

2025 SOUTH CAROLINA

BLACK EXPO



expo@thomasmediacorp.com

www.blackexposouth.com

Leadership

DARRIN THOMAS *PRESIDENT*

Darrin Thomas is the visionary leader of Thomas Media Group, overseeing the 28+ years of success of the SC Black Pages and the Black Expo. Thomas is a graduate of the University of South Carolina and serves on numerous boards. He sincerely believes that you cannot support minority businesses without knowing where to find them and has made it his life's work to create platforms and spaces to elevate them.



Purpose

As we celebrate 28 years of empowering the African American community, I am excited to share with you the upcoming Black Expo Weekend, an initiative that embodies our longstanding commitment to enhancing economic development within our community. This premier event aims to gather leaders, entrepreneurs, and visionaries to share insights and strategies for economic cooperation and empowerment within our communities.

For nearly three decades, our organization has championed the importance of elevated opportunities and visibility for minority-owned businesses. The Black Expo Weekend serves as a crucial platform to spotlight these enterprises while fostering an environment ripe for growth and innovation.

Over the years our partners have created a dedicated cohort of leaders and advocates who are passionate about creating lasting change. Together, we can inspire a new generation of entrepreneurs and empower individuals through the essential elements that contribute to their success.

Our event will delve into the five pillars that we believe are vital for sustainable economic progress: Education, Health, Jobs, Entrepreneurship, and Wealth Creation. Each of these pillars plays a significant role in not only the economic health of our community but also in enriching the overall fabric of our State.



Our Focus

EDUCATION:

A solid foundation in education is essential for preparing individuals for higher education and pursuing opportunities in STEM fields. Expo is dedicated to inspiring and equipping the next generation with the skills and knowledge necessary to thrive in these critical areas.

HEALTH:

Addressing health disparities is crucial for fostering healthier communities. We recognize that healthy communities contribute to better economic decision-making, ultimately leading to improved quality of life.

JOBS:

Jobs: Long-term economic development requires sustained employment efforts. Expo offers resources for job training, professional development, and support systems that enable individuals to achieve lasting job security and success.

ENTREPRENEURSHIP:

Instilling the fundamentals of successful business creation and growth. Our resources are tailored to support aspiring entrepreneurs through mentorship, financial planning, and practical workshops that guide them from concept to implementation.

WEALTH CREATION:

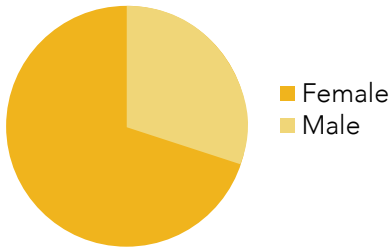
Creation: The wealth gap is a pressing issue that we address through financial literacy initiatives designed for all ages. By teaching sound financial practices, we aim to equip individuals with the tools they need to build wealth and secure their financial futures.



