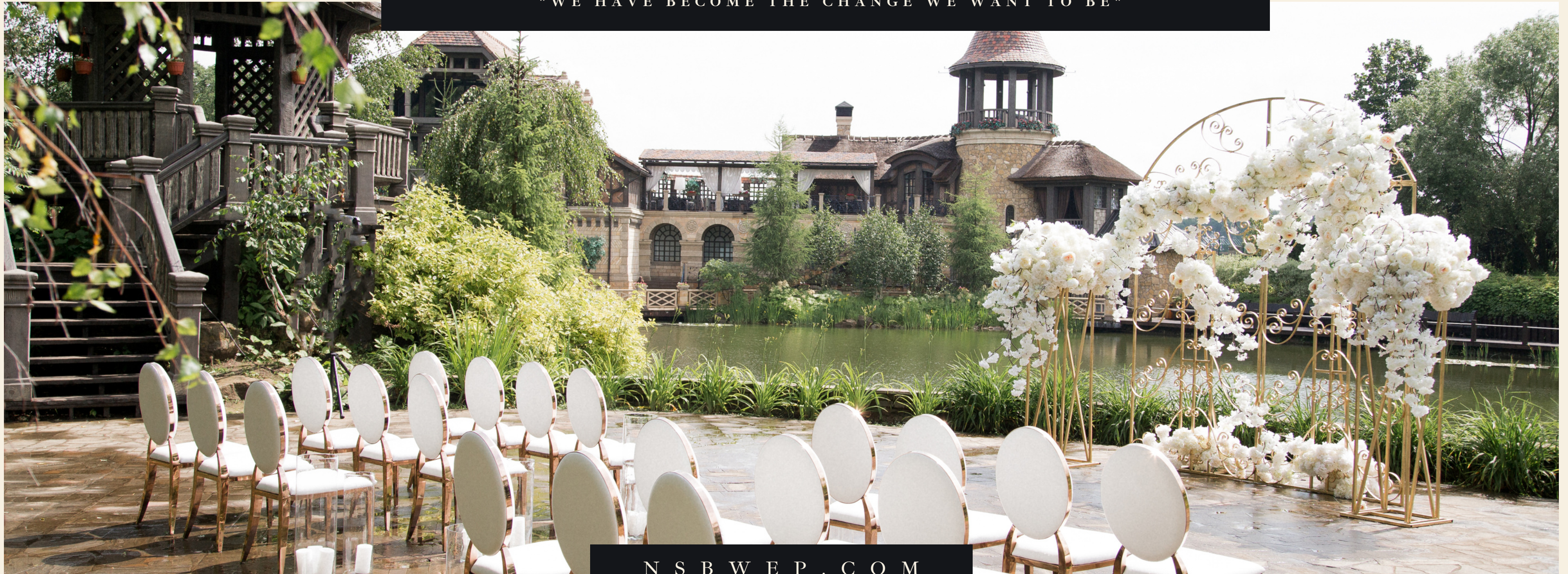




THE NATIONAL SOCIETY OF
**BLACK WEDDING
& EVENT**
PROFESSIONALS

PARTNERSHIP BROCHURE

"WE HAVE BECOME THE CHANGE WE WANT TO BE"



NSBWEPROF.COM

WELCOME

We are excited to present **The National Society of Black Wedding & Event Professionals (NSBWEP)** and our commitment to elevate, educate & celebrate our fellow Black Wedding & Event Professionals across the US and beyond.

Thank you for allowing us the chance to present a unique opportunity to make a difference in the events industry and affirm your support through sponsorship to elevate Black Professionals in our industry.



NSBWEP

WHO WE ARE

The National Society of Black Wedding & Event Professionals (NSBWEP) is a not-for-profit national organization, 501-(C)(6), representing Black Event Professionals in the wedding and events industry across the United States and beyond.

NSBWEP serves as a platform for Black Event Professionals in the wedding and event industry to expand their business savvy and feel empowered in their future as an event professional. NSBWEP facilitates a supportive community for Black Event Professionals to boldly thrive in an ever-changing industry.



