

# BLERDFEST! CON 2019 BALL

• NEW ORLEANS •



## ABOUT BLERDFEST!

There has been exponential growth in the popularity and influence of “Nerd” culture in recent years. Mostly, that representation excludes the Black experience. While the percentage of Black Nerds, or “Blerds,” relative to the larger Black community may not be equal to those in other communities, there are increasing numbers of us who want to change that – to live our best lives by passionately pursuing unique interests in geek culture, the arts, and academia.

Events catering to Blerds have sprung up in cities across the country, such as DC (BlerdCon), Detroit (MECCAcon), NYC (Black Comic Book Festival; Blerd City), and San Francisco (Black Comix Arts Festival), among others. **BLERDFEST!** is committed to creating an annual event which celebrates, embraces, and supports these individuals, in the city known worldwide for its festival culture, and to building a community *of us, by us, and for us*, in New Orleans and beyond.

We are planning a day-long event for Saturday, April 6, 2019, which would be broken down into two sections:

### BLERDFEST! CON (11:30 am - 6 pm):

- All Ages
- Panels
- Science Fair
- Vendors
- Guests
- Screenings
- Video Gaming by  Microsoft
- Kid’s Corner by  Microsoft

### BLERDFEST! BALL (10 pm - 2 am):

- 21+
- Dancing
- Costume Contest
- Vendors
- Live Music / DJ
- Nerdy Burlesque
- Photo Booth
- Food Trucks & Cash Bar



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## BENEFITS OF SPONSORSHIP

SPONSORSHIP LEVELS	\$15K	\$5K	\$3K	\$1.5K	\$300	SWAG*
Presenting Partner for (1) event	✓					
Recognition on all promotional collateral	logo					
Recognition on all advertisements <sup>†</sup>	logo	logo				
Recognition on Red Carpet backdrop	logo	logo	logo			
Recognition on signage displayed at event	logo	logo	logo	logo	text	
Recognition in all Social Media promotions <sup>††</sup>	logo	logo	logo	logo	text	
Recognition on website / event page	logo	logo	logo	logo	text	text
Recognition on invitation (printed & digital)	logo	logo	logo	logo	text	text
Recognition in press releases	text	text	text	text	text	text
Tickets to <b>BLERDFEST! 2019</b>	20	10	8	4	2	1

\* Non-monetary contributions (physical objects or coupons) for up to 500 attendees.

† On advertisements with limited space, recognition will be listed in text.

†† We have a Social Media presence on Facebook, Instagram, and Twitter.

## DEADLINES

- March 1, 2019: Signed contract and logo due (logo ideally in vector format, or high-resolution).
- March 15, 2019: Sponsor contribution due.

## CONTACT INFORMATION

**TRUE**

*Organizer*

**TRUE@BLERDFEST.ORG**

Valencia Pleasant

*Co-Organizer*

**BLERDFESTNOLA@gmail.com**

**BLERDFEST!** is presented by **TRUE BLERD**, LLC, a for-profit Sole Proprietor entity formed in the state of Louisiana.

# BLERDFEST!

## CON 2019 BALL

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**BLERDFEST! 2019 SPONSORSHIP COMMITMENT**

**YES! I / We want to sponsor BLERDFEST! 2019 on Saturday, April 6, 2019!**

\$15,000 Sponsorship (includes 20 tickets!\*)

\$5,000 Sponsorship (includes 10 tickets!)

\$3,000 Sponsorship (includes 8 tickets!)

\$1,500 Sponsorship (includes 4 tickets!)

\$300 Sponsorship (includes 2 tickets!)

Swag Sponsorship (includes 1 ticket!)

Please specify swag: \_\_\_\_\_

Event Sponsorship is not an option for me / us at this time, but I / we would love to support the event in other ways! Please specify: \_\_\_\_\_

\*Please refer to previous page for complete list of Sponsorship Benefits.

SPONSOR INFO	
Sponsor / Company Name:	
Contact Name, Title:	
Address:	
City, State, Zip:	
Phone:	Fax:
Email:	

Commitment must be received by March 1, 2019 for inclusion in any printed materials.  
Please return completed form to:

**TRUE**

3821 Dauphine St, Apt Rear  
New Orleans, LA 70117-5917

**TRUE@BLERDFEST.ORG**