



Partnership Information

From

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Chief Operating Officer

Prepared for

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Founder and Lead Advisor





TGI2021 from The Expo Team!

March 24, 2021

Dear Friend,

I believe we all would agree that 2020 will forever be known as the year of resilience and strength, as once in a lifetime occurrences, unforeseen challenges and barriers were met with innovation, social awakening and creativity. Pivot became the “it” word as communities united to find new ways to meet needs and allow for digital expression. While we honor each individual experience to include loss and pain during the year and beyond, we were excited at the opportunity to further our goal of providing equitable access to the arts and multicultural initiatives to achieve more diverse career readiness. Now more than ever the arts can be seen as a unifier to bring common ground to people of varying backgrounds, ethnicity and ideology.

Last year we featured Black trailblazers in business and were able to reach an even broader audience, despite our switch from in person to virtual. Our organizers were committed to featuring Black-owned businesses and artists to infuse resources and bring awareness. Our virtual event will not only highlight young, up and coming innovators but promoted viable career options to an emerging group of leaders—and the best is yet to come.

This year we take up both digital and in person space with this year’s theme, “Breaking Barriers”. Our organizers feel strongly that 2021 can serve as a year of encouragement to continue to push limits and break glass ceilings while encouraging both hope and healing. We invite you to join our shared commitment to supporting the arts and multicultural programming as past partnerships have led to dynamic event activation, global initiatives, festive programming and exhibitions, and media alliances. These combined efforts add to the widespread impact of the fair and provide new opportunities for engaging both local and national communities.

The expo has grown to be one of the largest multicultural events in the Cedar Valley and in 2020 we were able to double our reach, making an even larger impact. We stand ready to continue pushing for arts and culture equity and invite you to join us for the empowered journey. I have taken the liberty of including a partnership package detailing this unique opportunity. Please feel free to contact me with any questions and or concerns. Have a great day.

Warmest Regards,

Kristin Kruse
Chief Operating Officer

Expo Details



On September 11, 2021 the Cedar Valley Fashion Art and Culture Expo will ascend on Lost Island Waterpark for a safe, socially distanced afternoon of excitement, culture and fun! Exhibitors and local vendors will have an opportunity to display and contribute to the local economy during the day long celebration. Founded in 2012, in collaboration with the University of Northern Iowa Black Student Union, Infiniti Enterprises, and Community Educational Outreach Inc., the Cedar Valley Fashion, Art, Culture Expo is the annual flagship event for the organization. It highlights the diverse cultural groups in the region with history, food, dance, activities, fashion, and education. As previously mentioned, in commemoration of 2020 being the year of resilience, the expo will be both digital and in-person at the largest waterpark in Iowa. Lost Island Waterpark is designated the #1 waterpark by USA Today. Founded in 2001, the attraction serves over 150,000 families per season.

The success of the park and its mission to create fun, exciting, and unforgettable experiences for guests in a safe, clean, and family-friendly environment made it the perfect location to host this year's expo. Attendees will enjoy the vibrant setting, engaging performances, local shopping and cuisine, while supporting talent and the entrepreneurial ecosystem.

Last year's virtual extravaganza resulted in over 5,000 virtual attendees, and on average we range between a 25% and 50% increase each year. We anticipate this year's event to double the amount of engagement as we are both in-person and virtual. We have found both to be essential forums resulting in our capacity to connect communities through this unified initiative.



Why CVFAC Expo

Nielsen recently created a report entitled, *The Multicultural Edge: Rising Super Consumers*, to take a deeper dive into the previous series of groundbreaking analytic reports on the attitudes and behaviors of African-American, Asian-American and Hispanic consumers. Exploring why companies should consider multicultural consumers as the cornerstone of today's successful marketing strategies. Multicultural consumers are the fastest growing segment of the U.S.

population. Already over 120 million strong, it is estimated that there is an increase of 2.3 million per year. Persons of color make up 38% of the U.S. population, with Census projections showing that multicultural populations will become a numeric majority by 2044.

The report found that as the nation's three largest multicultural groups continue their upward trajectory in both numbers and buying power, the need for a nuanced, culturally acute roadmap to the youngest and fastest-growing segment of the U.S. population has never been greater. The report goes on to say multicultural shoppers may be the key to the future, not just because of their numbers, youth, and economic clout, but because their unprecedented influence on the attitudes and consumption habits of non-multicultural consumers is upending outdated assumptions, enlarging, and expanding the multicultural market opportunity.

In an increasing number of consumer product categories, multicultural consumers comprise a high percentage of the "Super Consumers," the top 10% of households who drive at least 30% of sales, 40% of growth, and 50% of profits. Multicultural consumers, are seeking brands that speak to their culture, self-image, and aspirations, and are often geographically cluster with non-multiculturals who share their brand and product preferences in "Super Geos."

Our target audience has a buying power of \$1.4 trillion currently based on gains in population, income, and education, it's estimated to rise to \$1.54 trillion by 2022, and with additional growth estimated to be \$1.8 trillion by 2024. Promoting products during CVFAC Expo provides necessary beneficial exposure for your company's brand. Companies that can clearly identify and promote products that address the unique needs of African-Americans can increase their presence and market share. African Americans are early adopters of new technology, heavy users of social media, and are more likely to share your companies products and services with their friends.





Formerly fiscally sponsored by Community Educational Outreach inc., we are extremely excited to announce that this year we joined the Successlink family! SuccessLink, formerly known as Communities In Schools of Cedar Valley, began in 1994 as part of the national Communities In Schools network designed to keep youth in school.