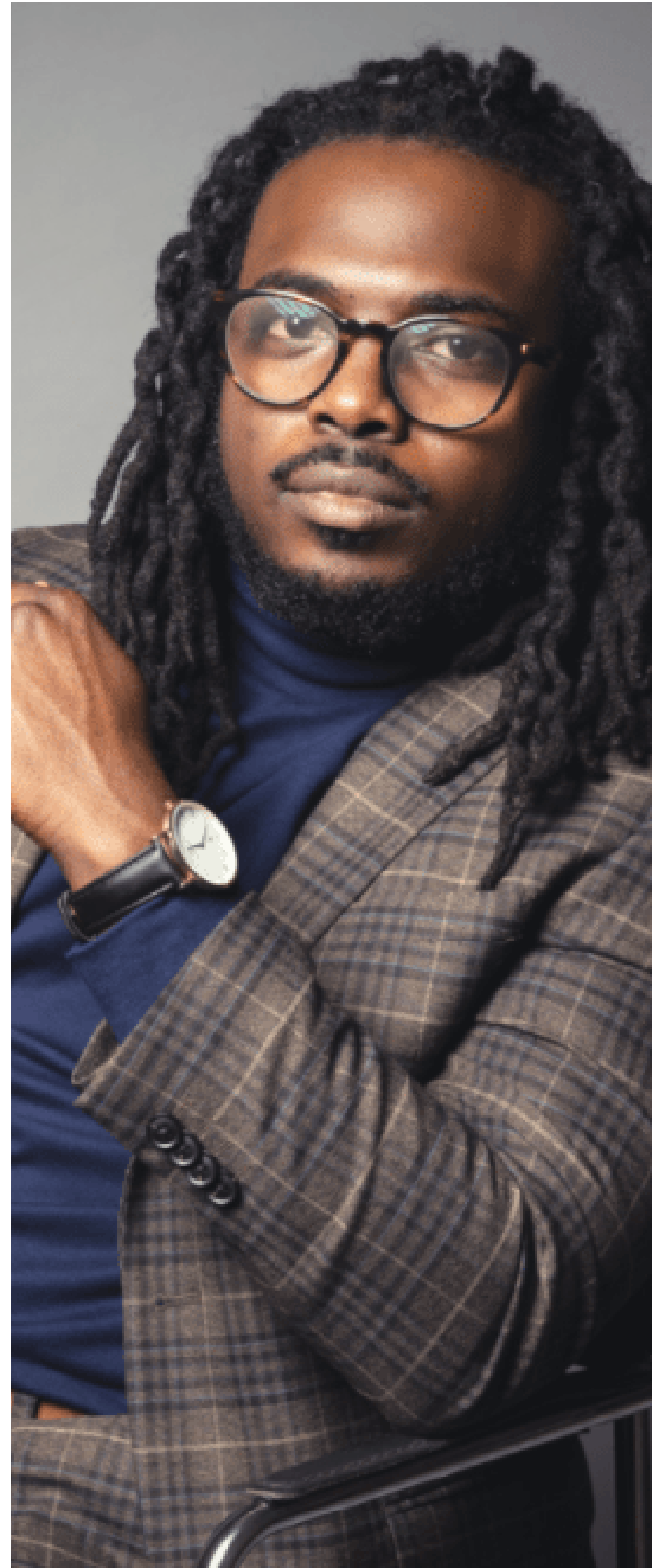
N
S
B
W
E
P

OUR GOAL






Our goal is to provide equal opportunity through representation, recognition, and exposure for our community and the events industry as a whole.

We will use this platform to amplify Black Event Professionals' voices and ensure the narrative continues to remain relevant, present, and evident while underscoring the importance of excellence and professionalism in business.





WHY SUPPORT

-  SUPPORTING BLACK EVENT PROFESSIONALS
-  SOLIDIFY YOUR COMMITMENT TO DIVERSITY & INCLUSIVITY TO THE EVENTS INDUSTRY
-  SHOWCASE YOUR PRODUCTS & SERVICES
-  OPPORTUNITY TO EXPAND YOUR REVENUE
-  DIVERSIFY YOUR BUSINESS PORTFOLIO WITH SOUGHT AFTER EVENT PROFESSIONALS



YOUR INVESTMENT AS A STRATEGIC PARTNER

PROVIDE EXCLUSIVE & INCLUSIVE BENEFITS TO NSBWEP MEMBERS

Incentivize the relationship ranging from 10-30% discounts to NSBWEP Members to encourage brand loyalty and repeat purchases.

PROMOTE & SUPPORT NSBWEP EVENTS, PROGRAMS, INITIATIVES

Become a driving vehicle in the industry by showcasing NSBWEP's approved events, initiatives, etc. to your audience via marketing campaigns, social media, etc.

