branding, awareness, solutions, music, and entertainment - in a celebration of people, unification, opportunity and education.

## Google us! Block Party for Peace

### Officially Sanctioned Block Party for Peace Events

- **Healthy City Health and Wellness Affair**
  - **Kids Zone**
- **I am a “Work ~N~ Progress” Career Fair**
  - **The After Party Live!**
- **My School Rocks! Talent Competition**
  - **Live Music Concerts**
  - **Wake Up! Shape Up! Saturday**
- **The Senior Prom (Dance Social for Senior Citizens)**
  - **Success in the City Panel Discussions**

*The Block Party for Peace* is an event that was created to promote peace, empowerment, and opportunity within and surrounding communities of Memphis, Tennessee. *The Block Party for Peace* makes available opportunities in employment, education and health. We provide quality family entertainment as an attraction to the residents and citizens of surrounding communities. **The Block Party for Peace is free to the public** and will take place the fourth weekend in September Friday through Sunday from 10 am-7 pm (start and finish times may change)



## WHO WILL ATTEND THE BLOCK PARTY FOR PEACE?

- Educators
- Parents
- Students
- Community Groups
- Employers
- College Recruiters
- Authors
- Musicians
- Armed Forces Recruiters
- Business Owners
- Clergy
- Memphis Police Department
- Senior Citizens
- Elected & Community Leaders
- Healthcare Professionals
- And more.



## WHAT WILL HAPPEN AT THE BLOCK PARTY FOR PEACE?

### Day 1 – Education and Employment

- Rides and fun for kids
- Employers
- Area Colleges

- Voter registration and education
- Motivational speakers
- Career Fair
- Live music
- Talent show
- Senior Citizen Prom
- Field Trip Day for Kids



### Day 2 – Healthy City

- Healthy City Health and Wellness Affair
- Children’s rides and fun
- Insurance and Financial Literacy
- Wake Up/Shape Up Boot Camps
- Success in the City Panel Discussion
- Live Music
- Step Show
- The After Party Live (off site)
- Voter registration and education
- Anti-crime, anti-gang, etc.



### Day 3 – Community Unification

- Children’s rides and fun!
- Majorette Jamboree
- Gospel concerts
- Church services
- Voter registration and education
- Car and Bike Show



### Some of our past sponsors and participants

Black Market Strategies  
 State Representative Antonio Parkinson  
 Simos

Kroger  
City of Memphis  
WMC TV Channel 5  
ABetterMemphis.com  
Le Bonheur Children's Hospital  
Fed Ex  
Regional One Medical Center  
Memphis, Light, Gas and Water  
Fox 13 (WHBQ)  
Clear Channel Radio  
Cumulus Radio  
Tri-State Defender Newspaper  
WREG News Channel 3  
Local Memphis Live  
Cummins  
Methodist North Hospital  
Mayor Jim Strickland  
Memphis Police Dept.  
Shelby County Sheriff's Office  
Tennessee Highway Patrol  
Representative Larry Miller  
Breath of Life Christian Center  
Nahon, Saharovich, and Trotz Attorney at Law  
Trezevant Vocational Technical School  
Jett Barber College  
Shelby County Health Department  
Hot 107.1 FM  
University of Memphis  
University of Phoenix  
LeMoyne Owen College  
TenderCare  
Memphis Grizzlies Organization  
Southwest Community College  
Frayser Exchange Club



## **A GREAT OPPORTUNITY FOR YOUR BUSINESS AND ORGANIZATION!**

This family oriented event will consist of three days of concerts, competitions, motivational speaking, education, opportunity, and fun. In addition, The Block Party for Peace serves as a great venue for visibility for local and national businesses seeking product placement, diversity and introduction to the Memphis market. We are expecting thousands of people per day in attendance. This event is free to the public and will host some of the best bands, artists, elected and community leaders.

### **GET INVOLVED**

We recognize your organization's leadership, service and contribution in the Memphis community. Enclosed is key information that details sponsorship opportunities and the benefits of how your organization can help these communities thrive.

