

The 12<sup>th</sup> Annual  
**CHARLESTON**   
**NATURAL HAIR EXPO** July 13, 2024  
A multicultural health, wellness & community event



# Introduction

The Charleston Natural Hair Expo celebrates those who embrace the various textures of their hair. The event features educational workshop, blogger panel discussions, fun events for kids and a social mixer designed to empower its guests in all areas of their lives. This event is brought to you by Ebbie Drayton of EJHalo.com.

**Objective:** To offer a positive, family-oriented community event that promotes natural hair products, healthy lifestyle, local/national vendors as well as celebrate culture and community heritage.

## **Event Schedule:**

Natural Hair Expo Saturday July 13, , 2024

## **Founder & Coordinator: Ebbie Drayton**

“I am very proud to present the Charleston Natural Hair Expo which has brought in over 1,000 attendees and over 60 vendors to celebrate those who embrace the various textures of their hair. When I realized my passion for educating and providing a platform for healthy lifestyle, entrepreneurship & natural hair to the Charleston market; I wanted this expo to be at the forefront. We take pride in educating our guests about healthy hair care, the importance of proper healthcare and diet as it relates to our natural hair and much more. Never in a million years did I imagine it receiving such a great response and warm welcome. Thank you to everyone who supports and helps the show grow year after year.”





# Benefits of Becoming a Sponsor/Vendor

The success of the Charleston Natural Hair Expo has been built on partnerships & meaningful collaborations. There are so many ways we can team up to have an event that leaves everyone walking with their heads high.

The **Charleston Natural Hair Expo** is pleased to present this sponsorship proposal to maximize your opportunities by participating in such a prestigious event.

## Sponsor/ Vendor Objectives:

- Opportunity to present your brand/products to hundreds of influential consumers
- Reinforce your name and presence in the local community becoming associated with a positive, well known hair, health & beauty community event
- Opportunity for promotions & activations customized to your brand
- Increased Sales
- Product sampling and maximum exposure



## Sponsorship Levels

- Platinum
- Gold
- Silver/ Kids Fashion Show
- All White Brunch
- Style Lounge / Men's Lounge/ Bronze
- Community level



# Demographics

**Expected Attendees: 850-1300**

**Previous Participant Demographics:**

Women: 84 %

Men: 16 %

Average Age: 23-65

**Income:** 81% of attendees reported having an income over \$45,000, while 55% of them exceeded an income of \$85,000

**Cultural Demographics**

African American/Black 89%

Caucasian 3%

Hispanic 5%

Asian 1 %

Other 2%

**Attendee Demographics:**

South Carolina 66%

North Carolina 13%

Georgia 12%

Florida 3%

Other States 6%





# Sponsorship Perks and Availability

## **Platinum Sponsor Package: \$4,500.00 (Only 1 available) SOLD**

- 1 Complimentary vendor booths (20x20) at the expo with choice/prime positioning.
- Complimentary electrical power outlet in booth space.
- Complimentary wifi access or wired internet if that is preferred.
- 10 Wristbands for staff/guests to attend the expo additional tickets can be purchased.
- Complimentary 1 hour slot for class or demonstration from your company at the expo on the event stage at the expo. May be broken into two 30 minute segments or used as a 1 hour segment..
- Organizations name and or logo printed on flyers, literature and mentioned in any press or radio as platinum sponsor of the expo. Name mentioned throughout the day during event.
- Company acknowledgement on website as Platinum sponsor with a web link to your personal site.
- Organization Banner near entrance or main stage area & around your large booth space. Company signs may be placed in hallways as well. (Signage/Décor Provided by you)
- Maximum exposure as the presenter of the 12<sup>th</sup> Annual Charleston Natural Hair Expo.
- Opportunity to place company marketing materials, products and promotional items inside of our 100 VIP and sample sized swag bags.



The Mane Choice was the 2016, 2017 & 2018 Platinum Sponsor. Here is Courtney Adeleye, CEO greeting attendees in 2016.



Alikay Naturals was our 2019 Platinum Sponsor

# Sponsorship Perks and Availability

## **Gold Sponsor Package: \$2000.00**

- 2 Complimentary Vendor booths (10x10) at expo
- Complimentary electrical power outlet in booth space.
- 5 wristbands for guests to attend the expo.
- Complimentary 30 min. slot for class or demonstration from your company at the expo on the event stage (10.a.m.- 5p.m.)
- Company logo acknowledgement on website with a web link and organizations name mentioned at the event and on marketing and printed literature.
- Banner or marketing poster (provided by you) hung at the expo



## **Silver Sponsor Package: \$1000.00**

- Complimentary vendor booth (10x10) at expo
- 3 Wristbands for guest to attend the expo.
- Organizations name mentioned during event, listed on website and all marketing materials.

