

# BWS FEST

BLACK WALL STREET FESTIVAL



A Week of Black Economic  
Empowerment



## WHY THE BWS FEST?

- **Empower Community & Culture**
- **Showcase Innovation**
- **Expand Your Reach**
- **Champion Social Responsibility**
- **Cultivate Connections**
- **Leverage Strategic Alignment**

# Who Attends Black Wall Street Festival?

- **Business Owners & Entrepreneurs**
- **Artists & Cultural Enthusiasts**
- **Community Leaders & Activists**
- **Socially Conscious Consumers**
- **Visitors & Out of Towners**



# ABOUT THE BWS FEST

- From its inception as a one-day event celebrating the spirit of entrepreneurship in New Haven's Black and Brown communities, the Black Wall Street Festival has blossomed into a week-long cultural and economic showcase. Last Year, we connected with over 7000 individuals- a testament to the festival's magnetic appeal and profound impact. This year, we ambitiously aim to engage with nearly 50,000 participants, we're not just planning an event; We're nurturing a movement.
- 2023: A year of Unprecedented Connection
- Engagement: over 7000 Black and brown individuals united in celebration and empowerment
- 2024: Expanding Horizons
- Multi-generational Activities: A Packed schedule of enriching events for all ages, including Black Restaurant Week, Film Screening, Power in our Dollar Investing Summit, Fashion Show and more.
- Growth: Anticipated engagement with nearly 50,000 business owners, artists, and community members.



# CREATING COLLECTIVE BLACK IDENTITY AND EMPOWERMENT

- Addressing disparities in business ownership and wages could add more than **\$1 trillion** to the U.S. economy annually
- Through cultural events and business, education, and networking programming we aim to create collective Black identity and empowerment



SQUAWK BOX

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## Black spending power reaches record \$1.6 trillion, but net worth falls

CNBC's Frank Holland joins 'Squawk Box' to report that Black spending power reached a record \$1.6 trillion in 2021, although the group's net worth declined 14%.

TUE, FEB 1 2022 - 9:00 AM EST

Frank Holland

McKinsey&Company

**The economic state  
of Black America:  
What is and what could be**



# YOUR ROLE IN THIS LEGACY

Partnership of the Black Wall Street Festival isn't just a business decision; it's a strategic alignment with community empowerment, economic growth and cultural celebration. As a partner you tap into the power of:

- **Visibility:** Leverage exposure to a diverse, engaged audience, with your brand showcased across a plethora of events throughout Black Wall Street week.
- **Alignment:** Align your brand with values of diversity, inclusion, and economic empowerment fostering deeper community connections and brand loyalty.
- **Engagement:** Participate in targeted networking opportunities, connecting with pioneers and consumers in the Black and brown business and creative communities.
- **Impact:** Directly contribute to the revitalization of economic wealth and support the sustainable growth of Black and brown owned businesses.

Your partnership signals to the community that your business understands the value of Black and brown economic empowerment and cultural celebration. JOIN US as we write the next chapter in New Haven's story of growth resilience, prosperity and transformation.

# THE DETAILS



## AUGUST 11- AUGUST 18

Enjoy a week of events including the annual Black Wall Street Festival on Saturday August 17<sup>th</sup> on the New Haven Green



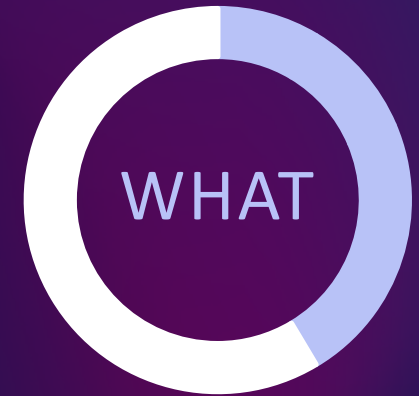
## NEW HAVEN, CT

Tribal lands of the Paugussett, Quinnipiac and Wappinger People



## CREATIVES, BUSINESS OWNERS AND COMMUNITY

Black and brown owned businesses spanning the arts, books, clothing, retail, consulting, cosmetics, and skincare, food, drinks, jewelry, wellness, entertainment and much more



## THE LARGEST FESTIVAL CELEBRATING BLACK CULTURE IN THE STATE

The bazaar meets block party brings together the entire community to celebrate Black-owned businesses, complete with live music, family center, entertainment, education, food, dancing and networking opportunities

# FESTIVAL EVENTS



## BLACK RESTAURANT WEEK

Celebrate Culinary Excellence: A week-long showcase of Connecticut's finest Black and brown-owned restaurants



## FILM SCREENING

Experience the power of storytelling: with an evening dedicated to film screenings from Black and brown filmmakers



## ARTIST SHOWCASE

Spotlight on talent: A platform for emerging and established artists to exhibit their work



