



BLACK EXPO

H A M P T O N R O A D S

The Mall of Black Excellence!

In partnership with the City of Hampton, **the Black Expo of Hampton Roads** is the ultimate celebration of Black Culture and Commerce. Known as the “Mall of Black Excellence”, the **Black Expo of Hampton Roads** features a multitude of Black-owned Businesses, networking, and educational seminars, and live entertainment. The 2026 event will take place **Saturday, June 20th** from **11am – 8pm** at the Hampton Roads Convention Center in Hampton, Virginia.

*Black Expo, LLC is a 100% Veteran-owned, Black-owned business



BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!

PATRONS WILL ENJOY

Marketplace: Black-owned vendors and exhibitors showcasing products and services.

Culture & Entertainment: Live performances including African Drummers, Live Band, Dancers, and more.

Networking & Seminars: Networking events and educational seminars on topics like entrepreneurship, business startup, marketing, funding, tax strategy, and investing.

Sponsorship spotlights your brand as a premier partner of the Black Expo of Hampton Roads. Your brand's presence will be felt and seen by entrepreneurs, business professionals, novices, and all those in attendance to support Black-owned businesses before, during, and after the event. With robust marketing packages and promotional tools, creative activations, heavy physical and digital logo placement, opportunities for gifting, partner programming, and more, this sponsorship package can be tailored to your brand's specific needs and goals.



MARKETING REACH

The Black Expo of Hampton Roads is brought to by the creators of the **Virginia Black Film Festival**, an annual star-studded event which celebrates Black culture through film, highlighting exceptional emerging artists and attracting multiple celebrity guests. This marketing momentum allows the Black Expo to achieve exceptional marketing reach in its inaugural year.

- Social Media delivers **500K+** impressions annually
- Website delivers **200K+** impressions
- Email list of **5K+** patrons
- On-screen theatrical branding reaches **3000+** patrons
- Press outlets include **Channel 3 News, Channel 13 News, Wavy 10 News, 12 On Your Side News, Virginia Gazette, Virginian Pilot, Next Door Neighbors Magazine,** and others.

Our extensive Marketing Reach reflects an ongoing commitment to providing high quality cultural experiences for the Hampton Roads community!

From Iraq to Indie Films: Local veteran amplifies Black voices in film across Hampton Roads

Bryan G. Thompson built his film career from scratch after serving in Iraq. Now, he's using the big screen to spotlight Black cinematic talent across Hampton Roads.



The Virginia Black Film Festival in Hampton highlights history, culture and community

WHRO | By Staff Report
Published June 18, 2025 at 11:00 AM EDT



The Virginia Black Film Festival heads to Hampton



The event is headed to Hampton next week, bringing in Juneteenth weekend with a celebration of Black filmmakers, Black entrepreneurs, and Black art.



COAST LIVE
FEB. 24-25TH
VIRGINIA BLACK FILM FESTIVAL



abc 13 NEWS NOW
wssc.com



VIRGINIA BLACK FILM FESTIVAL
FEBRUARY 19-22
12 On Your Side
12-01 54°

GOLD

\$25,000



Signage

- Logo on official step & repeat banner (scale by level)
- Logo on “Thank You Sponsors” Welcome Banner
- Four 6 x 3 Retractable Banner (produced and displayed)

On-Screen Advertising

- Video promo played on screen in rotation during the event
- Logo on Sponsor Reel

Print Advertising

- Full-page ad in event brochure
- Sponsor Product inclusion in Black Expo swag bag

Social media / E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release
- Logo embedded in post-event video streams
- Logo in lower thirds of post-event broadcasts (streaming)

Exhibition Space

Includes one (1) vendor space 10' x 10' with electrical access + Wi-Fi.

SILVER

\$10,000



Signage

- Logo on official step & repeat banner (scale by level)
- Logo on "Thank You Sponsors" Welcome Banner
- Two 6 x 3 Retractable Banner (produced and displayed)

On-Screen Advertising

- Video promo played on screen in rotation during the event
- Logo on Sponsor Reel

Print Advertising

- Half-page ad in event brochure
- Sponsor Product inclusion in Black Expo swag bag

Social Media & E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release
- Logo embedded in post-event video streams

Exhibition Space

Includes one (1) vendor space 10' x 10' with electrical access + Wi-Fi.

BRONZE

\$5,000



Signage

- One 6 x 3 Retractable Banner (produced and displayed)

On-Screen Advertising

- Video promo played on screen in rotation during the event
- Logo on Sponsor Reel

Print Advertising

- Quarter-page ad in event brochure
- Sponsor Product inclusion in Black Expo swag bag

Social Media / E-blasts

- Logo on Website hyperlinked to Sponsor
- Logo on E-blasts and Newsletter hyperlinked to Sponsor
- Listing in Sponsor Press Release

EXHIBITOR / VENDOR SPACES



Gold and Silver sponsorship levels each include one (1) vendor space (10' x 10') including electrical access + Wi-Fi.

- **Standard Ballroom Vendor Space** \$600 (value)
 - * 10' x 10' total space
 - * 6' table with black skirting
 - * 2 chairs

- Electrical Access \$165 (value)
- Dedicated Wi-Fi \$75 (value)

A-LA-CARTE OPTIONS

- Full-page ad in festival brochure **\$2000**
- Half-page ad in festival brochure **\$1000**
- Quarter-page ad in festival brochure **\$500**
- Retractable banner (size H81" by W36") **\$500**
- **Standard Ballroom Vendor Space** **\$600**
 - * 10' x 10' total space
 - * 6' table with black skirting
 - * 2 chairs

FULL BRANDING PACKAGE

\$1500



Stand out from the crowd with a full Black Expo branding package!

What's Included

- (1) Vendor Space with 6' Table (Total space 10' x 10')
- (2) 81" H x 33" W Custom Retractable Banner Stand Display (reusable) □
- (1) 8ft Table Throw with Full Print (reusable)

****Electrical Access, and Wi-Fi included***

Artwork Specifications

Artwork Size - Resolution - Color Mode - Fonts:

Accepted File Formats:

- Print Area of banner W32" x H80"
- Print Area of table throw 32" x 32"
- 150 DPI Minimum
- CMYK for accuracy
- Outline All Fonts to avoid compatibility issues .PSD, .PSB, .AI, .EPS, .TIFF, .PDF (high resolution)

RETRACTABLE BANNER

\$500

Get noticed! Add a retractable banner to your display or have it placed strategically where it will be seen by attendees!

What's Included

- (1) 81" H × 33" W Custom Retractable Banner Stand Display (**reusable**)



Contact Us:

Info@blackexpo.net

www.blackexpo.net