SHARE RESOURCES TO INCREASE BRAND AWARENESS OF NSBWEP

Share resources, industry relationships, client resources, etc. with the mission of growth and mutual success.

NSBWEP IN-HOUSE EVENT SPONSORSHIPS

Sponsor NSBWEP approved exclusive events with in-kind or monetary support.

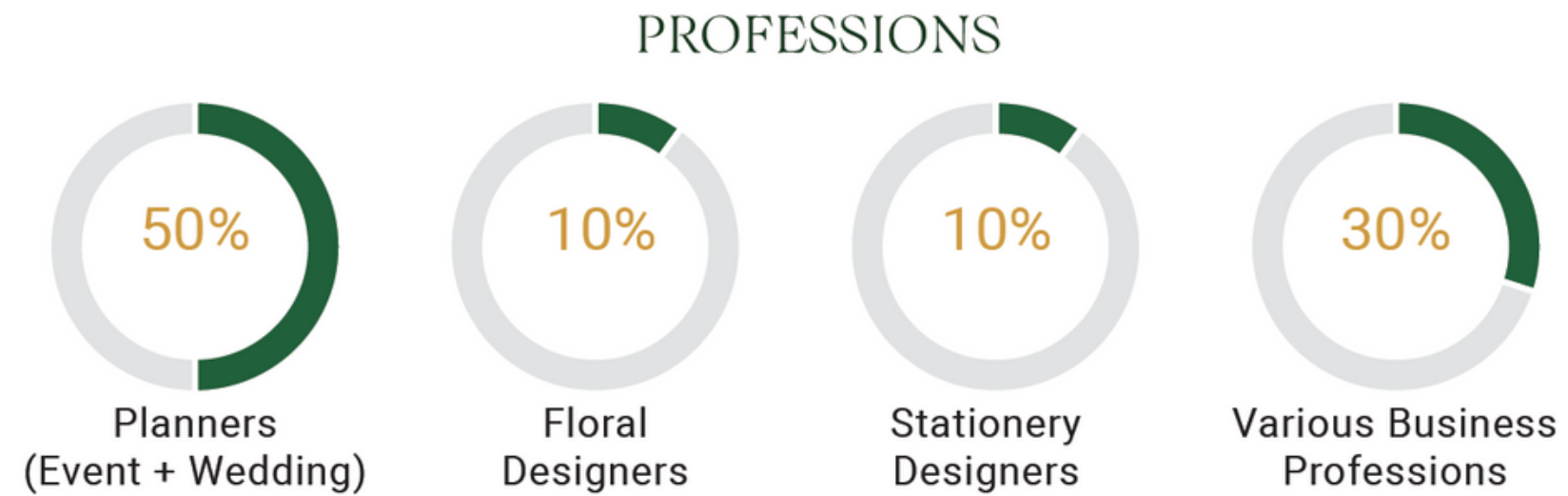
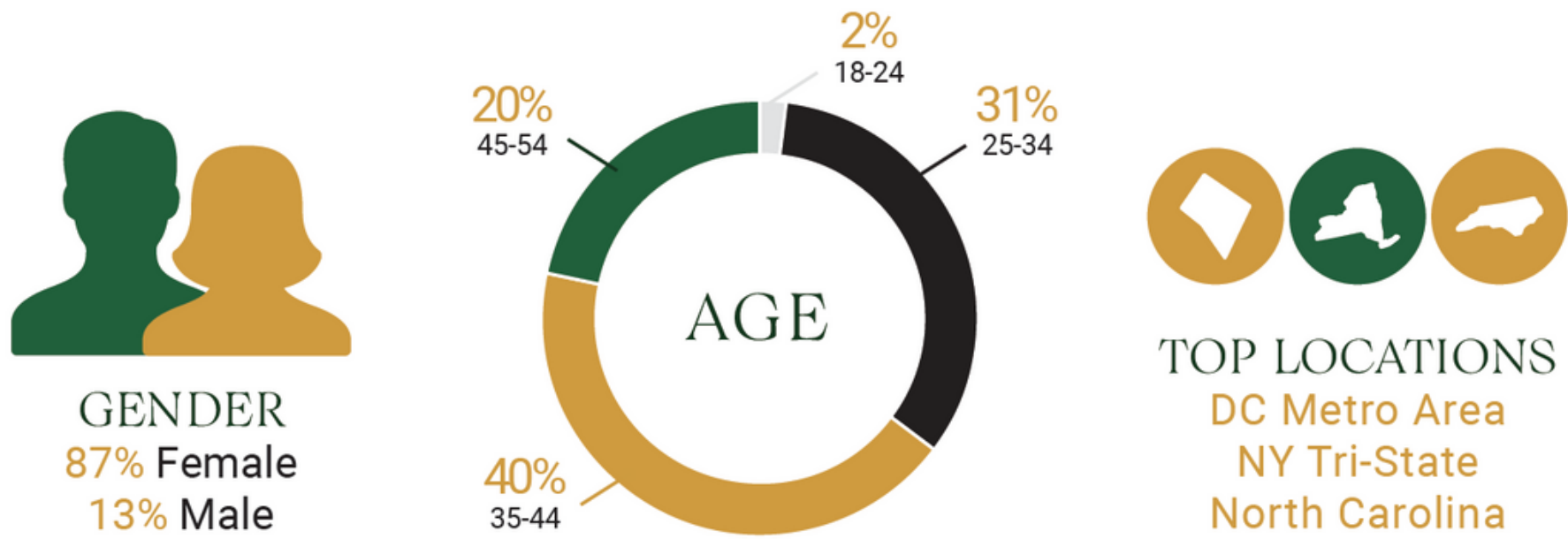
COMMITMENT