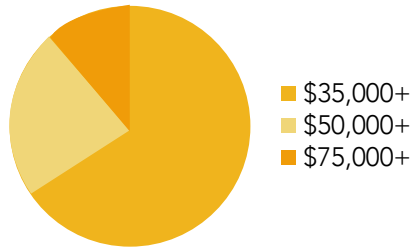
Expo by the Numbers

OUR DEMOGRAPHICS

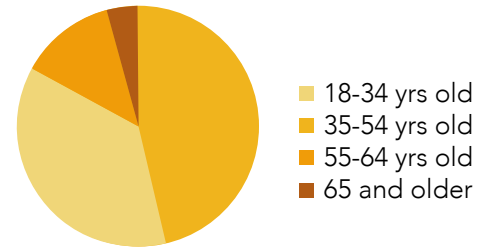
GENDER



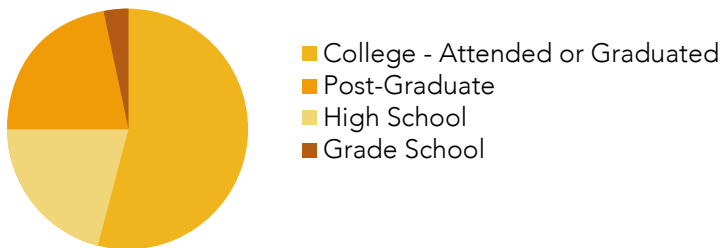
INCOME



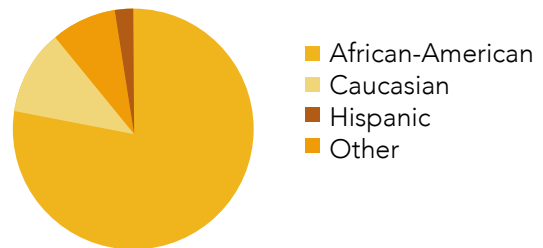
AGE



EDUCATION LEVEL



RACE/ETHNICITY



85%

Of attendees who would attend the Economic Empowerment Summit in the future.

35%

Of all attendees across markets attended just to learn more about entrepreneurship

95%

Of attendees across markets prefer the Economic Empowering Summit over the previous format.

INCLUDED IN THE EXPO

National guest speakers | HBCU College Fair | Wealth Creation Symposium | Career Fair and Job Readiness Procurement/Business Development | Health Screenings/Seminars | FAFSA assistance | And more...

"Attendees coming for the new format are more engaged and focused on learning" - P & B Promotionals | Previous Vendor

2025 Events

2025 CHARLESTON BLACK EXPO - MARCH 6 - 8

- Kick-off Reception
- Taste of Black Charleston
- Black Expo Saturday Event

2025 COLUMBIA BLACK EXPO - MAY 15 - 17

- Kickoff Reception
- Taste of Black Columbia
- Black Expo Saturday Event

PAST GUESTS



The Clark Sisters



VP Kamala Harris



Eva Marcille



Master P



MAJOR.



Anthony Anderson



Dr. Jenifer Lewis



Larez Tate

ALUMNI SPONSORS



Key Sponsorship

The Black Expo is an exceptional platform designed to foster meaningful connections and collaborations among industry leaders, and we believe your participation as a sponsor will greatly enhance the event's impact. As a key sponsor, your company will enjoy a variety of exclusive opportunities, including:

Title Sponsor - \$75,000 *Exclusive*

- **Exhibitor Space:** Showcase your brand with four (4) 10x10 exhibitor booths positioned strategically throughout the Expo.
- **Branding:** "Your Company" presents The Black Expo
- **Educational Engagement:** Participate in a seminar or panel discussion, allowing your representatives to engage directly with attendees and share your expertise.
- **Marketing:** Amplify your brand presence through extensive promotional avenues, including radio and television ads, billboards, dedicated sections on our website, targeted social media campaigns, and email marketing efforts.
- **Branding:** Your company logo will be prominently displayed on our website and featured in both printed and digital materials associated with the event.
- **Complimentary Tickets:** Enjoy reserved access with two (2) Kick-off Reception tables, as well as twenty-five (25) tickets for our Taste of... event and thirty (30) tickets for the Black Expo.
- **Video Promotion:** Leverage a 30-second branded video that will be promoted throughout the venue, ensuring maximum visibility to attendees.

Platinum Sponsor - \$35,000 *Limited*

- **Exhibitor Space:** Showcase your brand with two (2) 10x10 exhibitor booths positioned strategically throughout the Expo.
- **Educational Engagement:** Participate in a seminar or panel discussion, allowing your representatives to engage directly with attendees and share your expertise.
- **Marketing:** Amplify your brand presence through extensive promotional avenues, including radio and television ads, billboards, dedicated sections on our website, targeted social media campaigns, and email marketing efforts.
- **Branding:** Your company logo will be prominently displayed on our website and featured in both printed and digital materials associated with the event.
- **Complimentary Tickets:** Enjoy reserved access with one (1) Kick-off Reception tables, as well as fifteen (15) tickets for our Taste of... event and twenty (20) tickets for the Black Expo.
- **Video Promotion:** Leverage a 30-second branded video that will be promoted throughout the venue, ensuring maximum visibility to attendees.

