

The Official Melanin Market®: Empowering Minority-Owned Businesses Worldwide



Empowering Minority-Owned Businesses

The Melanin Market is a groundbreaking platform dedicated to empowering Black, indigenous, and minority-owned businesses through local events, expos, and pop-up shops across the United States.

Strengthening the Melanin Dollar

Our mission is to strengthen melanin money, foster collaboration, and provide opportunities for underrepresented entrepreneurs to showcase their products and services, changing the world one entrepreneur at a time.

Join The Culture

Embrace the power to shape our culture for the better. In communities full of challenges, let's stand together, celebrate each other, and inspire positive change. Your Voice Matters, Your Support Matters. The Melanin Market® is more than just an online marketplace - it's a movement invited to all help empower minority-owned businesses and connect diverse communities as one. Join us on our mission as we Empower a diverse community of entrepreneurs and creatives to unlock economic opportunities, drive innovation, and amplify marginalized voices.



The Melanin Market Brand : More Than a Marketplace



Empowerment

We stand for economic empowerment and growth within marginalized communities.



Collaboration

Our platform fosters networking and partnerships among diverse entrepreneurs.



Advocacy

We are a leading voice in the movement for economic justice and inclusion.

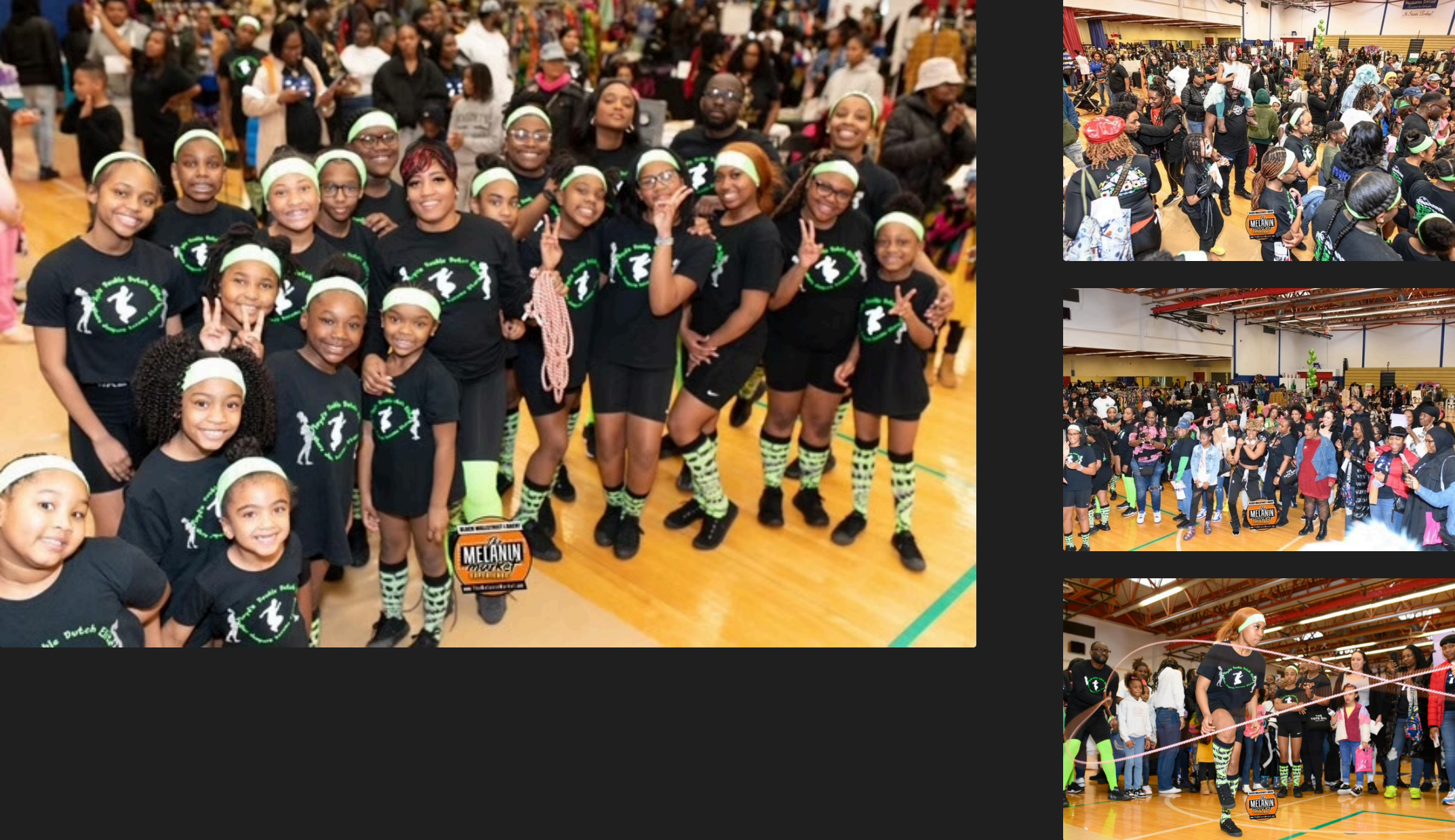
With over 15,000+ Organic followers across social media platforms and high engagement rates, The Melanin Market has become a powerful brand. Our #themelaninmarket #melaninmarket is a viral hashtag event goers are very familiar with from our events , fashion showcases , open mic events to showcasing vendors, and engaging with our community. Aligning with us offers sponsors the opportunity to demonstrate their commitment to diversity and inclusion.



