

SEPT 18 & 19, 2020

the 3rd annual

VISION

C O N F E R E N C E

VIRTUAL

SPONSORSHIP DETAILS

Presented by The Black Female Photographers

OUR DISCUSSION TODAY



VISION
CONFERENCE

KEY HIGHLIGHTS

- ▶ Our Organization & Founder
- ▶ Our Vision & Visibility
- ▶ Organizing Committee
- ▶ Growth In Numbers
- ▶ Event Goals, Audience & Challenges
- ▶ What People Love
- ▶ Social Media Impact
- ▶ Partnership Opportunities
- ▶ Vendor Opportunities & Donations
- ▶ Key Speakers
- ▶ Event Venues & Agenda
- ▶ Contact Us



BLACK FEMALE PHOTOGRAPHERS

A SHORT INTRODUCTION

Black Female Photographers (BFP) is a group of photographers who share knowledge and experiences with fellow women in photography.

We represent all types of photography from fine art to photojournalism to consumer and retail. Our membership is composed of the aspiring advanced amateur to the full time professional photographer, providing a network for interaction across all skill levels and genres.

We are community minded and we engage the public through activities and educational initiatives. We are a force, a light, a HOME.

OUR FOUNDER

Kym Scott

While dealing with a severe bout of post-partum depression, a friend loaned Kym Scott a camera. In an instant, she was hooked.

In photography, she found renewed vigor and a new vision and passion. She went on to receive a Certificate in Professional Photography from the Boston University Center for Digital Imaging Arts. She and her husband also owned and operated Chimera Gallery for a few years.

As social media gained popularity, Kym found herself on Facebook looking to connect with other Black women in photography. When she could not find what she was looking for, she decided to create a group of her own. She wanted the group to be a place where Black female photographers could offer support and develop strong bonds around their art.

Out of the Facebook group grew this organization, Black Female Photographers (BFP). At over 3,800 members strong, this organization is Kym Scott's crowning achievement in a photography career that spans over a decade.

Kym Scott lives in New England with her husband and son. She specializes in fine art photography.





WORDS TO INSPIRE YOU

Empowerment for women means that people think of women as people first, with brains that need education, bodies that need exercise and good nutrition, and souls that need means of expression.

Empowered women are seen as talent, as productive entrepreneurs, as valuable individuals in their own right.

CHARLOTTE HENLEY BABB

OUR VISION

THE GOALS THAT DRIVE US

The purpose of the Vision Conference is to collectively inspire and improve our craftsmanship, educate and empower our fellow sisters in photography on industry standards and new trends, provide supportive tools and information on how to balance home and work life, increase our global numbers and impact, and to be publicly recognized and respected as a source for professional, high quality work.

SOME PUBLICATIONS OUR MEMBERS AND THEIR WORK HAVE BEEN FEATURED IN



MEET THE TEAM

GET TO KNOW THEM



Lineka Michelle

CEO, Black Female
Photographers

Owner & Founder
Michelle Lineka Photography



NJ Stevenson

BFP Business Manger

DID YOU KNOW?

20%

In a 2015 study, Onward collected data on members of the Association of International Photography Art Dealers and found that women only occupied 20% of the field.

5.7%

According to the US Census Bureau, only 5.7% photographers in the industry identified as African American.

