

Brooklyn, NY | July 23-25 2026

Big Up Your Brand Show & Expo Experience

Collaborate. Create. Connect. Grow.



3 Days



25,000+ Reach



3 Major Events

Executive Summary



A 3-Day Faith-Driven Creative Business Expo

Launching in **Brooklyn, New York, July 2026**, this culture-connected event empowers entrepreneurs, artists, designers, and content creators through collaboration, education, and exposure – while bridging communities across the **Caribbean diaspora**.



The Unique Value Proposition

By becoming a **vendor or sponsor**, brands gain exposure during the Expo **plus** vendor placement at **two major cultural festivals in 2026**, providing year-round visibility across the New York metropolitan area.



Haitian Flag Day Festival
May 2026

15,000+

Brooklyn, Nostrand Ave



Father's Day Festival
June 2026

10,000+

Baisley Pond Park, Queens



Mission & Objectives



Mission Statement

To create a **faith-centered, culturally inclusive environment** that promotes **mental wellness, creativity, and professional growth**, while uniting communities throughout the **Caribbean diaspora** and empowering small businesses to thrive through connection and collaboration.

“ Building bridges between faith, culture, and creativity

Our Five Core Objectives

- 1 Educational Empowerment**
Offer panels on faith, mental health, and business growth
- 2 Strategic Networking**
Build bridges between entrepreneurs, artists, and vendors
- 3 Creative Platforms**
Provide stages for content creators, designers, and musicians
- 4 Brand Visibility**
Deliver exposure through media coverage and cross-event promotion
- 5 Community Connection**
Unite communities of faith, culture, and creativity

Target Audience & Reach

Diverse Community of Creatives & Entrepreneurs



Entrepreneurs & Small Business Owners



Creatives & Content Creators



Fashion Designers & Stylists



Musicians & Producers



Faith-Based Leaders & Influencers



Mental Health Advocates



Caribbean & Diaspora Communities



Students & Young Professionals



Expected Reach

Big Up Your Brand Expo
July 2026, Brooklyn

400-600

Extended Festival Reach
All 3 Events Combined

25,000+

3-Day Event Experience

Day 1



Mindset & Mission

"Faith, Mental Health & Purpose"

 Opening Brunch & Ceremony

 Panel Discussion
"Faith, Focus & Mental Strength in Business"

 Worship & Inspirational Performances

 Vendor Marketplace & Networking

Day 2



Fashion Meets Content

"Create & Collaborate"

 Panel Discussion
"Fashion Meets Content: Building Brands Through Storytelling"

 Live Fashion & Photography Sessions

 Vendor Exhibits
Fashion, Beauty, Tech

 Networking Mixer & Collaboration Lounge

Day 3



Music, Media & Celebration

"Unity Through Art"

 Panel Discussion
"Faith & Purpose in the Music Industry"

 Vendor Marketplace

 Live Performances & Final Celebration

 Media Recap & Closing Remarks

Vendor & Sponsorship Value Proposition



Vendor Benefits

As a **vendor**, you don't just receive space at the Expo — you gain multi-event exposure and access to powerful community-based marketing opportunities.

- ✓ Vendor booth at the 3-day Expo
- ✓ Placement at **Haitian Flag Day Festival 2026** — Over 15,000 attendees
- ✓ Placement at **Father's Day Festival 2026** — Over 10,000 attendees

These partnerships extend your reach beyond one event, providing a season-long platform for sales, awareness, and brand alignment.



Sponsorship Overview

Our sponsorship program is not about capital funding — it's about strategic brand collaboration .

Each sponsorship level is **customized to your company's marketing goals**, giving you the opportunity to:

- ↑ **Elevate** your brand visibility
- 👥 **Engage** with thousands of potential customers
- 🔗 **Integrate** your brand across multiple community-based events
- 🎯 **Benefit** from tailored marketing and product placement opportunities

Your sponsorship goes directly toward **marketing activations, production, and brand visibility** — ensuring your investment delivers measurable impact.

Sponsorship & Vendor Packages

PLATINUM

Brand Partner \$10,000+

- ✓ Premium booth location & lead marketing integration
- ✓ Brand logo across all Expo & Festival materials
- ✓ Sponsored segment or panel opportunity
- ✓ Professional media interview & highlight reel
- ✓ Social media campaign featuring your brand
- ✓ Vendor placement at both major festivals
- ✓ Customized content recap for brand use

GOLD

Expo Experience \$5,000

- ✓ Logo on event marketing & promotional media
- ✓ Vendor booth at Expo + **1 additional festival**
- ✓ Product/promo inclusion in gift bags
- ✓ Brand feature in social posts & event highlights
- ✓ Inclusion in filmed vendor recap

SILVER

I believe in Myself \$2,500

- ✓ Vendor booth at the Expo
- ✓ Logo on select signage & printed materials
- ✓ Mention across social media channels
- ✓ Option to add festival placement at discounted rate

Vendor Booths

Standard Booth
\$300

Premium Booth (Prime Location)
\$500

Multi-Event Access
Expo + Both Festivals
Custom Packages Available



Marketing Strategy & Expected Outcomes

Comprehensive Marketing Strategy

Multi-Platform Campaigns
Instagram, TikTok, YouTube & Facebook

Influencer Collaborations
Partnerships with local creators

Community Outreach
Caribbean & faith-based networks

Email Campaigns
Targeted ads in NYC markets

Press Coverage
Cultural, business, and entertainment outlets

i Professional video & photography coverage across all 3 days, with vendor spotlights, highlight reels, and ongoing digital campaigns to maintain visibility between events.

Expected Outcomes

100+

Vendor & Creator Collaborations

25,000+

Community Reach

20+

Brand Content Pieces

3

Major Events

★ Strengthened bridge between Caribbean, creative & faith-based communities



Partner With Us

Join us as we bridge creativity, culture, and community in 2026.

Partner with **Big Up Your Brand Show & Expo Experience** to elevate your visibility, grow your brand, and connect with powerful audiences across Brooklyn and Queens.

Your **sponsorship or vendor package** doesn't just give you access to one event — it positions your brand at the heart of **three major experiences** that will **boost your recognition and community alignment** all year long.

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