Our Vision: Empowering Through Entrepreneurship



At The Melanin Market, we envision a future where minority-owned businesses thrive through entrepreneurship and collaboration. By creating a platform for these businesses to connect and grow, we aim to strengthen the economic power of communities of color. Through sponsorship, we can expand our reach to new cities and make a positive impact on countless individuals.



Our Impact: Connecting Communities

50+

Events Hosted

The Melanin Market has organized over 50 expos styled events , fashion shows, concerts and pop-up shops A.K.A The Melanin Market™ across the U.S.

50K+

Shoppers Support Worldwide

Our events have attracted over 50,000+ any growing supporters of diverse businesses over 8+ years of community events.

1200+

Businesses Supported

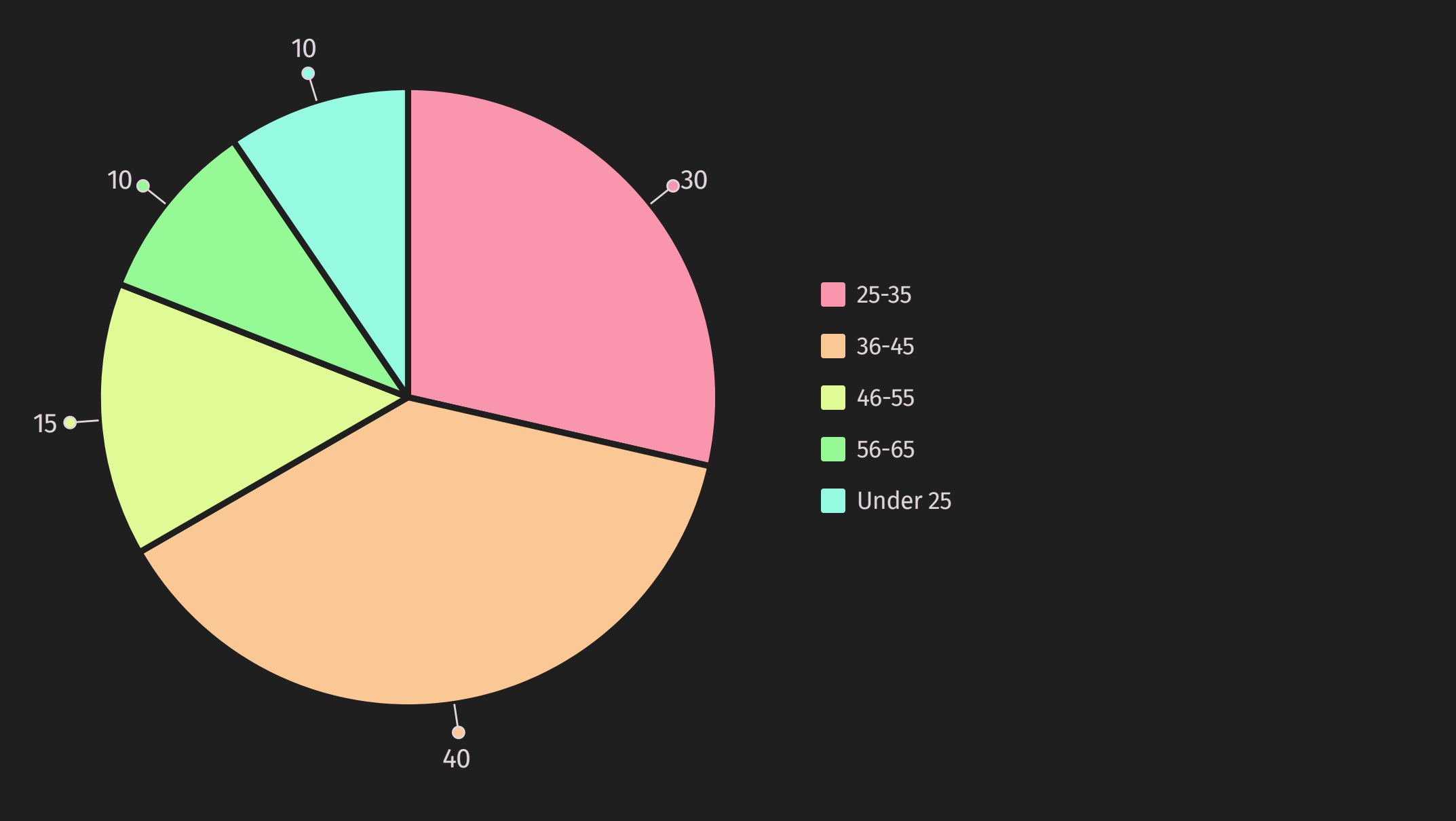
We've provided a platform for more than 1200+ small businesses to showcase their products and services. within 8 years

