



BLACK HISTORY MONTH

BUILDING
STRONG
Communities

2019

2019 SPONSORSHIP PACKET

NoMi Music Fest

Formally known as Music in the Plaza



2018 Dru Hill



2016 Jagged Edge



2017 Case



2017 Monica



2018 Karyn White

The Conversation

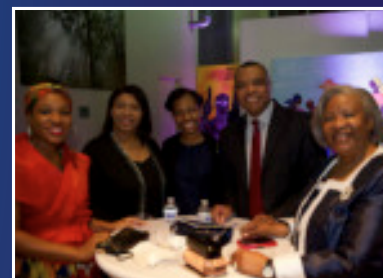


2018 Deval Patrick,
former Governor of Massachusetts



2017 Dr. Cornel West

Evening of Honors





Dear Community Partner,

The City of North Miami hosts one of South Florida's most electric Black History Month Celebrations during the month of February. The 2019 Black History Month theme is, **"Building Strong Communities."** The Black History Month Committee invites you to **Build, Expand and Treasure** the experiences in which our City's African-American heritage is rooted. We enthusiastically encourage you to take this **journey** with us as a participating sponsor.

North Miami will kick-off our **2019 Black History Month Celebration** with an at the NoMi Library with the opening of **"As A Matter of Black: A Seat at the Table,"** an Art Exhibition curated by MUCE305. This exhibit opening will take place in conjunction with an welcoming reception honoring American Library Association President, Loida Garcia-Febo.

This year's celebration, filled with a dynamic calendar of cultural and educational activities will also include fun family activities during the **Black History Month Community Celebration** at the North Miami Public Library; **An Evening of Honors** celebrating local community advocates. The Miami Oratorio Society will present a **Black History Month Gospel Concert** and our youth will compete in the North Miami Public Library's Annual **Black History Month Essay Contest**.

Our month-long celebration will conclude with the **4th Annual NoMi Music Fest**, formerly known as Music in the Plaza. Created in 2016, as Music in the Plaza, NoMi Music Fest has grown out of the plaza and has transformed by demand into a full-fledged street festival. This outdoor concert will include live musical entertainment by recording artists **Chantae Moore, Az Yet, Crystal Waters and headliners 112**.

Each event during this month of commemoration offers a unique opportunity for your business to be spotlighted as one of our 2019 Black History Month Celebration Sponsors. **Becoming a sponsor** gives you the opportunity to **market your business** throughout the month to our wide-ranging audiences.

For your convenience, we have included the sponsorship form necessary to solidify your role as a 2019 City of North Miami Black History Month Sponsor. If you have questions or would like additional information, please contact our Black History Month Committee Chairperson, Deputy City Manager Arthur H. Sorey III, at 305-895-9888 or via email, asorey@northmiamifl.gov.

The 2019 Black History Month Committee sincerely thanks you for your interest in becoming a proud sponsor of our City's signature Cultural Heritage Month Celebrations.




Mayor Smith Joseph, D.O., Pharm.D.
Honorary Co-Chairman

Councilman Alix Desulme
Honorary Co-Chairman




Arthur H. Sorey, III, Deputy City Manager
Co-Chairman

**Sponsorships can be made through monetary or in-kind donations.
DEADLINE: FRIDAY, FEBRUARY 15, 2019**

TITLE SPONSOR \$15,000+

- Premium company logo placement on all event posters, flyers, digital promotions and City's website
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Eight reserved VIP seats at the Evening of Honors Awards Dinner
- Premium company logo placement on event day signage
- Premium company logo placement and title sponsorship recognition on all press releases distributed to print, broadcast and web-based media outlets
- Radio promotional spots will include a combination of mainstream media
- Onstage recognition at all Black History Month Events
- Sponsor Recognition Award
- A representative from the sponsoring organization may present on stage during NoMi Music Fest
- Backstage access for five of your company's designees to meet and greet with performers during NoMi Music Fest
- Premium Tent (10'x10') for sponsor with display banner (Sponsor must provide staffing, signage and giveaways for tent)
- Premium company logo placement on Black History Month t-shirts
- Social media recognition on  Twitter,  Facebook and  Instagram