12-month calendar year commitment as a Strategic Partner.

RETURN ON YOUR INVESTMENT!

- Partnership benefits are customizable to benefit both parties; monetary or in-kind partnerships
- Profile listing on the NSBWE P Strategic Partners page on our website with your logo and a backlink to your website
- Access to NSBWE P Member Directory for your internal marketing initiatives
- Social media recognition to gain loyal fans, likes, and followers of your brand
- The honor being a "Strategic Partner" or "Friends of NSBWE P" recognizable by our Members and the industry
- Invitation to attend NSWE BP events at a member rate leading up to 100% discount; contingent on the level of invested partnership
- Marketing of Strategic Partners' events; contingent on the level of invested partnership
- Exclusive Strategic Partner benefits
- And More!!!





Average Household Income: \$150K

Average Wedding Spend: \$56K

Our Social Reach

3.5K Followers
20,422 Impressions

3.5K Visitors
Monthly

1K Subscribers
Avg Open Rate: 62%
Avg Click Rate: 8%

MEMBERSHIP DEMOGRAPHICS

FINANCIAL SPONSORSHIPS

GIVE BACK & SUPPORT

- **SCHOLARSHIPS & EDUCATION**

- Funds from this source will be used to send NSBWE P Members to educational symposiums, conferences, workshops, etc. to increase their industry or business IQ. The goal is to provide (6) scholarships per year.
- Monetary Donation Min - \$500
- In-Kind Min - Full Value of Scholarship

- **GRANTS**

- Funds from this source will be used to award NSBWE P Members to use for their business as they see necessary. There will be an application process with submission guidelines. The goal is to award (3) grants per year.
- Donation Levels: Min - \$250

- **EVENT HOST**

- This fund will be used for in-person events in which partners would donate a monetary value for the event. This will be based on the final headcount of the event.
- Donation Levels: Min - \$750

- **SPEAKER SPONSORSHIP**

- Sponsor a speaker to cover speaking fees, travel, and hotel accommodations. Speaker either comes from your organization or one selected by NSBWE P.
- Donation Level: Min - all included (speaker fee, travel, and hotel accommodations)



