



Welcome

Columbus Melanin Pride



Thank you for allowing Kingfinity the opportunity to present details regarding this year's "Columbus Melanin Pride." This weekend of events gives Kingfinity, and all involved an opportunity to collaboratively come together, celebrate, amplify, and acknowledge the diversity in our LGBTQIA+ community. Black and Brown people are no longer looking for inclusion, we want it to be acknowledged that we are already here and thriving.

With your sponsorship, our goal of \$30,000 to bring a top tier experience for our Black and Brown LGBTQIA+ community can become a reality. Our desire is to affirm that these Black and Brown lives matter right here in Columbus, Ohio, and deserve to be celebrated.

Throughout this document, we will provide further details to help you lean in and sponsor a Pride that will help sprinkle a little Melanin Magic here in Columbus.

About



We created Kingfinity Swag in 2019 after we noticed a lack of inclusion as it pertained to apparel amplifying all facets of the Black Community. While attempting to be different and set ourselves apart from other businesses, we hosted our first event entitled, "BlackOut." The goal was to launch the business and showcase the designs while also amplifying other Black Owned Businesses. The event had 200+ guests in attendance and began to expand the business beyond novelty wear to amplifying and building up other Black Businesses.

As we sought to bring clarity to our brand, Kingfinity Swag evolved into the overarching brand formerly known as Taure' France Design Studio. Kingfinity now has several different areas of focus: Including Swag, and now Entertainment. Aside from the dope swag we offer, we also continue to create crafted cultural experiences that truly uplift many facets of the black community. We've Hosted Vendors Lounges, Marches on Columbus for Black Lives, Columbus Melanin Pride, Production Shows, and have a long list of other experiences coming to you soon. what sets us apart from other "Promoters" is that we strive to create beautifully crafted safe spaces made for us and by us.

For more information about Kingfinity, visit our website (WeAreKingfinity.com), social media (FB: Kingfinity/IG & Twitter: @WeAreKingfinity), or send us an email (WeAreKingfinity@outlook.com).

Get Involved

In our inaugural year, we managed to create an impactful yet safe weekend for our Black and Brown LGBTQIA+ Community while overcoming COVID concerns and adhering to COVID precautions. We found that in 2021 there was an uprising in smaller cities, neighborhoods, and subsections of our Columbus LGBTQIA+ Community celebrating their own prides. With this came an oversaturation in LGBTQIA+ programming in June. Although we would have loved a stronger participation, we broke even and got an even larger response from those that traveled into Columbus to experience the events. We also understand that COVID had a big effect on people's willingness to be in large crowds or groups of people. We decided to move Columbus Melanin Pride from the end of June to September 22th-25th to lessen our chances of competing with the oversaturated Pride market in June.

This weekend of events will start off with "Send Noods;" an event crafted to amplify the beauty in our bodies while promoting Body and Sex Positivity. The event starts off with a paint and sip where our facilitator will guide participants to paint the beauty in what they see while jamming out to R&B/Soul music. General admission to the Paint and Sip portion will grant admission to the kickback immediately following the Paint and Sip. The kickback creates a space for us to welcome people to Columbus for the rest of the CMP festivities while enjoying more R&B/Hip Hop music from our DJ. "Send Noods" will have a loosely enforced nude tone/melanin attire and will serve as the official kickoff of Columbus Melanin Pride 2022.

Friday evening will be "Heaux Tales: Vynm and Friends;" this sex positive, costume party is the sequel to "Blow" from CMP 2021. This event will encourage attendees to wrap it up, PrEP it up, and be more involved with their sexual health while exploring the intricacies of their sexuality. Sex Toy and Lingerie Vendors will be present. The first two hours will consist of a cash bar and a space for dancing with an R&B/Hip Hop DJ. The participants will also have access to the lounge with vendors and live demonstrations. After the first two hours the VIP section will open on the third floor providing access to our 90s R&B Room with a massage therapist and open bar, as well as a House DJ on the Roof Top.

Saturday will kick off with the sequel to our iconic Launch entitled “BlackOut.” This fashion forward event is guaranteed to put Black Excellence on display. “BlackOut II” is the launch of a new business venture under the Kingfinity Brand as well as the amplification of Black and Brown and or LGBTQIA+ Businesses such as Kingfinity in our BlackOut Lounge. This event will have a Vendors lounge that anyone can access whether they have tickets for the main stage or not. The Main Stage will have live music, a DJ, an open Bar, and a fashion show. The attire is giving Melanin Met Gala.

We will also encourage and promote other promoters that would like to host official Columbus Melanin Pride events that weekend. Our hope is to really help bring Melanin Magic to the heart of Columbus.

Why Sponsor?

Sponsoring “Columbus Melanin Pride” brings brand exposure and the perception of social and moral responsibility during this tense climate of social injustice. Sponsorship also has the potential for mass marketing opportunities and sales leads.

What Does Sponsorship Look Like?

As a small Black-Owned business trying to put on a large event in Columbus, you could imagine the financial assistance is vital to the success of Columbus Melanin Pride. There are several financial sponsorship levels to choose from.

Silver Sponsors | Priceless

Columbus Events tend to be so successful due to word of mouth and others sharing marketing on their social media. While this sponsorship may not have a dollar sign next to it, this gift is vital and important to the success of Columbus Melanin Pride.

Gold Sponsors | \$100

Social Media Tags and Logo Placement on Kingfinity Website

Diamond Sponsors | \$500+

Logo Placement on All Marketing and Merchandise as Gold Sponsor. Social Media Mentions and Logo Placement on Kingfinity Website.

Sapphire Sponsors | Sponsoring Event Partner \$500+

Logo Placement on All Marketing and Merchandise as Sponsoring Event Partner. Social Media Mentions and Business Promotions. Logo Placement on Kingfinity Website.

Hosting Rights to Event (ie. Stonewall Columbus decides to sponsor the venue cost for “Heaux Tales: Vynm and Friends.” Heaux Tales is now being hosted by Kingfinity and Stonewall Columbus).

Platinum Sponsors | \$5000+

Logo Placement on All Marketing and Merchandise as Sponsoring Pride Partner. Social Media Mentions. Logo Placement on Kingfinity Website. Promotion of Your Business in Association with Columbus Melanin Pride. Three VIP Event Passes for all Kingfinity hosted Columbus Melanin Pride Weekend Events.

Next Steps

Thank you so much for taking the time to read our proposal. If you are interested in being Gold, Diamond, Sapphire, or Platinum Sponsors, please [email us](#) so we can contact you to discuss your contribution. All contributions must be received by May 21st to properly be added to the Kingfinity Website and Pride Guide Marketing in a timely manner. If you are interested in hosting an official Columbus Melanin Pride event, please email us for more information.