

2024 BLACK COFFEE Festival

JUNE 15 & 16

ATL | GA





2024
BLACK
COFFEE
Festival

**WE WANT TO SHARE AN
EXCITING OPPORTUNITY OF
CONNECTION AND EMPOWERMENT!**

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WHO IS BLACK COFFEE?



WE STARTED AS HIGH SCHOOL FRIENDS AND GREW INTO A FAMILY OF ENTREPRENEURS. OVER THE YEARS THROUGH OUR TRAVELS AND ADVENTURES, WE LEARNED ALL THAT WE COULD ABOUT INVESTING & FINANCIAL FREEDOM SO THAT WE COULD BECOME A VEHICLE FOR EMPOWERMENT.

OUR RAW VALUES

THE BLACK COFFEE COMPANY
LAUNCHED IN 2018 WITH THE
FRESHEST ORGANIC COFFEE
BEANS & BRANDED MERCHANDISE
IN ORDER CREATE RESOURCES &
OPPORTUNITIES FOR OUR
COMMUNITIES.

2023 Stats:

~FT/PT TEAM: **22***

~COFFEE SHOP: **ATL**

~INSTAGRAM: **16K**

~FACEBOOK: **7.1K**

~IMPRESSIONS: **3.2M**

ATL/DMV/HTX/LAX/NOLA

PRODUCTS:

COFFEE BEANS / K-CUPS /
LOOSE LEAF TEA

BRANDED MERCHANDISE
/ PASTRIES / BREAKFAST
ITEMS / **SPECIALTY**
DRINKS

SERVICES:

WHOLESALE (CAFES /
RESTAURANTS,
FORTUNE 500
COMPANIES)

CATERING

RENT COFFEE SHOP
FOR PRIVATE EVENTS
POP-UPS / FARMERS
MARKETS

CONSULTING

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WHY YOU?

BY PARTICIPATING AS A SPONSOR FOR THIS EVENT, YOU WILL BE INVESTING DIRECTLY INTO THE FUTURE OF BLACK COFFEE, ALONG WITH INCREASING YOUR DIRECT AUDIENCE, AND HELPING US SEND LOVE & OPPORTUNITIES TO A COMMUNITY THAT HAS BEEN UNDERSERVED AND UNDER RESOURCED.



ABOUT THE FESTIVAL

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ON JUNE 15TH & 16TH, 2024, THE BLACK COFFEE COMPANY WILL HOST "BLACK COFFEE FEST," AN EVENT THAT SHOWCASES COFFEE, FINANCIAL LITERACY, ENTREPRENEURSHIP, AND COMMUNITY.

THIS YEAR'S THEME IS **"EMPOWERING ENTREPRENEURS."**

OVER A TWO DAY PERIOD, COFFEE ENTHUSIASTS, CULTURE CREATORS FROM 17YRS OLD TO 70+ WILL HEAR FROM & NETWORK WITH OUR KEYNOTE SPEAKERS, FEATURED PRESENTERS, AND SUBJECT MATTER EXPERTS.

BARISTAS & PERFORMERS WILL ENTERTAIN THE CROWD BOTH INSIDE BLACK COFFEE ATLANTA AND OUTSIDE AT THE BEAUTIFUL "ALI AT LAKEWOOD" PLAZA. VENDORS/ENTREPRENEURS WILL GATHER, PROMOTE, DISPLAY, AND SELL THEIR PRODUCTS/SERVICES IN THE 10,000SQ STATE OF THE ART PRESENTATION HALL.

2024 BLACK COFFEE Festival GRAND MARSHALL

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**THE GRAND
MARSHALL** FOR
BLACK COFFEE FEST
2024 IS FINANCIAL
LITERACY
ENTREPRENEUR AND
BUSINESSMAN JOHN
HOPE BRYANT

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2023 BLACK COFFEE FESTIVAL RECAP



2024 BLACK COFFEE Festival

2023 RECAP: KEYNOTE SPEAKERS



**TONYA
RAPLEY**
MONEY EXPERT AND
BEST SELLING AUTHOR



**ROCHELLE
GRAHAM-CAMPBELL**
CEO AND CO-FOUNDER OF
ALIKAY NATURALS AND BEAUTY
VLOGGER

2023 RECAP: THE SCENE

- 2 DAYS
- 40 VENDORS
- 1000 ATTENDEES
- 5 SPEAKERS





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2024 SPONSORSHIP OPPORTUNITIES

2024 BLACK COFFEE Festival

OUR SPONSORS
EMPOWER
CREATION

SPONSORSHIP PACKAGES

DIRECT

\$2,000

Gift Bags
VIP Access

QUALITY

\$5,000

Gift Bags
VIP Access
Select Signage

PREMIUM

\$10,000

Gift Bags
VIP Access
ALL Signage
Projector Display
Website Feature

ALL ACCESS PASS

ELITE

\$20,000

Gift Bags
VIP Access
ALL Signage
Projector Display
Website Feature
ALL ACCESS PASS
Merchandise Feature
Stage Presentation

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**Our festival is located in the Historic Lakewood Heights
Community of Atlanta, GA.**

**A beautiful and underserved neighborhood that we are proud
to help revitalize. A five minute walk from EUE Screen Gems
Studios & Cellairis Amphitheatre at Lakewood.**

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**INVEST IN THE COMMUNITY,
EDUCATE YOUR AUDIENCE,
& INCREASE EVERYONE'S SUCCESS!**

WE WOULD LOVE TO WORK WITH YOU!

