



# Holiday Christmas & Kwanzaa Gift Show

## ABOUT THE 2022 HOLIDAY CHRISTMAS & KWANZAA GIFT SHOW

The Holiday Christmas & Kwanzaa Gift Show (Gift Show) is the largest African American consumer and business show in the Bay Area and Northern California. The Bay Area legacy of the Gift Show dates to the early 90's and is typically presented during the holiday shopping season while hosted at the Oakland Marriott Convention Center. The show provides local, regional, and statewide entrepreneurs, small businesses, community organizations, and corporations the opportunity to showcase their unique products, merchandise, and services to 1000's of holiday shoppers over the course of 2 days at the launch of the holiday shopping season. The Gift Show also offers activities for the whole family to enjoy as the holiday spirit is kept alive with community choirs, live music, and local and nationally known entertainment.

During the Covid-19 pandemic local small businesses have suffered as a result of the shelter in place and fear of the virus spreading. The Gift Show allows participating small businesses the opportunity to reach new customers and generate sales during the holiday shopping period.

"I am pleased to bring the community together again as we help generate joy during the holiday season," said **James Moore, Jr.**, CEO of The African American Business Exchange ([THEAABE.COM](http://THEAABE.COM)). Our goal is to unify Black businesses so that we can know each other, develop a strong network to market and support all our businesses, and build and sustain our families and community together.

For 2022, AABE is collaborating with Black Owned Beauty Supply Association (B.O.B.S.A.) and Oakland's The Black Cultural Zone.

B.O.B.S.A. is the premier National Organization that provides African Americans the platform to demonstrate competitive leadership in the 9-billion-dollar Black Hair Care & Cosmetic Industry, nationwide and internationally.

Since 2014, The East Oakland Black Cultural Zone Collaborative has worked with a coalition of residents, government agencies, churches, and grassroots organizing groups to help keep Black folks in East Oakland. Through a strategy of building power, securing land, and directing more dollars to community driven projects we can secure a foothold in East Oakland that finally allows our neighborhoods to thrive.

The collaboration with these organizations is projected to help generate excitement and overwhelming business opportunities to local and regional small businesses.

"Family and Community Reunion" is our theme. Won't you support us!



# Holiday Christmas & Kwanzaa Gift Show

Please review sponsorship opportunities and become part of the solution to continue bringing economic opportunity and a cultural experience to our community.

## SPONSORSHIP OPPORTUNITIES

PLATINUM	DIAMOND	GOLD	SILVER	SPONSOR BENEFITS
\$25,000	\$15,000	\$10,000	\$5,000	
VIP 50	VIP 30	VIP 20	VIP 10	
				<ul style="list-style-type: none"> <li>VIP event tickets</li> <li>Event exhibit space</li> <li>Logo on social media</li> <li>Logo on promotional materials</li> <li>Signage in conference center</li> <li>Prime exhibit space</li> <li>Featured sponsor</li> <li>Presenting sponsor main stage</li> </ul>



Former Oakland Mayor Ron Dellums and Postmaster present James Moore, Jr. with official USPS Kwanzaa stamp



Congresswoman Barbara Lee strolls throughout the Gift Show in support of AABE's mission to lift Black businesses.



# Holiday Christmas & Kwanzaa Gift Show

## SPONSORSHIP CONFIRMATION

Yes, we are proud to support the 2022 *Holiday Christmas & Kwanzaa Gift Show* with the following sponsorship:

**Acknowledgment Listing** (please list how you would like to be acknowledged in promotional materials)

---

\* LOGO SPECIFICATIONS: All logos must be submitted as vector (.eps) and (.jpg) images. Only high-resolution logos will be accepted. Logos from websites will not be accepted. Raster images, (.tiff and .jpeg) independent of the application program used to create such design will be accepted, if they are submitted at high-quality, as uncompressed 300 dpi resolution, 8-bit, BLACK/WHITE or COLOR.

### Please Complete

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

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

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

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

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

*We will contact the above listed 2 weeks prior to the event to obtain the names of your event guests.*

If you wish you may process your sponsorship online at [www.bayareagiftshow.com](http://www.bayareagiftshow.com)

Enclosed is a check made payable to **The African American Business Exchange**

in the amount of: \$ \_\_\_\_\_

To confirm sponsorship, please submit this form with enclosed payment to the following address by November 11, 2022:

### **The African American Business Exchange**

3630 High Street – Suite 19214

Oakland, CA 94619

For more information: Please call 510.866.2214 or email [info@theaabe.org](mailto:info@theaabe.org)

Proceeds from this event benefit The African American Business Exchange programs. Contribution is tax-deductible up to the amount allowed by the IRS. 501 (c) 3 Tax ID Number 91-2167151