Gold Sponsor – \$15,000 *Limited*

- **Exhibitor Space:** Showcase your brand with two (2) 10x10 exhibitor booths positioned strategically throughout the Expo.
- **Educational Engagement:** Participate in a seminar or panel discussion, allowing your representatives to engage directly with attendees and share your expertise.
- **Marketing:** Amplify your brand presence through extensive promotional avenues, including radio and billboards, dedicated sections on our website, targeted social media campaigns, and email marketing efforts.
- **Branding:** Your company logo will be prominently displayed on our website and featured in both printed and digital materials associated with the event.
- **Complimentary Tickets:** Enjoy reserved access with six (6) Kick-off Reception tickets, as well as ten (10) tickets for our Taste of... event and ten (10) tickets for the Black Expo.
- **Video Promotion:** Leverage a 30-second branded video that will be promoted throughout the venue, ensuring maximum visibility to attendees.

Silver Sponsor – \$10,000 *Limited*

- **Exhibitor Space:** Showcase your brand with one (1) 10x10 exhibitor booth positioned strategically throughout the Expo.
- **Marketing:** Amplify your brand presence through extensive promotional avenues, including billboards, dedicated sections on our website, targeted social media campaigns, and email marketing efforts.
- **Branding:** Your company logo will be prominently displayed on our website and featured in both printed and digital materials associated with the event.
- **Complimentary Tickets:** Enjoy reserved access with four (4) Kick-off Reception tickets, as well as eight (8) tickets for our Taste of... event and ten (10) tickets for the Black Expo.

Bronze Sponsor – \$7,500 *Limited*

- **Exhibitor Space:** Showcase your brand with one (1) 10x10 exhibitor booth positioned strategically throughout the Expo.
- **Marketing:** Amplify your brand presence through extensive promotional avenues, including dedicated sections on our website, targeted social media campaigns, and email marketing efforts.
- **Branding:** Your company logo will be prominently displayed on our website and featured in both printed and digital materials associated with the event.
- **Complimentary Tickets:** Enjoy reserved access with two (2) Kick-off Reception tickets, as well as six (6) tickets for our Taste of... event and five (5) tickets for the Black Expo.

Taste of Black ... *Sponsorship*

The Taste of Black Charleston and Taste of Black Columbia offers a high level event for community leaders, members, foodies, live entertainment lovers and more to gather together and party for a purpose. Raising over \$60,000 for charities - this event offers the ability for brands and companies to expose their services.

Fourth Course - \$10,000

- Extensive brand activation through media channels: radio ads, television ads, billboards, website, social media, and email marketing
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (10) Taste of... tickets and (8) Black Expo tickets

Third Course - \$5,000

- Media exposure including radio, television, billboard, website, social media, and email marketing
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (8) Taste of... tickets and (8) Black Expo tickets

Second Course - \$2,500

- Media promotion via radio ads, website, social media, and email marketing
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (4) Taste of... tickets and (4) Black Expo tickets

First Course - \$1,500

- Inclusion in website, social media, and email marketing
- Prominent logo placement across the website, printed materials, and digital platforms
- (Includes (2) Taste of... tickets and (2) Black Expo tickets)

Band/Local Entertainment Sponsor - \$2,500

- Signage at the entertainment area
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (2) Taste of... tickets and (2) Black Expo tickets

Cutlery Sponsor - \$1,000

- Branding on napkins and plates
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (2) Taste of... tickets and (2) Black Expo tickets

Chef Sponsor - \$1,000

- Signage at the Chef's station
- Prominent logo placement across the website, printed materials, and digital platforms
- Includes (2) Taste of... tickets and (2) Black Expo tickets



ECONOMIC EMPOWERMENT SUMMIT

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