PLATINUM SPONSOR: \$7,500+

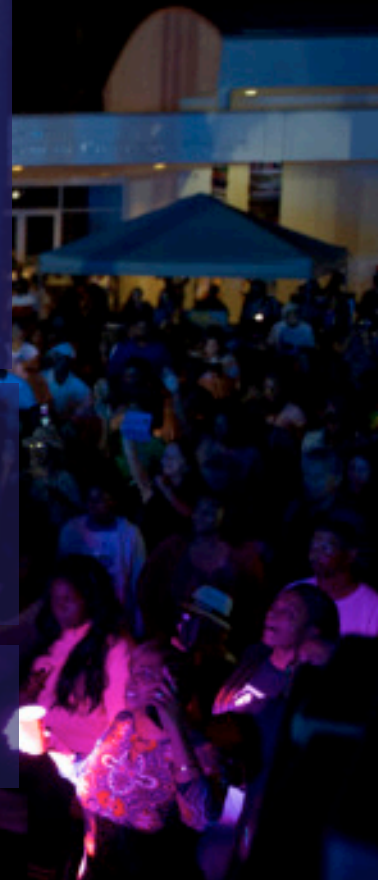
- Company logo placement on printed materials, digital promotions and City's website
- Company logo featured with premium placement for recognition on North Miami's cable channel, NoMiTV
- Four reserved VIP seats at the Evening of Honors Awards Dinner
- Onstage recognition at all Black History Month Events
- Company logo placement on Black History Month t-shirts
- Sponsor Recognition Award
- Backstage access for three of your company's designees to meet and greet with performers during NoMi Music Fest
- Premium Tent (10'x10') for sponsor with display banner (Sponsor must provide staffing, signage and giveaways for tent)
- Social media recognition on  Twitter,  Facebook and  Instagram

GOLD SPONSOR \$3,000+

- Placement of logo on printed materials, digital promotions and City's website
- Company logo placement on Black History Month t-shirts
- Onstage recognition at all Black History Month Events
- Premium Tent (10'x10') (Sponsor must provide staffing and giveaways for tent)

SILVER SPONSOR \$1,000+

- Placement of logo on printed materials and digital promotions
- Acknowledgment on Mainstage area at NoMi Music Fest



SPONSOR PARTICIPATION FORM

SPONSOR / CORPORATION NAME: _____

WEBSITE: _____

TYPE OF ORGANIZATION / SERVICES PROVIDED: _____

MAILING ADDRESS: _____

CONTACT PERSON NAME & TITLE: _____

BUSINESS TELEPHONE: _____ CELL PHONE: _____ FAX: _____

E-MAIL: _____

SECOND CONTACT PERSON NAME & TITLE: _____

BUSINESS TELEPHONE: _____ CELL PHONE: _____ FAX: _____

E-MAIL: _____

SPONSORSHIP LEVEL SELECTED: **Deadline: Friday, February 15, 2019**

The City of North Miami asks all potential sponsors to adhere to deadlines to maximize your marketing exposure. Becoming a sponsor gives your company a first-class marketing opportunity at signature events and/or other events throughout Black History Month. For logo inclusion, a vector logo file is required.

☐ Title Sponsor: \$15,000 ☐ Trail Blazer Sponsor: \$7,500 ☐ Gold Sponsor: \$3,000 ☐ Silver Sponsor: \$1,000

TAX ID #: _____

In-Kind Service or Product: _____ Value: _____

Vector Logo File Attached ☐ Yes ☐ No, Display as (Sponsor Name: _____)

City of North Miami – Demographic Overview:

The City of North Miami is centrally located on the Northeast section of Miami-Dade County, between Miami and Ft. Lauderdale. Approximately 10 square miles in area, the City is host to a population of over 60,000 residents. The City is composed of many diverse ethnic groups, of which, just over 59% identified themselves as Black or African-American according to the 2010 Census. As a sponsor of the 2019 North Miami Black History Month festivities, you will reach this diverse population as well as others within our region.

Contact:

Please return completed form (saved in PDF format) to kwarren@northmiamifl.gov and ccarney@northmiamifl.gov.
For more information, call us at 305-895-9840.