Staten Island Black Heritage Family Day

Saturday, September 16, 2017

Kick-off Ceremony – 10:00 am
Vanderbilt Avenue/Richmond Road

Peoples’ Parade – 12 noon - 1pm
Vanderbilt Avenue/Bay Street

We Are Family Festival – 1 pm –5pm
Tappen Park/Stapleton

“Working Together for Our Economic, Political and Social Empowerment”

“Staten Island Black Heritage Family Day,” is to honor the vast and diverse cultures of people that originated from the continent of Africa. We celebrate our diversity that derived from our common experience that placed us in different lands though the world.”
June 6, 2017

Dear Potential Partner & Sponsor:

We will be hosting our 7th Annual Staten Island Black Heritage Family Day on Saturday, September 16, 2017.

The “Heritage Day” brings together families from far and near, to participate, celebrate and enjoy this traditional and cultural event. As well as being recognized as one of the largest and best attended events on the Island. The Staten Island Black Heritage Family Day’s “Peoples Parade” and “We are Family Festival,” emphasizes the importance of remembering those who have gone before us and honoring those that continue to make strives to improve our local community and the world.

We are requesting your support for the Family Day’s parade and festival. Your sponsorship will show your support for our community, while giving your business or organization exposure to people outside of our local community.

Benefits of Sponsorship:

- Large enthusiastic following that will notice and appreciate your support of the event;
- The Halo effect of being a community supporter.

Our sponsorship packages include a variety of promotional opportunities to suit your budget. For sponsorships levels over $500.00, your business name and logo will be listed on the parade and festival banners, which are displayed at both the parade and the festival in the park. In addition to appearing on promotional posters, t-shirts and the Staten Island Black Heritage website.

Please review the attached sponsorship packet for more details. For more information please call (718) 448-0010. All donations are tax deductible.

This year’s theme is: “Working Together for Our Economic, Political and Social Empowerment.”

Sincerely,
2017 SIBHFD Planning Committee

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7th Annual Staten Island Black Heritage Family Day
Partnership/Sponsorship Opportunities

Staten Island Black Heritage has a number of sponsorship levels to fit your budget. Each sponsor level carries a number of unique benefits that will provide your business/organization maximum exposure for name recognition; in addition to enhancing your corporate image.

Partnership Commitment and copy of PDF Logo must be received by no later than June 30, 2017, to ensure inclusion on promotional materials and T-shirts.

**Partnership Levels**

**Platinum Partner: $2,000 & Up**
Your business name and logo prominently displayed on a 8’x 2.5’ banner on all floats at the “Peoples Parade” and “We are Family Festival (Tappen Park)
Business name listed on 2017 SI Black Heritage Family Day T-shirts.
Business name and logo listed on website, facebook and all SIBHFD promotional materials

**Gold Partner: $1,500 & up**
Your business name and logo prominently displayed on a 6’x 2.5’ banner on all floats at the “Peoples Parade” and “We are Family Festival (Tappen Park)
Business name listed on 2017 SI Black Heritage Family Day T-shirts.
Business name and logo listed on website, facebook and all SIBHFD promotional materials

**Silver Partner: $1,000 & up**
Your business name and logo displayed on a 4’x 2.5’ banner on all floats at the “Peoples Parade” and “We are Family Festival (Tappen Park)
Business name listed on 2017 SI Black Heritage Family Day T-shirts.
Business name and logo listed on website, facebook and all SIBHFD promotional materials

**Bronze Partner - $500.00 & up**
Your business name displayed on a 3’x 1.6’ banner on all floats at the “Peoples Parade and “We are Family Festival (Tappen Park)
Business name listed on 2017 SI Black Heritage Family Day T-shirts.
Business name and logo listed on website, facebook and all SIBHFD promotional materials

**Community Partner**
Community Partners are responsible for $100.00 donation and
Purchase or Sell 25 tickets to “FAV”,
Purchase or Sell $150 in Raffle tickets
Purchase or Sell 20 tickets to “Smooth Sounds by the Sea”
by March 30, 2017
Name on 2017 SIBHFD T-Shirts, banner on all floats
“Peoples Parade” and “We are Family Festival” (Tappen Park) promotional materials and Entry admission into the parade - Parade number in the first fifteen

**Community Sponsors - $100.00**
Name (only) listed on Staten Island Black Heritage website as a Community Sponsor Entry admission into the parade - Parade number to be determined by Parade Coordinator(Parade registration form and fee must be received by June 30, 2017)

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7th Annual Staten Island Black Heritage Family Day
Partnership/Sponsorship Commitment Form

Company Name: Click here to enter text.
Contact Name: Click here to enter text.
Address: Click here to enter text.
Phone: Email: Cell: Click here to enter text.

