

# 25th Anniversary Cruise:

Ebony Pyramid Entertainment  
Project Destination Pride: Caribbean Cruisin'

*October 11 – 20, 2024*



## SPONSORSHIP – PROMOTIONAL - RECOGNITION PACKAGE

(Version 1)

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**January 14, 2024**

***Dear Potential Sponsors/Partners:***

Would you like to buy into a MULTI-BILLION DOLLAR opportunity? Well, this is your chance to do so at a reasonable price by tapping into the buying power of two combined markets of the African-American community and the Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community. Become a part of Ebony Pyramid Entertainment (EPE) for The 25th Anniversary Cruise: Project Destination Pride - Caribbean Cruisin' from October 11 - 20, 2024. Maximize your business by becoming a sponsor, accessing our advertisement means, or interact directly with our guests, from across the country and the Caribbean, during our Pre-Cruise event in Miami, Florida and/or our cruise onboard one of the largest Carnival Cruise Line's ship, Carnival Celebration, with ports of call in Amber Cove, Dominican Republic; San Juan, Puerto Rico; and St. Thomas, U.S. Virgin Islands.

As our client, there are multiple ways to promote your business. Prior to the event, potential sponsors will be listed on our official website and select advertisement material. During the event, cruise guests and the public in the Pre-Cruise location and ports of call will receive our Official Program Magazine. Our Official Program Magazine will be filled with welcomes, activities, itineraries, entertainment information, articles, anniversary recognitions, and, of course, YOUR advertisement, which will be taken back to guests' homes throughout the United States. This is an excellent opportunity to reach the African American LGBT Consumers. The Official Program Magazine will be given free of charge to all cruise guests, Miami locals, and dropped off at each ports of call. In addition to using the Official Program Magazine for Pre-Cruise and Cruise events, we will use the guide as promotional material during future marketing campaigns, thus extending your possibilities.

In addition to sponsorship or purchasing advertisement, we will list you on our website as a 25<sup>th</sup> Anniversary Cruise Sponsor. Sponsors and businesses/organizations that purchase Half-Page or Full-Page ads will have a link to their websites, yet another tool to maximize your business or organization's product or service to more than just our attendees. To further promote your business or organization, we are also offering to have your logo placed on our Official T-shirt, which will be worn when our guests board the ship and back at their homes, for all to see.

There are also opportunities for promotional partners and past guests or individuals that would like to post Anniversary congratulations to EPE.

We hope you will accept the offer to be a part of our great event and take advantage of our promotional opportunities. We look forward to your support and networking with you to strengthen our community. Come aboard and join us!

***Bon Voyage,***

***DaJuan Patrick Xavier***  
DaJuan Patrick Xavier  
President/CEO  
Ebony Pyramid Entertainment

***DJ Jenkins***  
Darryl "DJ" Jenkins  
Sr. Vice President  
Operations

***Rick Brown***  
Rick Brown  
Vice President  
Programs & Entertainment

***Tani Williams***  
Taniqua Williams  
Vice President  
Admin. & Finance

## HISTORY

*Ebony Pyramid Entertainment* was founded in 1999 in Washington, DC by a veteran entertainer and businessman, DaJuan Patrick Xavier. Ebony Pyramid Entertainment (EPE) was established as a subsidiary of NEMO, Inc., a 40-year-old incorporated entertainment production company. EPE was formed to primarily serve the African-American Lesbian, Gay, Bi-Sexual, and Transgender (LGBT) community's entertainment needs on an upscale level. In addition to providing quality services to its supporters, EPE wanted to dedicate and generate charitable funds for HIV/AIDS organizations, female health and welfare concerns, Gay and Lesbian outreach programs, and African-American wellness.

In its first year, EPE launched its event, "The Black Gay and Lesbian Pride: Caribbean Cruisin' – Bahamas." The vision of the event was to create a social and networking venue, such as Prides held in major cities, but to do it on a cruise. Although the description of the event stated "Black" and "LGBT" it did not mean that it was exclusively for that group, but that everyone was invited to join and celebrate the Pride. This was proven true, as many guests brought their family members, friends, and children to the cruise event. The cruise event has been a great success. In the cruise's first year, there were 35 guests, the second year grew to 50 guests, and the third year jumped to a miraculous number of 250 guests, and then maintained a level of approximately 500 EPE registered and non-registered guests, plus its local Pre-Cruise and host country attendees.