Through these events, The Melanin Market has fostered a sense of community among minority-owned businesses and their customers, creating a space for networking and collaboration. By sponsoring The Melanin Market, your brand can help support this important mission and make a lasting impact on the communities we are blessed to inspire worldwide.



Audience Demographics: A Diverse and Engaged Community

Click Chart for Age demographic details



Diverse Audience

A broad mix of ages, genders, and incomes united by their support for minority-owned businesses.

Key Demographic

Primarily individuals aged 25-65, with a strong female presence (70%).

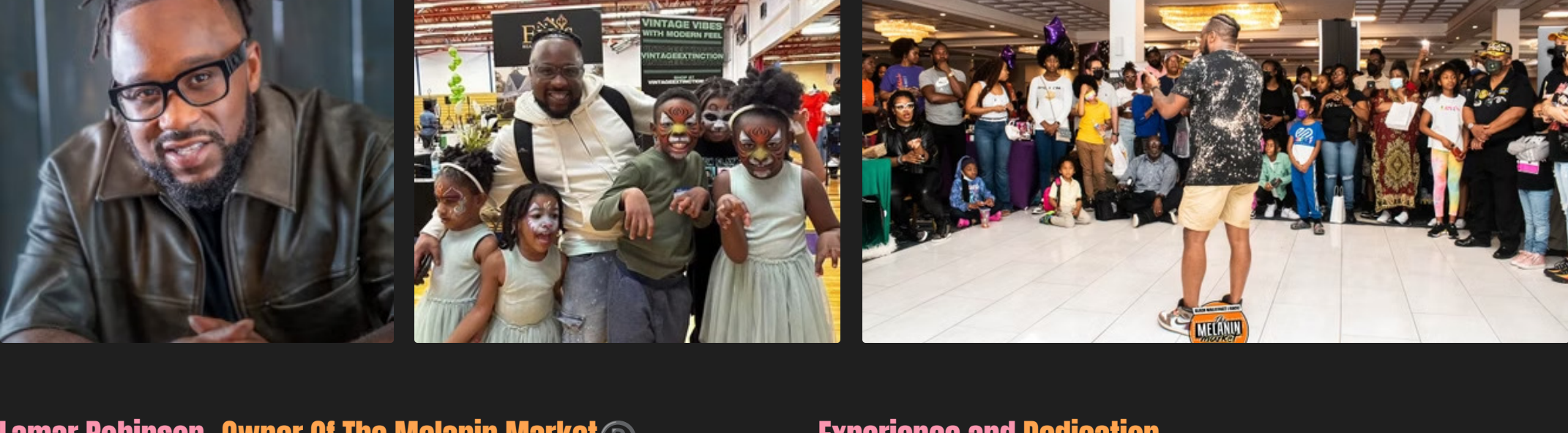
Affluent Attendees

Household incomes typically range from \$65,000 to \$165,000.

Valuable Exposure

Sponsoring our events connects your brand with a passionate and engaged consumer base.

Meet the CEO: Lamar Robinson



Lamar Robinson- Owner Of The Melanin Market®

The driving force behind The Melanin Market® is Lamar Robinson, a passionate advocate for entrepreneurship in underserved communities. His vision is to empower and celebrate Black-owned businesses, bridging the gap between small business owners and local customers. By providing a platform for diverse talents - from kid vendors to young artists - The Melanin Market inspires all generations and creates life-changing experiences, connections, PR, and marketing opportunities for its attendees.

Experience and Dedication

Lamar brings a wealth of experience in business development, event management, and marketing. Dedicated to fostering a community of Black entrepreneurs, he has invested his own capital year after year to keep The Melanin Market thriving. In fact, it's documented that Lamar once sold an asset to book the prestigious Philadelphia convention center for the 7th anniversary event April 2024, ensuring Black business owners could showcase their products in a premier venue rather than a gymnasium where he started his the melanin market® back in 2016.



▼ Each One Teach One

As the exclusive sponsor, you'll have the opportunity to sponsor 10 small business owners, providing them with access to the event and resources.

Experience and Expertise

Lamar brings a wealth of experience in business development, event management, and marketing. He is dedicated to fostering a community of Black entrepreneurs and supporting their growth.

- 1

