

THE 3RD ANNUAL



BLACK TATTOO
ART AND MUSIC **EXPO**

PRESENTED BY DETROIT INK SPOT & MBB ENTERTAINMENT

SUNDAY, JULY 23, 2017

EDWARD HOTEL & CONVENTION CENTER | DEARBORN, MI

The *Black Tattoo Art & Music Expo* (BTAME) is a unique expo which provides a platform to network and showcase premier tattoo artists, visual artists, and performing artist of color. Our purpose is to expose the arts and to promote positivity and non-violence within the urban communities. This Expo is being organized by some of Detroit's best event coordinators to become the premier Black Tattoo, Art, and Music Expo in the Region. BTAME will be held on July 21-22, 2018 at the Edward Hotel & Convention Center, Dearborn, MI.

TATTOO ARTISTRY

This event is open to professional tattoo artists who specialize in tattooing people of color.

LIVE PERFORMANCES

Live music, poetry, and comedy performances by top local and national artists.

FINE ARTS

Art Exhibitors and live art creation by local and national artists



SOME OF 2016 TALENT:

TATTOO ARTISTS

Jason Phillips, Detroit Ink Spot
Tattoo Wayne, Detroit Ink Spot
King Rah, D'Asylum Tattoos
BD Tattz, D'Asylum Tattoos
K Rogg, Tattoos by K Rogg
Sebastian, Detroit Ink for Life
The Butcher, Bloodline Dynasty
Quinten Harper, Bloodline Dynasty

VISUAL ARTISTS

Shirley Woodson, NCA
Senghor Reid, NCA
Olayami Dabls
Phil Simpson, Smile Brand
Judy Bowman, NCA
Donald Calloway
Dawn Stringer
Jason Phillips, NCA

PERFORMING ARTISTS

Mahogany Jones
Mike Sandusky
One Single Rose
Pierre Anthony
Kosta
Alex Way
Caleb Merritt
Keem the Franchise
Black Rain & more



MEDIA

SOCIAL MEDIA

BTAME begins a social media plan two months prior to the event. Marketing runs through the event and continues weeks after. Collateral is posted on Instagram, Facebook & Twitter.

Combined Social Media Outlets:
100,000 – 200,000 Followers

PRINT MEDIA

Metro Times, Rolling Out, Detroit Free Press and Detroit News

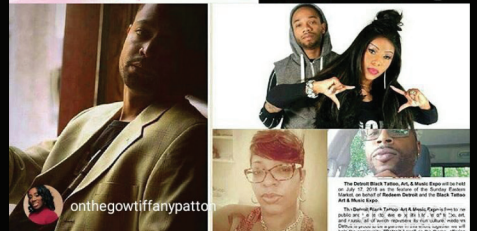
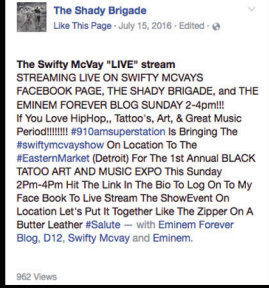
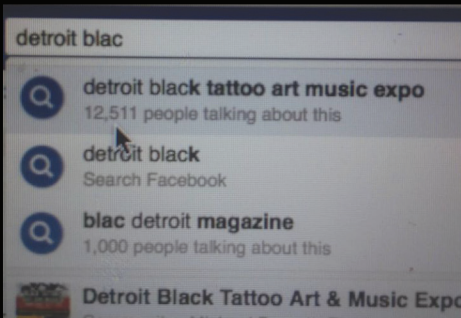
RADIO

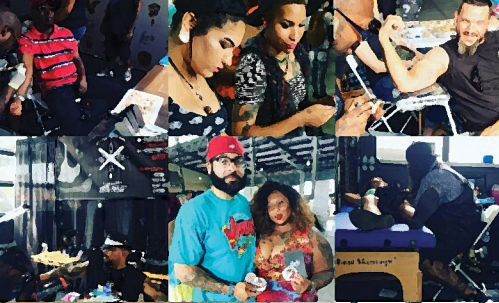
Internet and Local promotions were used last year.
910 am
WGODRadio.net
CRB

AUDIENCE ENGAGEMENT

Event Attendees: Approx. 5000 guests







PARTNERSHIP OPPORTUNITY

This is an opportunity for your company to join and become a Black Tattoo Art & Music Expo event partner. Our summer roster will showcase some of the Nation's most talented professional artists!

This is a great opportunity for your brand to align with top national talent on a unique event, created by a dynamic team of event producers and curators. Within last two years, BTAME has proven to be a successful way to expose all forms of art to the urban community.

Your company's support in BTAME through Partnership & Sponsorship is greatly appreciated and helps BTAME expose all forms of art to the urban community.



PREVIOUS PARTNERS & SPONSORS



SPONSORSHIP DEADLINE: 6-20-2018

SMALL BUSINESS PACKAGE: \$500

Promotional Inclusion:

- Brand logo on all promotional items

SILVER PACKAGE: \$1,000

- Brand on all print promotional items
- Promotional booth

GOLD PACKAGE: \$2,500

- Brand on all print promotional items
- Brand inclusion on event signage in venue
- Ad in BTAME event brochure
- Promotional booth

PLATINUM PACKAGE

- Brand on all print promotional items
- Brand inclusion on event signage in venue
- Brand on all social media posts
- Brand in over 100K direct emails
- Brand mentioned on radio promotions
- Ad in BTAME event brochure
- Promotional booth

SPONSOR BOTH BTAME EVENTS: DEADLINE 4/26/18

\$2500 3 STAR SPONSORSHIP

- Brand on all print promotional items
- Promotional booth

\$3250 4 STAR SPONSORSHIP

- Brand on all print promotional items
- Brand inclusion on event signage in venue
- Ad in BTAME event brochure
- Promotional booth

\$6250 5 STAR SPONSORSHIP

- Brand on all print promotional items
- Brand inclusion on event signage in venue
- Brand on all social media posts
- Brand in over 100K direct emails
- Brand mentioned on radio promotions
- Ad in BTAME event brochure
- Promotional booth
- One night stay at the Edward Hotel. 7/21/18

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