In 2012, EPE reorganized and discontinued the Caribbean Cruisin' event. The cruise event was replaced by Project Destination Pride (PDP) to expand the travel possibilities to other than just cruise. PDP includes land-based events in foreign countries, non-contiguous USA, and also cruises. Combining the past Caribbean Cruisin' years along with PDP, it is referenced as the "EPE Travel Series".

The strong point of the EPE cruise and PDP events is its quality entertainers. EPE has had the privilege to have some of the top African-American LGBT performers, from across the country, as cast members. Because EPE's initial goal was to provide quality entertainment, it sought to make everyone a star when it created its slogan, "Where You're The Main Attraction!"

EPE also produced and supported other ventures such as the EPE Pride Ski Trip, EPE Pageantry System, EPE Talent Showcase, traveling Pride receptions, and Bayou Fest – New Orleans, Louisiana. EPE had the honor to host Bayou Fest, months prior to the tragic and unforgettable levy break. EPE has also supported and sponsored various Pride events in DC, New York, Philadelphia, Houston, Los Angeles, Atlanta, Memphis, Dallas, St. Louis, Baltimore, and Chicago.

EPE has also supported LGBTQ youth programs, AIDS Walk, HRC, NAACP, The Martin Luther King, Jr. Memorial on The Mall, breast cancer awareness, and a list of others.

Between its own events, as well as Pride and charitable support, EPE has been a part of raising more than \$1 million dollars over the past 25 years.

# COMPANY PROFILE

## **Mission Statement**

The mission of Ebony Pyramid Entertainment (EPE) is to produce and support quality entertainment and social events for the minority Lesbian, Bi-Sexual, Gay, Transgender, and Questioning (LGBTQ) community. Through these events, EPE will also build awareness, recognition, and fundraise for its community, health and wellness, and special interests throughout the United States and Caribbean countries.

## **Annual Funding**

EPE annual operation budget derives primarily from individuals that participates in its produced events. About 5 percent of EPE's budget comes from sponsorship and external entities.

## **Future Funding & Projects**

Future income for EPE will be generated by new national projects.

## **Executive Staff**

### **President/CEO - DaJuan Patrick Xavier, MBA**

Mr. Xavier has over 40 years of experience with a background in radio, on-stage productions, public affairs, event planning, and as an entertainer. He also served in the US Armed Forces. Mr. Xavier has an MBA in International Management and Ph.D. studies in Political Science.

### **Sr. Vice President, Operations – Darryl “DJ” Jenkins**

Mr. Jenkins has a background in retail and customer service management for national organizations. He also served in the US Armed Forces. Mr. Jenkins has an educational background in customer service and business administration.

### **Vice President, Administration & Finance – Rick Brown**

Mr. Brown has a background in logistics and is a semi-professional entertainment vocalist. He also served in the US Armed Forces. Mr. Brown has a degree in Organizational Psychology.

### **Vice President, Administration & Financial Services – Taniqua Williams**

Ms. Williams has a background in administration, information technology, and financial management. She also served in the US Armed Forces. Ms. Williams has an educational background in business administration.

## EVENT DETAILS

### Event Description

This event is a celebration of Ebony Pyramid Entertainment’s 25 years of providing quality entertainment, community support, and travel events for African-Americans and other minority men and women all over the United States and Caribbean from the Lesbian, Gay, Bi-Sexual, Transgender, and Questioning (LGBTQ) community. The celebration will consist of a Pre-Cruise in Miami and a cruise with ports of calls in the Dominican Republic, Puerto Rico, and U.S. Virgin Islands. Hosting past and new event guests, the event will feature productions and performances by the EPE Entertainment Cast and planned performance by a national recording artist. In addition to the celebration specials and working with local organizations and businesses, EPE plans local cultural excursions, private dinner events, beach parties, pool parties, seminars, charitable fundraising, gospel service, and game activities.

### Event Dates

October 11 - 20, 2024 (Over the Columbus Day Holiday)

### Pre-Cruise Host Hotel

[Hyatt Regency Miami](#) | 400 South East Second Avenue | Miami, Florida 33131

### Cruise Line, Ship, & Ports

Carnival Cruise Line – *Carnival Celebration*

- Miami, Florida
- San Juan, Puerto Rico
- Amber Cove, Dominican Republic
- St. Thomas, U.S. Virgin Islands

### Primary Audience

EPE’s primary audiences are members of the minority LGBTQ communities and its family members and allies from across the United States, as well as participants from Europe and the Caribbean.

