



BLACK EXPO
HAMPTON ROADS
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 **2027** event will take place **Saturday, June 19th** from **11am – 6pm** at the Hampton Roads Convention Center in Hampton, Virginia.

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

June 2026 Attendance



Total Attendance: 2200

Tourist Attendance (Outside Virginia):

Sweden	Canada
Mississippi	Wisconsin
Texas	Delaware
California	Massachusetts
Tennessee	Washington DC
South Carolina	Illinois
Florida	Pennsylvania
Georgia	New York
New Jersey	Maryland
North Carolina	

Virginia (Outside Hampton Roads):

Richmond	Ashland
Henrico	Centreville
Ashburn	Charlottesville
Quinton	Colonial Heights
Glen Allen	Fredericksburg
Midlothian	Matthews
Boydton	Parksley
Disputanta	Petersburg
Manassas	Sandston
Chester	White Stone
Stafford	Lynchburg
Alexandria	Reston
Carrolton	Smithfield
Pulaski	

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.

From the team that brings you Virginia Black Film Festival...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.



2026 Event Photos




BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!



2026 Event Photos



BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!



2026 Event Photos



BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!



2026 Event Photos



BLACK EXPO
HAMPTON ROADS
The Mall of Black Excellence!



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

Contact Us:

Info@blackexpo.net

www.blackexpo.net