



BLACK CULTURAL

ARTS FESTIVAL

SATURDAY FEBRUARY 15, 2025
FROM 8 - 5



SPONSORSHIP PROPOSAL



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INTRODUCTION

The Center for Africana and African American Studies (CAAAS) at the University of South Carolina Upstate would like to welcome you to be a part of our 2025 Black Cultural Arts Festival in Spartanburg, South Carolina. CAAAS is an interdisciplinary academic research center that serves as a vital resource for students, faculty, and our surrounding community through its intellectual, academic, and organizational pursuits. As an academic institutional research center we ensure that local, state, and national leaders and stakeholders understand the challenges and successes of Black people. As a student resource hub, we work to ensure that our students are adequately equipped to manage student life while in college and prepared to take on the challenges of the world. Lastly, as a community partner and convener, we help to ensure that the Upstate region remains a vibrant and resilient place for life and work. By becoming a sponsor for our 2025 Black Cultural Arts Festival, you will not only ensure that our students gain valuable knowledge, but you will also have an opportunity to elevate your brand to our students and the over 1.5 million people in the Upstate region. Don't miss your chance to showcase your products, promote your services, and boost your visibility at this landmark event!



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CAAAS

QUICK FACTS



USC Upstate ranked #4 in top public colleges in the nation by US News & World Report



CAAAS serves the more than 1.5 million people in the Upstate Region



USC Upstate has over 5,000 current students and over 30,000 alumni



Over 85% of USC Upstate graduates remain in the region



Nearly 50% of the university's students and graduates are people of color



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STRATEGIC

INITIATIVES



Africana Scholars Community Conversations: Partners with other colleges and academic centers to highlight the significance of black intellectual thought by building organizational collaborations among black serving institutions



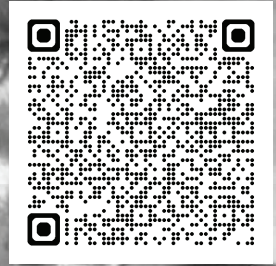
Black Male Achievement Initiative: Works with community organizations through engagement activities, partnerships, symposiums, conferences, and research and evaluation projects to improve life outcomes for Black males ages 12-25



Africana Scholars Public Voices Initiative: Assist Black scholars transpose their academic writings into opinion editorials and articles for industry journals and non-academic publications in order to reach audiences outside of academia



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LEVELS

PRESENTING - \$15K

- Recognition as Presenting Sponsor on all promotional materials
- Dedicated signage throughout the event
- (4) Tickets to luncheon and hair show
- Video message to audience
- Pre and post email to attendees
- (1) Exhibit table with (2) chairs

SILVER - \$5K

- Recognition as a Silver Sponsor on all promotional materials
- Dedicated signage throughout the event
- (2) Tickets to luncheon and hair show
- (1) Exhibit table with (2) chairs

VENDOR (GENERAL)

- Businesses \$75 - (1) Exhibitor table, business name and location on BCA vendor map
- Independent Artist \$40 - (1) Exhibitor table, artist name and location on BCA vendor map. Only original artwork allowed for sale

GOLD - \$10K

- Recognition as a Gold Sponsor on all promotional materials
- Dedicated signage throughout the event
- (3) Tickets to luncheon and hair show
- Pre and post email to attendees
- (1) Exhibit table with (2) chairs

BRONZE - \$2.5K

- Recognition as a Bronze Sponsor on all promotional materials
- Dedicated signage throughout the event
- (1) Exhibit table with (2) chairs

VENDOR (NON-PROFIT)

- 501c3 \$50 - (1) Exhibitor table, organization name and location on BCA vendor map
- USC Student Organizations \$0 - (1) Exhibitor table, organization name and location on BCA Vendor map
 - Organization must be registered with USC



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CONTACT

For more information or to discuss custom sponsorship options, please contact:

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