### Sponsorship Reach & Exposure

The reach and exposure of potential sponsors and promotional partners with EPE will exceed over 50,000 people. This will be achieved through EPE’s website, online social networks, flyers, posters, banners, T-Shirts, program booklet, and EPE sponsorship and partnerships with other organizations.

## DEMOGRAPHICS

### Gender Breakdown

Male (70%)

Female (30%)

### Racial Breakdown

African-American and Latino (96%)

Other (4%)

### Age

18-24	2%
25-30	5%
31-35	15%
36-40	20%
41-45	18%
46+	40%

### Education

High School	13%
AA/Some College	37%
Bachelors Degree	32%
Masters Degree/JD	16%
Ph.D./MD/DDS	2%

### Income

0 - \$30K	4%
\$31K - \$50K	21%
\$51K - \$70K	31%
\$71K - \$80K	13%
\$81K - \$100K	12%
\$101K +	19%

### Overall Events Rating

Outstanding	59%
Good	34%
Fair	7%
Poor	0%

*(SOURCE: Surveys, Guests' Data, and Attendance Records)*

## SPONSORSHIP – PROMOTIONAL - RECOGNITION OPTIONS

### **Banner Sponsor: Miami Pre-Cruise Concert - \$10,000**

- Sole Banner Sponsor for concert featuring a national recording artist
- Advertisement will read, “(Banner Sponsor) presents the EPE Miami Pre-Cruise Concert featuring...”
- Speaking slot during the event
- Logo on selected print materials, advertisements, and email blasts
- Listing as Sponsor on EPE website ([www.ebonypyramidusa.com](http://www.ebonypyramidusa.com)) and hyperlink
- Logo on Step & Repeat Banner
- Logo on Event Banner
- Logo on souvenir T-Shirt
- Full Page **Color** Advertisement in Official Program Magazine – Back Cover
- Vending Booth setup at Pre-Cruise Concert
- Product/Promotional items placed in guests’ gift bags

### **Platinum - \$1,500**

- Logo on selected print materials, advertisements, and email blasts
- Speaking slot during the event
- Listing as Sponsor on EPE website ([www.ebonypyramidusa.com](http://www.ebonypyramidusa.com)) and hyperlink
- Logo on Step & Repeat Banner
- Logo on Event Banner
- Logo on souvenir T-Shirt
- Full Page **Color** Advertisement in Official Program Magazine - Inside Covers (First Come)
- Product/Promotional items placed in guests’ gift bags

### **Gold - \$1,000**

- Listing as Sponsor on EPE website ([www.ebonypyramidusa.com](http://www.ebonypyramidusa.com)) and hyperlink
- Logo on souvenir T-Shirt
- Full Page **Color** Advertisement in Official Program Magazine
- Product/Promotional items placed in guests’ gift bags

### **Silver - \$500**

- Listing as Sponsor on EPE website ([www.ebonypyramidusa.com](http://www.ebonypyramidusa.com)) and hyperlink
- Half Page **Color** Advertisement in Official Program Magazine
- Product/Promotional items placed in guests’ gift bags

### **Official Program Magazine**

- \$225 - Full Page **Color** Advertisement in Official Program Magazine
- \$150 – Half Page **Color** Advertisement in Official Program Magazine
- \$100 – Quarter Page **Color** Advertisement in Official Program Magazine

### **T-Shirt Logo - \$400**

- Logo on souvenir T-Shirt

### **Flyer/Product Distribution - \$50**

- Flyer or product placed into guests’ gift bags

### **Anniversary Congratulations & Recognition Posting - \$50/\$100 with Pic**

- Post your congratulations to EPE on its Anniversary in the Official Program Magazine

### **Promotional Partner**

- ALLOW: All access and free admission to your events (if admission is under \$40) for promotional activities (no more than 4 EPE staffers per event)
- ALLOW: Four exclusive emails to your list serve promoting the 25<sup>th</sup> Anniversary Cruise to run between January 1– July 4, 2024
- ALLOW: Flyers/Posters placed in your facilities/events and make announcements of EPE event
- WILL RECEIVE: Listing as Sponsor on EPE website ([www.ebonypyramidusa.com](http://www.ebonypyramidusa.com)) and hyperlink
- WILL RECEIVE: Half Page **Color** Advertisement in Official Program Magazine
- WILL RECEIVE: Product/Promotional items placed in guests’ gift bags
- WILL RECEIVE: Two (2) 50% off 25th Anniversary Cruise Pass

## CUSTOMIZE YOUR OPTION

EPE is eager to partner with you for our 25<sup>th</sup> Anniversary Cruise. We are also happy to offer a customized package that may better suit your desired needs. To discuss further, email [Sponsor@ebonypyramidonline.com](mailto:Sponsor@ebonypyramidonline.com) or call 888-311-5392.