Brand Engineer & Event Specialist

With over 15 years of experience orchestrating high-profile marketing events and festivals, Lamar Robinson is the driving force behind The Melanin Market. His journey from event promoter to community advocate has shaped the brand's mission and impact. As a brand engineer, Lamar identifies issues in businesses and provides brand strategy, consultations, and proven strategies to help take companies from being just a business owner to becoming a true brand owner. This organic approach allows business owners to excel without spending excessive amounts on advertising, using Lamar's innovative community based marketing tactics. Businesses are invited to schedule a call to learn more about working with Lamar and The Melanin Market.
- 2

Overcoming Adversity

Lamar Robinson, a passionate advocate for youth empowerment, overcame the trauma of gun violence at just 19 years old. By 21, he was collaborating with schools to address critical issues like gun violence, bullying, and self-esteem. Driven by his personal experiences, Lamar has dedicated his career to uplifting the next generation of minority entrepreneurs. By 25, Lamar had helped over 2,500 small business owners earn an extra \$12,000 from home. At 28, he owned his own successful trucking company. Now at 36, Lamar has built three six-figure companies in just 10 years. His unique business mindset and holistic approach have benefited thousands through the events and programs he curates. Lamar's mission is to guide startups on their journey to becoming thriving, established businesses.
- 3

Championing Black Entrepreneurship

Lamar founded The Melanin Market in 2017 after going viral with a video showcasing his innovative expo that brought together generations of diverse entrepreneurs, artists, and community members. This groundbreaking event provided a glimpse of what true inclusivity and economic empowerment can look like, addressing longstanding injustices faced by BIPOC small business owners. By trademarking The Melanin Market, Lamar created a platform for minority-owned enterprises to thrive. From kid vendors to musicians , realtors and authors, the expo celebrates the vibrant talents and entrepreneurial spirit of small business owners. Attendees experience the joy of intergenerational commerce, networking, and building lifelong connections - a true reflection of Lamar's vision for a more equitable future for the next generation.