YES! We will support the 7th Anniversary Staten Island Black Heritage Family Day on Saturday, September 16, 2017.

(Please check sponsorship level)

☐ $2,000 & up  Platinum Partner
☐ $1,500 & up  Gold Partner
☐ $1,000 & up  Silver Partner
☐ $500.00 & up  Bronze Sponsor
☐ $100.00  Community Sponsor
☐ $  Patron

Print Name: Signature: Click here to enter text. Date: Click here to enter text.

Mail form & check, money order to Staten Island Black Heritage Family Day, c/o Empowerment Zone Inc., 180 Park Hill Avenue, Suite LH, SINY 10304 or email to SIBlackHeritageDay@aol.com fax (718) 448-0084. For more information contact (718) 448-0010.

Please email PDF copy of organizational or business logo and check or money order by no later than June 30, 2017.

Name: Click here to enter text. Signature: Click here to enter text. Date: Click here to enter text.

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“Peoples Parade” Registration Form

Organization: Click here to enter text.
Representative’s Name: Click here to enter text.
Address: City: State: Zip Code Click here to enter text.
Email: Click here to enter text. Telephone: Click here to enter text. Cell: Click here to enter text.

$35.00 Registration Fee required for “Peoples’ Parade,” for organizations that are not Partners or Sponsors. Please make check or money order payable to: SI Black Heritage Family Day.

How many members of your organization will be participating in the Staten Island Black Heritage Family Day? (Please give total). Click here to enter text.

Peoples’ Parade” Will your organization be participating in the “Peoples’ Parade? Yes☐ No☐

Will your organization have a banner? Yes☐ No☐

Will your organization have a vehicle (1) /motorcycle(s)? Yes☐ No☐ How many? Click here to enter text.

Will your organization have a float? (Float fee $100 per float) Yes☐ No☐

“Family Festival” Will members of your organization be performing at the “Family Festival? Yes☐ No☐

(Please check all that apply)

How will they participate?

Dance Click here to enter text. Mime Click here to enter text. Sing Click here to enter text.

Spoken Word Click here to enter text. Other (explain) Click here to enter text.

Participants/Entertainers agree to hold Empowerment Zone Inc. and Staten Island Black Heritage Family Day and its subsidiaries, employees, officers, directors and agents blameless for any damages, actions, suits, claims, or other costs (including reasonable attorneys’ fees) arising out of or in connection with any damage to any property or any injury caused to any person including death) related to the vendor’s participation in the Staten Island Black Heritage Family Day.

Participants/Entertainers agrees to hold Empowerment Zone Inc. and Staten Island Black Heritage Family Day and its subsidiaries employees, officers, directors, or other agents blameless for any damages, penalties, fines, suits, actions, or other costs (including reasonable attorneys’ (fees) arising out of or in connection with any violation of any local, state or federal law, rule, regulation or ordinance related to the vendor’s participation in the Staten Island Black Heritage Family Day.

By signing below you agree to abide by all local and federal laws as defined by New York City Police Department and FDNY standards. Any violations thereof will constitute removal from the parade. Further standards of conduct must not be in conflict with parade organization standards and purpose of this parade.

I have read and agree to all of the above.

Print Name: Click here to enter text. Signature: Click here to enter text. Date: Click here to enter text.

Registration form and fee (if required) must be returned by no later than June 30, 2017, by mail, or fax to: SI Black Heritage Family Day c/o Empowerment Zone Inc. 180 Park Hill Avenue, Suite LH, SI NY 10304, (tel) (718) 448-0010, Fax (718) 448-0084, Email:SIBlackHeritageDay@aol.com

“Staten Island Black Heritage Family Day,” is to honor the vast and diverse cultures of people that originated from the continent of Africa. We celebrate our diversity that derived from our common experience that placed us in different lands though the world.”
Thank you for your interest in being a vendor at the 7th Annual Staten Island Black Heritage Family Day, “We are Family Festival”, in Tappen Park/Stapleton on Saturday, September 16, 2017. (rain or shine).