## **Kid Fashion Show Sponsor Package: \$1000.00**

- Complimentary vendor booth (10x10) at expo
- 3 Wristbands for guest to attend the expo.
- Your brand used to style the kids hair for the fashion show portion. You may provide t-shirts or other items for children as well.

DON'T SEE WHAT YOU ARE LOOKING FOR? The CNHE will gladly work with you to develop a customized sponsorship package that offers a great opportunity to reach our market and community consumer base. Please email us to discuss any ideas you may have at:

[info@CharlestonNaturalHairExpo.com](mailto:info@CharlestonNaturalHairExpo.com)

# Sponsorship Perks and Availability

## **All White Brunch Sponsor: \$3000 (Only 1 Available)**

- Complimentary space at the All White Brunch to promote product/brand.
- 5 wristbands for guests to attend the expo & All White Brunch.
- Complimentary slot for class or demonstration from your company at the Brunch.
- Ability to hand out product samples and or marketing materials from your company & bring in special guests to represent your brand at the brunch.
- Company Logo Signs placed throughout the brunch event. (Signs provided by you)
- Company will provide 75 Full Sized Product Bags for VIP guests at the All White Brunch & samples for other attendees



## **Styling Lounge Sponsor \$1500 (Only 1 Available)**

Style Lounge Vendor area (10x20) at the expo.

- Tables & Chairs for Styling or company may provide their own.
- Brand must provide styling tools and products for styling lounge
- 1 Electrical Drop for power.
- Complimentary 30 min. slot for class or demonstration from your company at the Expo.
- 5 Wristbands to attend Expo
- Company logo acknowledgement on website with a web link and organizations name mentioned at the event and on marketing and printed literature.
- The CNHE will work with you to find models and stylists for the style lounge. Brand may also bring their own stylists/models.





# Sponsorship Perks and Availability

## ***The Men's Lounge Sponsor \$1500 or Mens Product/Service Sponsor (In Kind Donations)***

- Men's Lounge vendor space (10x20) at expo
- 1 electrical drop for power
- Provide products catered to men for the Men's Lounge Bag Giveaways.
- Gift Card/ Gift Certificates for Men's Services or items for use on your site.
- Email us at [info@CharlestonNaturalHairExpo](mailto:info@CharlestonNaturalHairExpo) if you would like to offer something not mentioned above as an addition to our Men's Lounge area.
- Men's Lounge sponsorship allows your company to decorate the men's lounge and provide the area for the ultimate men's retreat during the expo.



## ***Bronze level donations will also be accepted in the form of:***

- Gift sets or large items for giveaways/ door prizes.
- 100 Full Size Products for our VIP swag bags
- Samples and literature to go inside the swag bags (100 sample min. please)
- Gift card/Gift certificates for use on your website.
- Donations of any brand new Natural Hair products, accessories or beauty items.
- \*All companies who donate items will be listed and recognized as a bronze sponsor for the event.



DON'T SEE WHAT YOU ARE LOOKING FOR? The CNHE will gladly work with you to develop a customized sponsorship package that offers a great opportunity to reach our market and community consumer base. Please email us to discuss any ideas you may have at:

[info@CharlestonNaturalHairExpo.com](mailto:info@CharlestonNaturalHairExpo.com)



# Community/Corporate Partner Opportunities

## Community Partnerships:

Our community partnerships come in a number of different packages. You can be a community sponsor or have a community marketing table in the pre-function area of the expo.

## Community/Corporate Sponsorship \$1500 – \$5000

Perks Include:

- Logo listed on the back of the volunteer shirts.
- Complementary table in the lobby area of the expo.
- Opportunity to place marketing materials inside of our swag bags.
- Entry to the expo for those who are working the event.
- Ability to customize a package to include stage time for marketing and more.

Please email to discuss community/corporate sponsorship level availability and perks. We would love to have you participate in the Charleston Natural Hair Expo. Email us at [info@CharlestonNaturalHairExpo.com](mailto:info@CharlestonNaturalHairExpo.com)

## Community/Corporate Marketing Table \$500

The community marketing table will be located in the pre-function/ lobby area of the event space and includes a 6 ft. table and two chairs. Entry for 4 is included with the community/corporate Marketing table.