## DESCRIPTION OF OPTIONS

### **Major Sponsor** (Platinum - Gold - Silver)

Major Sponsors are offered the amenities based on their level of sponsorship:

**Step & Repeat Banner** - Backdrop display with repeated EPE logo and Platinum Sponsors' logo.

**Logo on Flyers** - Sponsor logo is placed on flyers/handbills used for distribution.

**Logo on Event Banner** - Sponsor logo placed on banner placed at the event

**Logo and Link on Website** - Depending on level of Sponsorship, logo and/or link is placed on website.

**Logo on T-Shirt** - Sponsor's logo placed on back of the official T-Shirt (solid color)

**Program Magazine Advertisement** - Half, Full, or Inside-Cover advertisement provided based on sponsorship level.

**Flyer/Product Distribution** - All sponsorship levels are allowed to provide product(s) to be placed in souvenir bags.

### **Banner Sponsor** (Miami Pre-Cruise Concert)

This Sponsor receives all amenities as a Platinum Sponsors with Step & Repeat with only EPE and Banner Sponsor logo, special flyer advertising the Pre-Cruise Concert, Banner highlighting this Sponsor as the Presenting Sponsor, Back Cover of Program Magazine, and sole product distribution at the concert (in addition to EPE and the artist).

### **Official T-Shirt Logo**

The T-Shirt will feature multiple logos. Should your business or organization wish to be the sole logo, please contact EPE. The Official T-Shirt logo must meet the same specifications and submission as the Official Program Magazine outline. Logos will be Black & White (or a solid color). Major and Banner Sponsors' logos will be larger and at the top of the T-Shirt followed by others.

### **Official Program Guide**

The Official Program Guide will be a 8.5 x 11 Color Booklet. Ads must be camera ready and 300dpi, JPG (JPEG) or PDF HiRes files. Approximately 500 – 1,000 booklets will be printed. Email ad to [Sponsor@ebonypyramidonline.com](mailto:Sponsor@ebonypyramidonline.com).

### **Anniversary Congratulations and Recognition Posting**

This option is only available to individuals, such as past or current guests or anyone wishing to congratulate EPE on its 25<sup>th</sup> Anniversary. Individual Posters will be limited to 250 characters. This option is not available to business or organizations. Posters will not be allowed to create links or reference websites or social media contacts.

### **Flyer/Product Distribution**

In an effort to build a connection between your business or organization and our community, we would like to provide our guests with your promotional material. Because our guests will be on vacation, Ebony Pyramid Entertainment will place your materials in our souvenir bags, on the registration tables, and at our activities. We ask that no materials be given out during any official Ebony Pyramid Entertainment activities, so we will not interrupt our guests' vacation. Allow us to promote you to our guests and take away your stress.

Flyers/Products must arrive at Miami Pre-Cruise Host between October 7 – 10, 2024 (no earlier and no later). Events arriving earlier will be assessed a fee that must be paid prior to flyer/product being placed into the guests' gift bags. If arrival is after, it is not guaranteed that the flyer/product will be placed into the guests' gift bags. However, EPE will attempt to provide the flyer/product in another format. Flyer/Products must be sent to:

Hyatt Regency Miami  
c/o: Ebony Pyramid Entertainment  
400 South East Second Avenue  
Miami, Florida 33131-2197

### **Cancellation**

A business or organization may cancel its sponsorship, ad, or T-Shirt logo at any time. However, no funds will be returned to the business or organization. If EPE has already begun publishing the Program Magazine or T-Shirt, the ad/logo will still run. Cancellations must be in writing. EPE reserves the right to refuse or cancel any business/organization or ads that may be deemed offensive or vulgar in any manner. If you are canceled or refused after submitting your application, you will receive a refund minus a \$25 processing fee.

### **For More Information**

[Sponsor@ebonypyramidonline.com](mailto:Sponsor@ebonypyramidonline.com) or call Toll Free 888-311-5392

### **Completed Application**

Applications may be completed online by visiting [www.EbonyPyramidUSA.com](http://www.EbonyPyramidUSA.com) and selecting the 25<sup>th</sup> Anniversary Cruise page.