The primary objective of CIS was to link local health and human service providers together from the Cedar Valley area and establish school based health centers known as Success Street. Success Street is the result of that collaboration made up of many local providers who bring their service directly into the schools where they can be accessed more easily by students and families. Additionally, Successlink ensures fiscal accountability to funders and reduces the administrative burden for project workers. This partnership allows us to scale our programming and events.

Our Team

JOY BRISCOE

Founder and Lead Advisor

KRISTIN KRUSE

Chief Operating Officer

BRITNI PERKINS

Fashion Director

BEAUTY FITT

Creative Director

ISAAC FRENCH

Lead Videographer



PARTNERSHIP OPPORTUNITIES

CVFAC Expo
September 11, 2021
Virtual and In-person

****NEW THIS YEAR BIPOC BUSINESS PITCH COMPETITION SPONSOR

\$10,000

Support a diverse entrepreneurial eco-system by sponsoring the inaugural virtual business pitch competition the week of September 11, 2021. Receive acknowledgement of the competition sponsor that awards a \$5,000 cash prize to support a BIPOC led business.

TITLE/PRESENTING SPONSORSHIP PACKAGE | \$10,000.00 | ONLY 2 AVAILABLE

- Titled as "Presenting Sponsors".
- Eight VIP Admissions to the Expo (1 Table).
- Full Page Color Logo in program booklets (5.5" x 8.5")
- Table for product display/sales during expo
- Product Placement in VIP Gift Bags.
- Logo placement on Website's Sponsor Page, with link.
- Logo placement on Step & Repeat Banner.
- Acknowledgement of Sponsorship during the event.
- Social Media Blast(s) with links to the company website.
- Opening Speaker opportunity (pre-recorded is an option) at the expo.
- Commercial placement in digital showcase.

AVANT GARDE SPONSORSHIP PACKAGE | \$5000.00

- Eight VIP Admissions to all Fashion N Me Expo (1 Table of VIP Seating)
- One-Half (1/2) Page Color Logo in program booklets.*
- Table for product display/sales during expo
- Logo placement on CVFW Website's Sponsor Page, with link to company page.
- Acknowledgement of Sponsorship during the event each day.
- Social Media Blast(s) with links to company websites.
- Sponsorship acknowledgement in digital showcase.

COUTURE SPONSORSHIP PACKAGE | \$2500.00

- Four Admission Tickets to the Expo (1/2 Table VIP seating).
- Quarter Page (1/4) Page Color Logo in program booklets.*
- Logo placement on Websites.
- Social Media Blast(s).

RUNWAY SPONSORSHIP PACKAGE | \$1000.00

- Two General Admission Tickets to the Expo.
- Name placement in program booklets.*
- Social Media Blast(s).

ADDITIONAL OPPORTUNITIES

CVFAC Expo
September 11, 2021
Virtual and In-person

THE ENTREPRENEURIAL ECOSYSTEM

Our founder has become aware of the critical role the expo plays in showcasing diverse small businesses, talent and non-traditional career fields for underrepresented populations. This year we aim to work closer with our partnering program, SHIPHT Youth Opportunity Accelerator to provide more access to mentors and career exploration connected to the expo and also showcase the emerging Minority Business Ecosystem in the Cedar Valley. Below is a list of additional ways to partner with our partners and organization as this work is multiplied with intentional collaboration.

MENTORS/VOLUNTEERS

We know investing in community is important and as such we allow for associates to engage in meaningful volunteer work through mentorship and presentations on career exploration and soft skills for youth in the SHIPHT Opportunity Accelerator.

SUPPLIER DIVERSITY AND PRODUCT PLACEMENT

Our expo highlights many diverse businesses across Iowa and the Midwest. For retail partners, we invite you to select from a wide range of up and coming entrepreneurs by considering product placement. We utilize our connections, resources and networks to increase brand awareness for both large organizations and small businesses. Designate your company as a diverse supplier by asking us how today!

SUPPLIES FOR PARTICIPANTS

As we are 501c3 sponsored, we welcome in-kind contributions of items such as pens, paper, laptops, software, etc. as to provide our partnering program with additional support.

To learn more about these opportunities please email SHIPHTYOUTH@gmail.com.

2021 RESPONSE FORM

CVFAC Expo
September 11, 2021
Virtual and In-person

(NAME OF BUSINESS/ORGANIZATION)

(Please print Business name as you'd like it to appear on recognition)

has agreed to be a sponsor for the 2021 Cedar Valley Fashion, Art, and Culture Expo, and will provide logos, links to websites, and signage if applicable.

Our sponsorship level will be: (please check one)

*Pitch Competition Sponsor" (\$10,000)

"Presenting" Sponsor (Two available)

"Avant Garde" Sponsor (\$5,000)

"Couture" Sponsor (\$2,500)

"Runway" Sponsor (\$1,000)

Contributor _____ (A contribution at any level is greatly appreciated)

Please return Sponsor Response Form by June 4, 2021

Mail to:

The Cedar Valley Fashion, Art, and Culture Expo
% Successlink
229 E Park Ave
Waterloo, IA 50703

Indicate form of payment:

Enclosed is our check payable to "The Cedar Valley Fashion, Art & Culture Expo % Successlink"
(please note as sponsorship CVFAC Expo)

Please charge my gift to my credit card (Fill out card information below clearly)

___ Visa ___ Mastercard ___ Discover Card Number _____

Amount Charged _____ Expiration Date _____

Card Verification # (from back of card) _____

Signature _____

Please bill us at following address:

Business Name: _____

Contact Name: _____ Phone: _____

Address: _____

Signature/Title: _____ Date: _____

THANK YOU FOR YOUR SUPPORT!