# Vendor Opportunities

## Early Bird/ Repeat Vendor Discount:

\$100 Off any Package if secured before April 15, 2024. Package must be \$350 or higher to receive the \$100 off rate.

## Vendor Package:

Includes 1 skirted table, 2 chairs, vendor sign & small waist basket. Entry for 2 included. Additional entry wristbands & all white brunch tickets may be purchased separately.

Additional tables can be purchased along with electrical outlets. Wifi is complimentary for all patrons. Please note electrical needs on the application.

## Vendor and Booth Space \$250 - \$550

Vendors will receive one 6 ft. rectangle table & two chairs, & skirting.

- 1- 6ft. Table Top Setup without pipe and draping (Table, skirting and two chairs only) \$250
- 1- **6ft. Table Top Setup Prime** end of the aisle setup without pipe and draping (Table, skirting and two chairs only) **Located on the of an aisle. \$300**
- 1- 10x10 general booth in line with vendors \$350
- 1- **10 x10 Prime** booth on the **end of an aisle. \$550**

## Marketing Table \$200

Table and two chairs in the lobby area of the expo available for those with no items for sale.

## Electricity \$25 in advance \$40 after 6/1/2024

Electricity paid for after June 1, 2024 will be \$40. If paid for prior to June 1, 2024 it will be \$25. Wifi is complimentary and wired internet is available for an additional cost.





# Contract

This agreement is made by and between **Charleston Natural Hair Expo**, a South Carolina corporation (hereinafter referred to as “**Charleston Natural Hair Expo**”) and \_\_\_\_\_ (hereinafter referred to as “Sponsor/Vendor”) and dated this \_\_\_\_\_ day of \_\_\_\_\_, \_\_\_\_\_.

The **Charleston Natural Hair Expo** agrees to provide the following services and privileges to the Sponsor as outlined in the sponsorship prospectus:

- Platinum Sponsor - \$4500
- All White Brunch Sponsor - \$3000
- Community/Corporate Sponsor \$1500-\$5000      Please list Amount: \_\_\_\_\_
- Gold Sponsor - \$2000
- Style Lounge Sponsor - \$1500
- Men’s Lounge Sponsor - \$1500
- Silver Sponsor - \$1000
- Kids Fashion Show Sponsor- \$1000
- Prime **10x10** End Aisle Vendor Space \$550
- Community/Corporate Marketing Table (Lobby Area) \$500
- Food Vendor /Bar Vendor (1 Bar Vendor Only) Please circle choice \$450
- Prime **Table Top Only Setup** End Aisle Table Top Vendor Space (No Pipe and Draping Table and Chairs Only ) \$300
- General **10x10** Vendor Space \$350
- General **Table Top Only** Vendor Space (No pipe and draping/booth) Table and chairs only \$250
- General Marketing Table (Lobby area) \$200
- Up to 15 mins stage time \$100 & Up to 30 mins stage time \$175
- Late Registration Fee \$100 For any booth paid for after June 15, 2024.

**Early Bird/ Repeat Vendor Discount**  
**\$100 Off Any Package Paid in Full by April. 15, 2024**  
**For purchases of \$350 & higher**

Name of Firm & Point of Contact: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Point of Contact/Representative: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email \_\_\_\_\_

Website: \_\_\_\_\_ Instagram Handle: \_\_\_\_\_

Description of goods/services for sale:

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# Contract (2)

Other terms mutually agreed upon: (if none, so state): \_\_\_\_\_

\_\_\_\_\_  
\_ Sponsor shall pay to the Charleston Natural Hair Expo the sum of.....\$ \_\_\_\_\_

and/or Trade Value of products donated to the Charleston Natural Hair Expo.....\$ \_\_\_\_\_