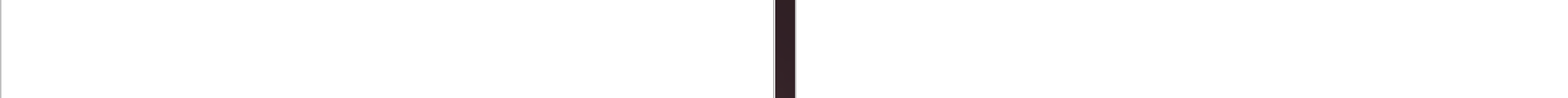
Past Events

- Kennedy Center,NJ

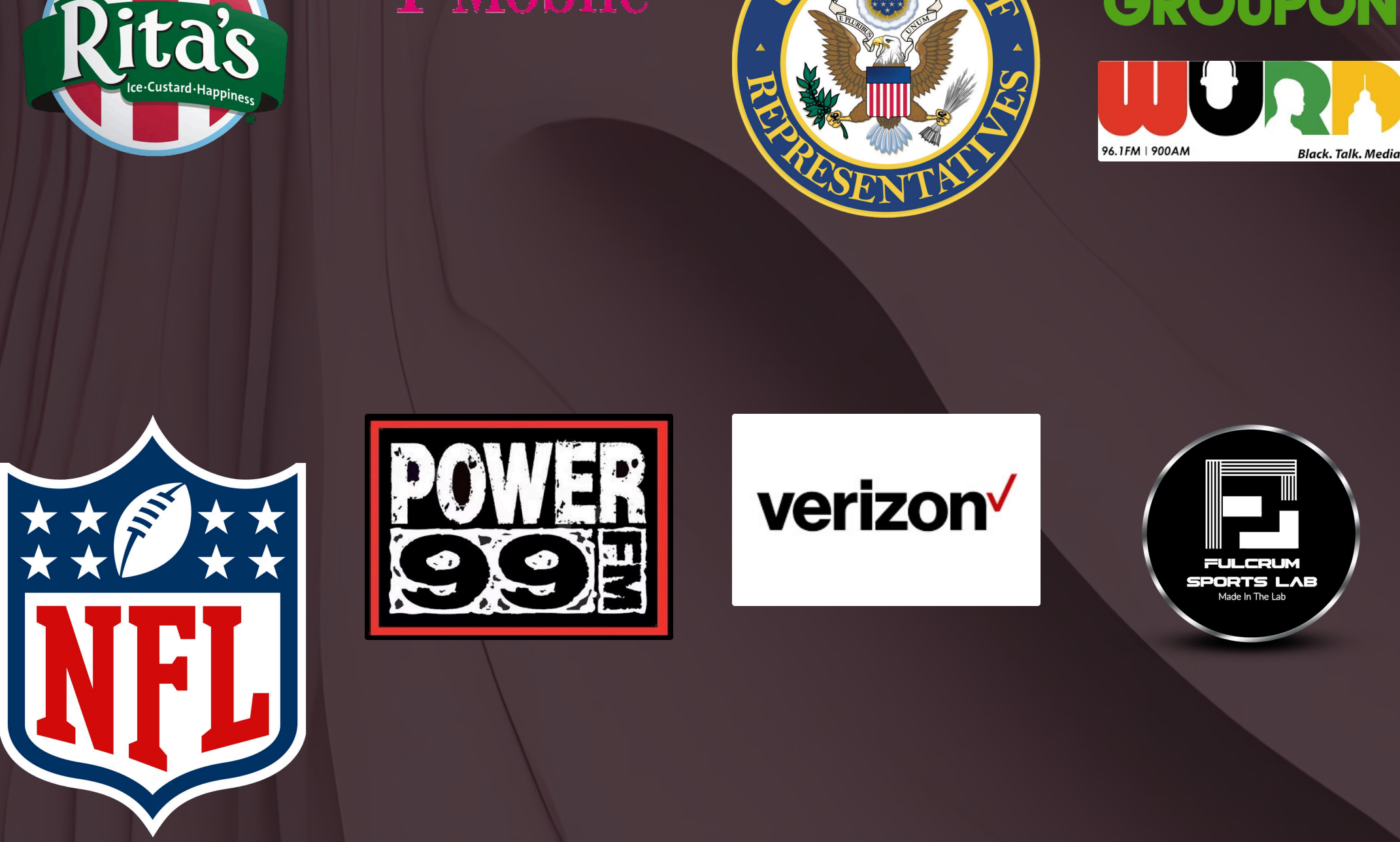
Sold Out 6 Years Straight
125+ Vendors 2016-2022
- Mill Creek Park,NJ