Your sponsorship and/or support allows us an opportunity to offer Memphis residents and surrounding states a taste of the potential that these communities can achieve --- Great Quality of Life.

Take full advantage of your chosen level of sponsorship. Please return the enclosed **Letter of Intent** no later than, June 15th. For additional information, please contact us at 901.209.5010 or e-mail: [info@BlockPartyForPeace.com](mailto:info@BlockPartyForPeace.com) .

**The Block party and Picnic for Peace is Social! Join us!**





*Tweet...Tweet!*  
[@BlockParty4Peac](#)

**BLOCK  
PARTY**



EDUCATION   EMPLOYMENT   HEALTH

Trending Now...

*#BlockPartyMemphis*

## BENEFITS OF SPONSORSHIP

### SPONSOR LEVEL 1 – PRESENTING SPONSOR - \$25,000

- The ***Block Party for Peace*** will be officially renamed using your company name (e.g., XYZ Company presents ***The Block Party and Picnic for Peace***). Title will cover every event associated with the event schedule. This is an exclusive sponsorship level, it's available to one sponsor and is available on a first come first serve basis. Deadline for sponsorship is June 15th. This year's Event Name Sponsor has the right of first refusal to serve as the Event Name Sponsor for the following year's event
- Your company's name and logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard; newspaper ads; posters; postcard fliers; email; website; radio; television and press releases)
- When possible, street banners in event area at key traffic intersections will be hung with your company's logo, brand or name as presenting the Block Party for Peace
- A V.I. P. area will be set up in your company's name along with catering from area restaurants
- Your broadcast ready 30 second commercial will be aired on most recent Black Market TV television shows and/or social media
- Whenever possible, your company's spokesperson will be asked to participate in all on-air interviews promoting the event
- Company name or logo on event website (includes hyperlink to your website)
- Company name or logo and brand placed on event tee-shirts
- Prominent signage displayed throughout all sanctioned events
- Spotlight company during all events via verbal recognition
- Your company will be provided first choice of booth space at ***The Block Party for Peace***. Competitors within your industry will not be able to sponsor the event at any level above Level 3 without your permission (available on a first come first serve basis)
- Your company will be presented with a certificate of appreciation after the event

## **SPONSOR LEVEL 2 - GOLD SPONSOR- \$15,000**

- Your company's logo will be included in all radio, television, electronic, and print advertisement used to promote and market the event. (Billboard; newspaper ads; posters; postcard fliers; email; website; radio; television and press releases)
- Whenever feasible, your logo will appear on street banners placed at key intersections in event area
- Your broadcast ready 30 second commercial will be aired on most recent Black Market TV shows
- A hospitality tent will be set up in your company's name
- Company name or logo on event website (includes hyperlink to your website)
- Company logo/brand placed on event tee-shirts
- Prominent signage displayed throughout all sanctioned events (Golf Tournament, Parade, etc.)
- Spotlight company during all events via verbal recognition
- Your company will be provided first tier choice of booth space at ***The Block Party for Peace***.
- Your company will be presented with a certificate of appreciation after the event

## **SPONSOR LEVEL 3 – SILVER SPONSOR- \$5,000**

- Your company's name and/or logo will be included in print advertising (newspaper ads, posters, take-one brochures, press releases) promoting the event.
- Company name or logo on event website (includes hyperlink to your website)
- Your broadcast ready 30 second commercial will be aired on most recent Black Market TV television show
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at ***The Block Party for Peace***.

- Your company will be presented with a certificate of appreciation after the event

#### **SPONSOR LEVEL 4 – BRONZE SPONSOR- \$1,500**

- Company name or logo on event website (includes hyperlink to your website)
- Spotlight company during Block Party via verbal recognition
- Your company will be provided booth space at *The Block Party for Peace*
- Your company will be presented with a certificate of appreciation after the event

#### **Food Vendor Booth Rental - \$300.00**

- Covers all three days (subject to approval) (Must meet all Health Dept. Rules and Standards).