**Guidelines**
- Vendor must check-in/register before set-up. Set-up starts at 9:00 am.
- Vendors must be shut down by no later than 5 pm.
- Vendors ensure their area is free of all trash and litter at the end of the festival.
- Suggested donation is $50.00 per table. (donation(s) & form must be received by no later than June 30, 2017. Make checks or money orders payable: Staten Island Black Heritage Family Day, c/o Empowerment Zone Inc., 180 Park Hill Ave., Suite LH, Staten Island, NY 10304, (718) 448-0010.
- Vendors must supply their own chairs and tables. Due to space restrictions tables can be no longer than six (6) feet. Tables over six (6) feet will be consider 2 tables with a $100.00 suggested donation for two spaces.
- Vendors are responsible for adhering to ALL New York City licensing requirements, ordinances, statues for vending at street fairs and festivals.

**Vendor Registration**

**Vendor's Name:** Click here to enter text.

**Address:** Click here to enter text. **City:** Click here to enter text. **State:** Click here to enter text. **Zip Code:** Click here to enter text.

**Tel:** Click here to enter text. (day) Click here to enter text. (eve) Click here to enter text.

**(cell):** Click here to enter text. **Email:** Click here to enter text.

**Please list ALL items being sold and amounts:** Click here to enter text.

Click here to enter text.

Vendor agrees to hold Empowerment Zone Inc. and Staten Island Black Heritage Family Day and its subsidiaries, employees, officers, directors and agents blameless for any damages, actions, suits, claims, or other costs (including reasonable attorneys’ fees) arising out of or in connection with any damage to any property or any injury caused to any person including death) related to the vendor’s participation in the Staten Island Black Heritage Family Day.

Vendor agrees to hold Empowerment Zone Inc. and Staten Island Black Heritage Family Day and its subsidiaries employees, officers, directors, or other agents blameless for any damages, penalties, fines, suits, actions, or other costs (including reasonable attorneys’ fees) arising out of or in connection with any violation of any local, state or federal law, rule, regulation or ordinance related to the vendor’s participation in the Staten Island Black Heritage Family Day.

I have read and agree to all of the above.

**Print Name:** Click here to enter text. **Signature:** Click here to enter text. **Date:** Click here to enter text.

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Our Statement of Purpose

The purpose of the Staten Island Black Heritage Family Day is to awaken our community to the dawn of a new day of hope and unity and to promote the best of who we are as offspring of the African Diaspora, by raising our consciousness and awareness that we are the descendants of a great people.

We are here to awaken our community to new realities of empowerment; while testifying to the fact that we can accomplish more when we unite, than when we are divided.

We celebrate our diversity that derived from our common experience that placed us in different lands though the world.

We declare a new day; of purpose and meaning for ourselves, our families and our communities. We proclaim the 3rd Saturday in September as our Staten Island Black Heritage Family Day when we will celebrate our ancestors and remember that we are one in our common origin.

Our History

The conception of the Staten Island Black Heritage Family Day began in late September 2010. Marjorie Garvin, a long time Staten Island resident and Community Advocate met together with five other community leaders to plan an event that would recognize the past and present contributions made by people of African descent to our borough. Realizing there was also much work needed to be done to address the disparities in economic opportunities, the political and educational process that affect their community; the six members met weekly and strategized on how to begin the laborious task of coalition building.

They began reaching out to other grassroots organizations, community leaders/members and clergy with like minds, to work together to bring about change. In late October, in the office at 180 Park Hill Avenue, the 1st planning meeting was held. Community leaders, members, clergy and advocates began working together to plan our annual “Family Day.”

Understanding the vastness of the African Diaspora and the many different cultures, languages and countries where people of African Descent had been disbursed because of chattel slavery; our motto was established, “Staten Island Black Heritage Family Day is to honor the vast and diverse cultures of people that originated from the continent of Africa. We celebrate our diversity that derived from our common experience that placed us in different lands though the world.”

On Saturday, September 17, 2011, history was made. For the first time with support from local politicians, churches and approximately 60 Community Based Organizations and Black Owned Business the “Peoples’ Parade and the We Are Family Festival,” became a part of Staten Island’s annual tradition; in addition, to the 3rd Saturday in September being declared the Staten Island Black Heritage Family Day with a proclamation from former Borough President James Molinaro.

Since the first year Staten Island Black Heritage’s two fundraisers have become a part of Staten Island’s happenings. The Families Against Violence (FAV) - Family Night Out, basketball game held in March or April, is one of the largest anti-violence events on the island and the “Smooth Sounds by the Sea, a relaxing afternoon of jazz and R&B; at the picturesque Alice Austen House.

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