175 + Vendors Sold Out Summer Festival
2021
- Moorestown Mall, NJ

Sold Out Mall event
50+ vendors 2023



"Major Companies, Top Brands, and Government Officials Recognize and Support The Melanin Market"



MELANIN MOVE Z

FIRST TIME
VENDOR FOOD BRAND
"CASSANDRA'S SOUL FOOD"
SELLS OUT IN 3 HOURS
VISIT OUR BLOG NOW FOR THE FULL STORY (WEBSITE BELOW)

WWW.THEMELANINMARKET.COM

PRESS BEHIND THE OFFICIAL MELANIN MARKET

- FOX 29 Philadelphia**
Buying Black: 7th annual Melanin Market | FOX 29 Philadelphia
Vendors from the 7th annual Melanin Market join Good Day Philadelphia.
- The Philadelphia Inquirer**
Where to celebrate Black History Month in Philly
Explore Black history and culture through 30 events around Philly.
- Burlington County Times**
Melanin Market returning to Willingboro
The event returns to the Kennedy Center on March 23.
- The College VOICE**
Mercer's James Kerney Campus hosts The Melanin Market for Black Histo...
Mercer's James Kerney Campus (JKC) hosted The Melanin Market on Saturday, February 4. The event provided an opportunity for BIPOC (Black, Indigenous, and...
- www.greatertrenton.org**
'The Melanin Market' is Coming to Trenton!
With Black History Month just around the corner, now is the perfect time to support Black-owned businesses in our community!

PRESS ACROSS THE USA & U.K INFLUENCED BY OUR VIRAL TRADEMARKED BRAND THE MELANIN MARKET™

- KETV**
'That's near and dear to our hearts': Melanin Market supports Omaha's mi...
The Melanin Market is designed to elevate minority-owned businesses and foster community support.
- Jacksonville Today**
Thousands expected at Melanin Market for Juneteenth festival | Jacksonv...
The Eastside-based nonprofit will award 15 \$1,000 microgrants to businesses that participate.
- Manchester Evening News**
Huge market showcasing black-owned businesses returning to Manchest...
The Melanin Markets is coming to the Royal Exchange Theatre for a fourth year in a row
- Voice Online**
Melanin Markets returns in celebration of businesses led by Black men - V...
The creators behind the market credit the Black Pound Day initiative for putting Black spaces on the map

Sponsor Our Youth Entrepreneurs : Investing in the Future with

Our Youth Pitch Competition is a cornerstone of our commitment to empowering the next generation of minority-owned businesses. With your sponsorship, we aim to award up to \$2,500 at every event to the most promising young entrepreneurs. Join us as a judge and become an integral part of nurturing these future business leaders and innovators.



Mentorship

Participants benefit from invaluable mentorship and personalized guidance from seasoned industry professionals.



Skill Development

Young entrepreneurs cultivate essential skills in marketing, sales strategies, and superior customer service.



Empowerment

The competition is designed to instill confidence and sharpen business acumen in the next wave of entrepreneurial leaders.

Sponsorship Packages

1	Title Sponsor \$25,000
2	Platinum \$15,000
3	Gold \$10,000
4	Silver \$5,000
5	Bronze \$2,500
6	Honorable Mention \$500-\$1500

Each sponsorship level offers unique benefits, such as branding opportunities, media exposure, and exclusive access to events. Title Sponsors enjoy the highest visibility, while other tiers provide tailored support for businesses of all sizes.



Join The Culture: Make a Difference

Empower Entrepreneurs

Support Black, indigenous, and minority-owned businesses through our platform.

Strengthen Communities

Contribute to economic growth within marginalized communities.

Align Your Brand

Demonstrate your commitment to diversity, inclusion, and social responsibility.