Total Sponsorship Value.....\$ \_\_\_\_\_

which sum is due and payable within 15 days of this contract or by \_\_\_\_\_

if the Sponsor is donating product, the delivery date will be \_\_\_\_\_

**Charleston Natural Hair Expo**

**Sponsor /Vendor Signature**

Signature: \_\_\_\_\_

Signature: \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: \_\_\_\_\_

Title: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

Date: \_\_\_\_\_



# Rules & Regulations

## RULES AND REGULATIONS

- 1) The event shall be governed by the rules and regulations issued by Charleston Natural Hair & Beauty Expo.
- 2) The Charleston Natural Hair Expo management reserves the right to change the venue or date if we find a better option to accommodate our growing audience. If this is done, The Charleston Natural Hair Expo management must make all sponsors and vendors aware of the change no later than April 30, 2024. If changes are made to the date or venue and you are unable to exhibit due to the change, then you will be given a full refund of your money spent on vendor purchases. All refunds requests must be in by April 30, 2024 if it is because of the change in venue or date. Personal cancellations must be done prior to April 30, 2024 More information listed below. 3) The event is limited to those persons, firms and corporations, which have contracted and paid for vendor space in the event facility. Booth sharing is strictly prohibited.
- 5) No vendor may assign its contract for vendor space or permit any other persons to use any part of such space.
- 6) Each vendor must make provisions for the safekeeping of its goods from the time they are placed in the vendors' booth until the time they are removed.
- 7) The vendor shall not, without written consent of Charleston Natural Hair Expo dismantle its exhibit nor do any packaging prior to the official closing time of the event. 5pm daily
- 8) Vendors' shall assume responsibility for damages they make to the event facility and property.
- 9) All vendors are responsible for the décor, banners & decoration of your vendor table. Vendors will only be provided with a table, skirting, two chairs, basic vendor name sign and a trashcan.
- 10) Vendor set up will be allowed at least 2 hour prior to the show and all items must be packed and promptly put away at the conclusion of the expo at 5p.m. Vendors are responsible for discarding all trash and boxes in appropriate areas. \_\_\_\_\_ (Initial)
11. Any vendors selling, sampling or giving away food or beverage items must make the CNHE team aware of such food/beverage items on this application & prior to booth assignment. There will be an extra \$100 food vendor charge for any food items sold or given away at your booth during the expo. Any food items not listed in your contract will not be allowed at the show and if food items are seen at your booth, you will be asked to remove items not listed on this contract from your booth or dismantle your vendor booth without a refund of fees. Please adhere to this food and beverage policy update. \_\_\_\_\_ (Initial)
- 12) Cancellation Policy: Vendors/sponsors canceling prior to April 30, 2024 will only receive 50% of fees paid. Vendors canceling after April 30, 2024 forfeit 100% of the vendor/sponsor fee. In the event of Covid-19, any other pandemic that may arise and cancellations because of such, all booth / sponsorship purchases will be moved to the next show date and will not be refunded as the CNHE will not receive any refunds from the venue due to unforeseen circumstances beyond the CNHE's control. \_\_\_\_\_ ( Initial)

**Cancellation of exhibit space must be directed in writing to the Charleston Natural Hair Expo. Refunds or deposits will be made at the discretion of the show management. There will be no refund of payments or deposits for cancellations made after April 30, 2024. Any refunds that are rightfully due & have proper cancellation notice will be given within 30 days after show date has passed. (Final Show Day July 13 2024**

### Failure to Exhibit

In the event that the exhibitor fails to exhibit in the space allocated to him/her on opening day, the Charleston Natural Hair Expo may make such use of said space, as it sees fit, without any liability whatsoever to the exhibitor who shall remain liable for the payment of the total booth price due under contract & without refund, whether the space is resold or not. Exhibitor must be on time for setup as well. It is not professional to set up after doors open and you may be denied exhibition rights without refund for failure to load in prior to the start of the expo.

**Use of Audio Equipment/Video Monitors: The use of loud speakers, amplifiers and/or loud music which interferes with another exhibitor shall Not Be Permitted. With my signature I agree to all the terms of this agreement listed above. I agree that I understand the full contents of this contract as it pertains to execution of show duties and the return/refund policy of the Charleston Natural Hair Expo and it's owner/operators. \_\_\_\_\_ ( Signature & Date)**

# Payment Information

## 2024 Charleston Natural Hair Expo

Fill out and submit with your sponsorship agreement to the Charleston Natural Hair Expo

### Contact Information:

Full Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Website: \_\_\_\_\_

**PAYMENT (circle one):**      Credit Card                      Check                      PayPal

Total payment \$ \_\_\_\_\_

If using a credit card, fill in credit card number in the boxes provided below. Please note that a 3.5% fee will be added to credit card payments. Final amount will be verified before authorization. **FILL THIS OUT ONLY IF YOU DO NOT WANT TO PAY VIA PAYPAL INVOICE.**

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Expires: (MM/YY): \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Checks Payable to: The Charleston Natural Hair Expo