



PLEASE DON'T DIE BLACK MEN®

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2700 Caples Avenue #3278

Vancouver, WA 98661

November 1, 2024

Please Don't Die Black Men (PDDDBM) invites you to partner with us for our 2025 Black History Month Fashion Show, an annual celebration of African American contributions to the fashion industry. This year, eight young designers from our afterschool program will debut their original creations, showcasing their talent and vision.

In collaboration with a prominent local TV station, footage from this year's show will promote the 2026 Black History Month Fashion Show, providing sponsors like you with extended media visibility. Sponsorship includes access to our social and digital media platforms, delivering targeted, measurable exposure.

We've designed our sponsorship packages to provide specific business value:

- **Sustainable Impact (\$3,500):** ~18,000 impressions, valued at \$1,500.
- **Community Champion (\$5,000):** ~45,000 impressions, valued at \$2,500.
- **Legacy Partner (\$7,500):** ~406,000 impressions, valued at \$5,000.
- **Visionary Leader (\$10,000):** ~766,000 impressions, valued at \$10,000.

PDDDBM also offers customization options within our resources to better align with your goals. As a nonprofit, we are committed to providing meaningful partnership experiences while managing our budget responsibly.

We would be thrilled to collaborate with you on this impactful community event. Please reach out with any questions or to discuss your sponsorship goals.

Warm regards,

Imara Muraty
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2025 Black History Month Fashion Show Sponsorship Packages

1. Sustainable Impact Package - \$3,500

- **Youth Impact:** Sponsor tickets for 5 middle and 3 high school students, providing each with a VIP Package that includes VIP seating, a customized hoodie, a PDDBM gift basket, and a meal ticket.
 - **Brand Exposure & Audience Reach:**
 - **On-Site & Program Recognition:** Prominent logo display at the event, with your brand featured in the fashion show program and acknowledged by the event emcee.
 - **Social Media Marketing:** Targeted posts on PDDBM's social media platforms (~10,000 followers), with an estimated reach of 15,000 impressions. Posts will be designed to highlight your brand's community support and engagement.
 - **ROI Potential:** Estimated 18,000 combined impressions (social and on-site) for an approximate media value of \$1,500.
 - **Customization Option:** If your brand has specific goals or requirements, we are open to exploring custom elements within our resources.
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2. Community Champion Package - \$5,000

- **Youth Sponsorship:** Covers tickets for 6 middle school and 4 high school students with a Silver VIP Package, including personalized hoodies, an autographed designer photo, raffle tickets, and a meal.
 - **Enhanced Brand Presence:**
 - **Targeted Digital Ads & Streaming Services:** Your brand featured in PDDBM's targeted digital ads and streaming audio (Spotify, Pandora), projected to reach ~25,000 impressions in a 30-mile radius around Vancouver, WA, targeting audiences interested in cultural events.
 - **Social Media Mentions:** Weekly social media posts on PDDBM's platforms, reaching an additional ~20,000 impressions. Your brand will be highlighted as a committed community partner.
 - **Audience Data & ROI Potential:** Total of ~45,000 impressions with an estimated media value of \$2,500.
 - **Customization Option:** Tailored elements are available to better fit your goals, ensuring alignment within PDDBM's current budget.
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3. Legacy Partner Package - \$7,500

- **Youth Sponsorship:** Tickets for 8 middle school and 6 high school students, with each receiving the Silver VIP Package.
 - **Media Exposure & Marketing Reach:**
 - **Future Television Commercial Feature for 2026 Show:** Your logo will appear in promotional video footage for the 2026 Black History Month Fashion Show, produced in collaboration with a leading local TV station, projected to reach ~366,000 viewers across the region. This aligns your brand with a culturally significant event, providing high visibility.
 - **Online & In-Stream Ads:** Your brand will also be included in extended online reach through PDDBM's digital ads, estimated at 40,000 impressions.
 - **Audience Data & ROI Potential:** Total projected reach of ~406,000 impressions, valued at approximately \$5,000 in media exposure.
 - **Customization Option:** We are open to tailoring this package to fit your brand's unique objectives within our budgetary capabilities.
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4. Visionary Leader Package - \$10,000

- **Youth Sponsorship:** Covers tickets for 9 middle school and 7 high school students, each receiving a Gold VIP Package with VIP seating, a custom hoodie, a PDDBM gift basket, a designer photo session, and a meal.
- **Exclusive Media Coverage & Brand Recognition:**
 - **2026 Television Promotional Coverage:** Your brand logo will be prominently featured in commercials for the 2026 Black History Month Fashion Show, produced with a prominent local media partner, reaching a regional audience with projected visibility of over 366,000.
 - **Comprehensive Digital Campaign:** Includes two homepage takeovers on a trusted local news site (~200,000 impressions per takeover), as well as retargeted ads and SEM campaigns designed to target audiences who align with PDDBM's mission and cultural events.
- **Audience Data & ROI Potential:** ~766,000 impressions across all media channels, with an approximate media value of \$10,000, offering substantial ROI through extensive brand exposure.
- **Customization Option:** We invite you to collaborate on additional ways to enhance this package to meet specific marketing objectives, mindful of PDDBM's limited funds.