We urge you to join us in our mission to empower minority-owned businesses through entrepreneurship and collaboration. With various sponsorship opportunities available, we invite you to partner with us in creating a more equitable and inclusive economy. Together, we can make a difference in the lives of countless entrepreneurs and their families. Contact us today to learn more about how you can get involved.

Sponsorship Packages:

Title Sponsor Sponsor



Receive a personalized thank you video, featuring a branded commercial testimonial tailored to market your business to our entire email list and social media followers.



Enjoy a 60-minute podcast interview to share your story and vision with our audience live from our Social Media Channels.



Automatically earn a \$2,500 sponsorship credit for our next event, ensuring your continued support and presence.



- **Investment: \$25,000** (*Exclusive – Only 1 Available!*)
- **✓ Top-Tier Branding:** 4 Billboards major highways , 4 Tv commercials, 40 Live Radio Ads
- **✓ Premier Logo Placement:** Stage, step-and-repeat, event signage
- **✓ Extensive Media Exposure:** Live TV & radio (Fox 29, Good Day Philadelphia)
- **✓ Exclusive Speaking Slot:** 10 minutes on stage
- **✓ Featured Podcast Interview:** 45 minutes with ceo live on all social platforms.
- **✓ Extensive Flyer Distribution:** 5,000+ with your logo
- **✓ Swag Bag Inclusion:** 1,500 bags with your promo item
- **✓ Premier Vendor Placement:** Grand Entrance 2 × 30×30 spaces
- **✓ Each One Teach One :** Sponsor 20 Young Business Owners

Gold Sponsor - \$10,000

- **✓ Top-Tier Branding:** 2 Billboards on major highways, 2 Tv commercials, flyers, 10+ Live radio ads
- **✓ Social & Signage:** Logo on social media & outdoor event signage
- **✓ Extensive Flyer Distribution:** 5,000+ with your logo
- **✓ Stage Mention: 5min on stage** Recognition during event
- **✓ Podcast Opportunity:** 15-minute interview
- **✓ Print & Swag:** Brand presence on flyers & swag bags
- **✓ Prime Vendor Space:** Included 2 20×20 space
- **✓ Each One Teach One :** Sponsor 10 Young Business Owners

Silver Sponsor - \$5,000

- **✓ Top-Tier Branding:** 1 Billboards on major highway, 1 Tv commercials, flyers, 5+ Live radio ads
- **✓ Marketing Materials:** Logo on All Flyers
- **✓ Event Recognition:** Stage mention
- **✓ Stage Mention: 3min on stage** Recognition during event
- **✓ Prime Vendor Space:** Included 20×20 space
- **✓ Podcast Opportunity:** 10-minute interview
- **✓ Social Boost:** Social media recognition
- **✓ Each One Teach One :** Sponsor 5 Small Business Owner Of your Choice
- 25 min podcast interview

Bronze Sponsor - \$2,500

- **✓ Website & Flyers:** Logo on event website & flyers
- **✓ Social Acknowledgment:** Social media recognition
- **✓ Podcast Opportunity:** 5-minute interview
- **✓ Prime Vendor Space:** Included 2 10×10 space
- **✓ Each One Teach One :** Sponsor 3 Small Business Owner Of your Choice
- **✓ Podcast Opportunity:** 5 min podcast interview

Honorable Mention : Sponsorship Packages

1 \$1,000 Sponsor

Receive social media recognition with your logo featured on our platforms. You'll also get a year-long subscription to our Melanin Market Directory that we can highlight to showcase your support for minority-owned businesses all year round.

2 \$1,250 Sponsor

Get your logo featured on our printed event flyers and be recognized as a sponsor supporting minority-owned businesses. You'll also receive free event tickets and swag info placement. Opportunity to sponsor 1 kid business owner to showcase during event.

3 \$1,500 Sponsor

In addition to logo placement and directory access, our \$1,500 sponsors will have the opportunity to sponsor a minority-owned business of their choice, business card placements in everstag bags and a year-long Melanin Market Directory subscription. Sponsor 2 Kid business owners during event.

4 \$500 Seed Sponsor

Signage Around Main Stage

Social Media Recognition