FINANCIAL SPONSORSHIPS

GIVE BACK & SUPPORT

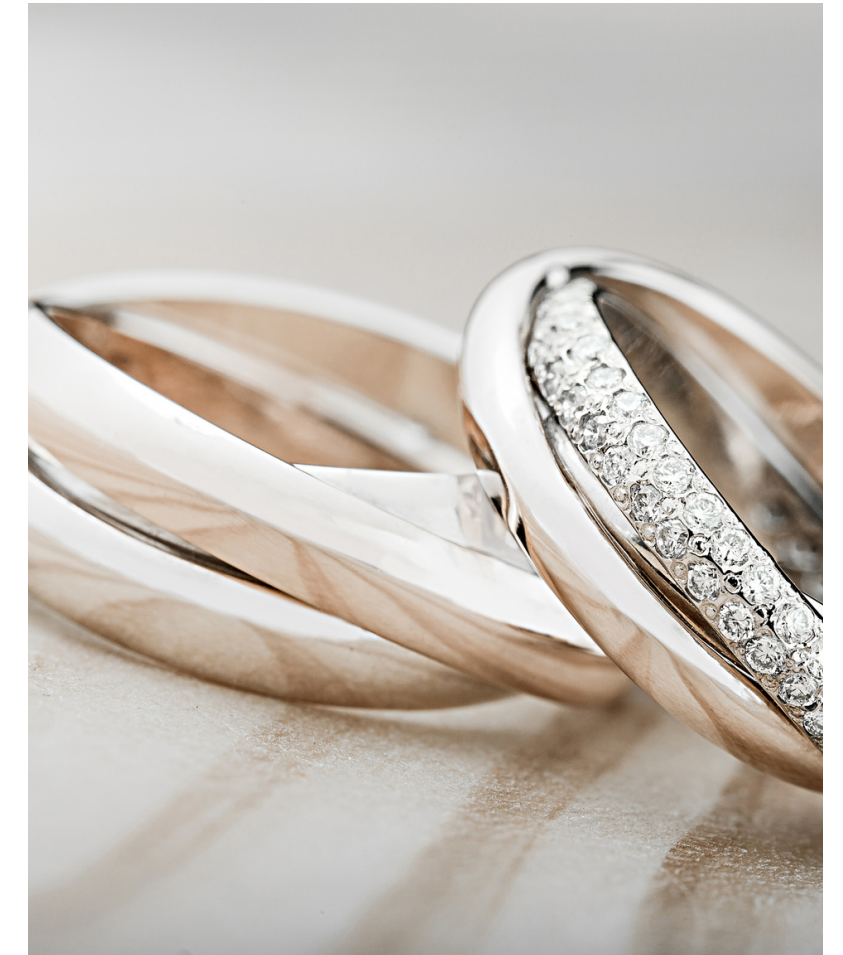
- **HARDSHIP**

- **DISASTER RELIEF**

- Funds from this source will be used to provide to Members who have been impacted by major disasters such as hurricanes, strikes, etc. Distribution amounts and the number of recipients will be based on NSBWEP financial capacity within this fund with the approval of Board Members.
 - Donation Level: Min - \$25

- **BEREAVEMENT**

- Funds from this source will be used to assist members in hardship or bereavement of immediate family members. Distribution amounts and the number of recipients will be based on NSBWEP financial capacity within this fund with the approval of Board Members.
 - Donation Levels: Min - \$25



IN-KIND SPONSORSHIPS

GIVE BACK & SUPPORT

- Education Scholarship
 - This is for conference organizers/industry associations to provide full scholarships to send NSBWEP Members to educational symposiums, conferences, workshops, etc. to increase their industry or business IQ.
 - Donation Min: Full value of scholarship\$
- IRL Events
 - This will be primarily for events for vendor partners or other brands to donate their product and or services to the event. 100% of product and/or services are donated to the event.
 - Photography
 - Videography
 - Venue Space Rental
 - Floral and Decor
 - Rentals
 - Miscellaneous
 - Catering (catering must meet our financial obligation of \$50 per person inclusive taxes, service charges)
 - Desserts



SPONSORSHIP HONORARY DESIGNATIONS

GIVE BACK & SUPPORT

(Monetary Support)

- “NSBWEP Strategic Partner”
 - PRINCIPLE: Minimum \$10,000 annually
 - MAJOR: Minimum \$5,000 annually
 - SUPPORTING: Minimum \$2,500 annually

- “Friends of NSBWEP”
 - Green: \$25 - \$500
 - Gold: \$501 - \$1,500
 - Black: \$1,501 - \$5,000



OUR PARTNERSHIP COMMITMENT

NSBWEP SOCIAL RESPONSIBILITY

Maintain exemplary standards of professional conduct at all times.

Create opportunities for Members of the organization or group to grow as professionals.

Perform the proper legal responsibilities of a 501-C organization in accordance with the laws and regulations of local, state or national governments under which the business resides.

Maintain the discretion of members' and sponsors' personal and corporate information.

Provide an annual Sponsor's Report at the end of the fiscal year outlining how all corporate funds were disbursed and how your partnership dollars were allocated.



EXECUTIVE LEADERSHIP



TARA MELVIN

Founder, President & CEO



BRIAN A.M. GREEN, CMP, CMM


Chairman of the Board







MARC WILSON

Vice-Chairman of the Board

CONNECT WITH US!

 571.402.4594

 info@nsbwep.com

    @nsbwep

NSBWEP.COM