#### **Non-Food Vendor Booth Rental - \$250.00 – Covers all three days**

#### **Non-Profit Booth Rental - \$200.00 – Covers all three days**

**\*Employers/Employment Agencies – Please call for special preferred information or go to [www.WorkNProgressCareerFair.com](http://www.WorkNProgressCareerFair.com) for more information.**

## **Block Party and Picnic For Peace FAQ:**

- 1. What size is the booth space?** We provide a 10' x 10' space for your booth.
- 2. Do I need a canopy tent?** Yes, if you are assigned an outdoor space. We recommend that you bring a 10X10 canopy style tent with something to weigh it down such as sandbags, etc.
- 3. Is there overnight security?** Yes. However, we recommend that you remove any valued items prior to leaving the site for the night.
- 4. Can I rent tables and chairs from the organizers?** Yes. (1) 6-8' Table and (2) chairs are \$40.00/day and are to be returned at the end of each day.
- 5. Is there anything that I cannot sale?** **Yes, there are items that cannot be sold** by vendors at the Block Party for Peace. They are: Water, pornographic material, materials promoting gangs, and any items that would be deemed illegal under the laws and ordinances governing the City of Memphis, Shelby County, State of Tennessee and the United States of America. Note: Subject to the discretion of the Block Party for Peace organizers.
- 6. Should I supply my own electricity?** Yes. In most instances vendors are responsible for supplying their own power supplies for their electrical needs. Silver level sponsors and above will have electrical needs supplied by event organizers. Requests must be made 30 days prior to event launch.
- 7. Will food be provided?** Catered food items will be provided for silver level sponsors and above and volunteers.
- 8. Is there a referral incentive associated with this event?** Yes. We will reduce your vendor booth fee charge by 15% for every paid referral.
- 9. When is setup?** Setup for vendors begins at 4 PM on the Thursday prior to event launch.
- 10. Can I set up the day of?** In some instances we present special consideration for late setup, however due to large amounts of pedestrian traffic and events that are in progress, we **highly recommend that you set up during the pre-determined setup time.**
- 11. Who determines booth location and choice?** **Booth location choice is determined in this manner:** First Choice to Sponsors (Highest level first), Vendors (based on payment date).

**Letter of Intent**

Event: \_\_\_\_\_

On behalf of \_\_\_\_\_  
(Company name)

We intend to purchase a:  **Level 1**  **Level 2**  **Level 3**  **Level 4**  
 **Food Vendor**  **Non-Food Vendor**  **Non-Profit** (*Must show proof*)  
(Check appropriate box)

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*Our sponsorship will be paid by: \_\_\_\_ - \_\_\_\_ - 2017

**Please make checks payable to Black Market Strategies. Memo: Block Party for Peace 2017 Mail payment along with this form to:**  
Black Market Strategies  
P.O Box 281453  
Memphis, TN 38168

**E-mail:** info@BlockPartyForPeace.com  
**Phone:** 901.379.9101  
**Fax:** 901.922.5675

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**For Office Use Only**

**Amount Received: \$** \_\_\_\_\_ **Received From:** \_\_\_\_\_

**Form of Payment:**  **Cash**  **Check No.** \_\_\_\_\_  **Money Order**  **In Kind**

**If in kind, what was the specific item and value in dollars?** \_\_\_\_\_

**Received By (Please Print):** \_\_\_\_\_

**Received By (Please Sign):** \_\_\_\_\_ **Date:** \_\_\_\_\_

**Letter of Intent for Work-N-Progress Career Fair**

Event: \_\_\_\_\_

On behalf of \_\_\_\_\_  
(Company name)

We intend to participate in the job fair:  \$30.00

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

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

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_

Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

\*Our money to participate in the Work-N-Progress Career Fair will be paid by: \_\_\_\_ - \_\_\_\_ - 2017

**Please make checks payable to Black Market Strategies. Memo: Block Party for Peace 2017 Mail payment along with this form to:**

Black Market Strategies  
P.O Box 281453  
Memphis, TN 38168

**E-mail:** info@BlockPartyForPeace.com  
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**Received By (Please Print):** \_\_\_\_\_

**Received By (Please Sign):** \_\_\_\_\_ **Date:** \_\_\_\_\_