## THE POWER IN OUR DOLLAR INVESTING SUMMIT

Empowerment through education: Networking reception and panels on financial empowerment



# FESTIVAL EVENTS



## FASHION SHOW

Runway of resilience: A celebration of Black and brown fashion designers and trends



## ENTREPRENEUR PARTY

A night to remember: An Evening filled with performances that celebrate Black and brown cultures



## THE BWS FESTIVAL

Celebration on the Green: The festival's main event featuring a concert and exclusive VIP experiences



## BWS FESTIVAL BRUNCH

Reflect and Connect: A Closing brunch to wrap up the week's festivities

# PREMIER SPONSOR OPPORTUNITIES

**\$100,000  
PRESENTING  
SPONSOR**

Your Benefits:

- Prime branding, exclusive networking, and speaking opportunities
- Brand and Festival Partner: Exclusive “Presented by [Your brand]” on all festival communications
- Premier Digital Spotlight: Lead presence on website, emails, and partner platforms
- Signature Event Partnership: Option to host a marquee event with customized branding
- Exclusive Content Creation: collaborate on content for social media, with features on Facebook, Instagram and reciprocal partner channels
- Engagement Experiences: Tailored interactive experiences for attendees, enhancing brand interaction

Your Audience: Wide Ranging, from Entrepreneurs to Cultural Enthusiasts

Your Investment Return: Unmatched visibility and leadership positioning

# PREMIER SPONSOR OPPORTUNITIES

**\$50,000  
INNOVATION  
AMBASSADOR**

Your Benefits:

- Significant digital and event presence, curated engagements
- Co-Branding Opportunities: Significant visibility on selected day/events as “Powered by [Your brand]”
- Digital Dominance: Prominent placement on official and partner digital platforms, spotlight in targeted email campaigns
- Curated Connection Points: Host panels or workshops, with the option for virtual engagement
- Social Media Features: Regular shoutouts and stories on all social channels, highlighting partner contributions

Your Audience: Business Professionals, Innovators

Your Investment Return: Impactful brand association with innovation and community support

# PREMIER SPONSOR OPPORTUNITIES

## **\$20,000-\$30,000** **INNOVATION** **AMBASSADOR**

### Your Benefits:

- VIP Access to align your brand with influential guests/partners
- Exclusive Content: Behind the scenes content access & VIP shout outs on social media platforms
- Onstage acknowledgements
- Host a meet and greet at a BWS event to grow your audience

Your Audience: Tailored to each experience's focus

Your Investment Return: Direct connection with specific audience segments, enhancing brand relevance

# COMMUNITY SPONSOR OPPORTUNITIES

## \$2,500

- Select events & Digital Acknowledgments

## \$5,000

- Select events & Digital Acknowledgments
- Sponsor booth at Black Wall Street Festival

## \$10,000

- Events & Digital Acknowledgments
- Logo placement on website and select partner communications
- Sponsor booth at Black Wall Street Festival

## \$15,000

- Events & Digital Acknowledgments
- Logo placement on website and social media platforms
- Sponsor booth at Black Wall Street Festival
- Sponsor highlight during select BWS events and during the Black Wall Street festival

# SUPPORT THE BWS FEST

MAKE CHECKS PAYABLE TO:

THE BREED ENT

MAIL CHECKS TO THE CITY OF NEW HAVEN,  
DEPARTMENT OF CULTURAL AFFAIRS

165 CHURCH STREET, NEW HAVEN, CT  
06510

OR SUBMIT AN ELECTRONIC PAYMENT VIA  
PAYPAL TO  
PAYPAL.ME/BLACKWALLSTREET2023 OR  
@BLACKWALLSTREET2023





# Truth Telling & Celebrating History

Although Tulsa's Black Wall Street is often cited as a prime example of Black economic empowerment and the potential for African-American communities to create their own opportunities and wealth, it is important to acknowledge that it is not the only instance in history of the significance and power of Black economic self determination. In fact, many Black communities prospered economically between the Civil War and the conclusion of Reconstruction, Solely on the strength of the Black dollar.

In producing the New Haven Black Wall Stret Festival, we have made it a priority to also consider the ways in which we honor and acknowledge other historic districts. We have created a legacy page on our website to tribute a selection of neighborhoods. By doing so we not only recognize their significant contributions to Black economic self determination, but also engage in truth-telling and reconciliation about the injustices and harm that these communities faces as a result of systemic racism. This can help us to build a more inclusive and equitable society, one that values and uplifts the stories and experiences of all people.

# Thank you

Join us in shaping a future where culture, community, and progress converge. By partnering the Black Wall Street Festival, you're not just supporting an event; you're investing in the vibrancy and resilience of New Haven. Let's celebrate diversity, foster economic growth, and build lasting connections together.

Contact us to embark on this transformative journey.

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

THE BWS Fest Is produced by the Department of Arts, Culture & Tourism and The Breed Ent.





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