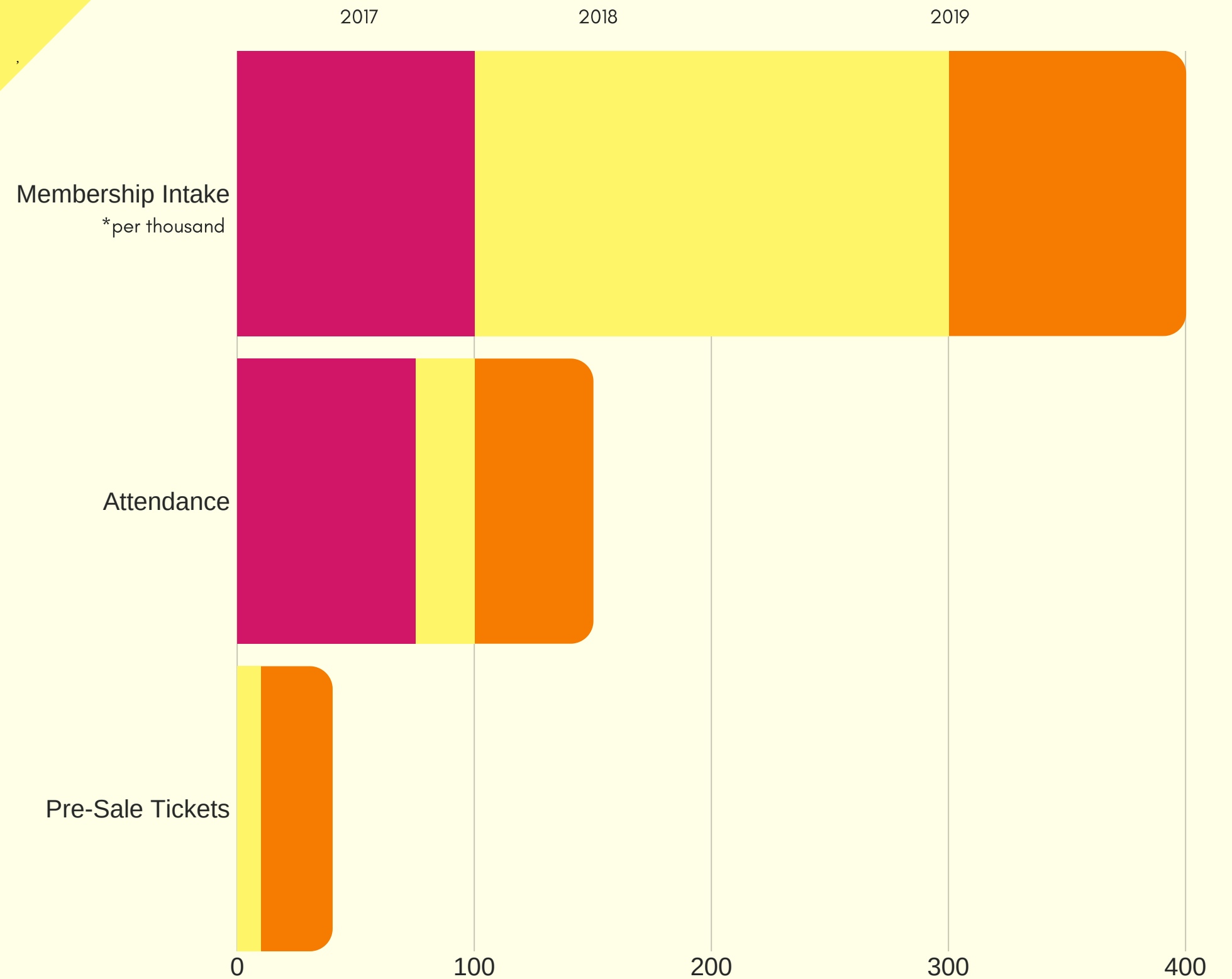
VISION
CONFERENCE

BF BLACK FEMALE
PHOTOGRAPHERS

GROWTH IN NUMBERS & PROJECTIONS

The promotion of inclusion and diversity has directly affected the growth of our organization. We are now seeing the demand for more women and African Americans to be both behind the scenes and in the forefront of the entertainment and art industries.

More Black women are now seeing, more than ever, the possibilities that are endless for our demographic and search to be apart of groups like our to garner mutual respect and support.



THE IMPACT OF THE VISION CONFERENCE



Jamenda Whitehead
Owner, JaMichelle Photography

"I didn't know what to expect, and I am always wary about going into all female environments, but as soon as I walked in I immediately knew I had found my tribe!"



Tanya J
Owner, Tanya J Photography

"The breakouts were very informative for me. I shoot as a hobbyist, but after the conference I revamped my way of thinking and changed the way I price myself."



Korie Mitchell
Owner, JessaCole Photography

"The conference literally changed my life. I now have legitimized my business, I'm more apt to seek out constructive criticism on my work, and I've grown more confident in my craft!"

FOLLOW US ON SOCIAL MEDIA



FACEBOOK

4,987 members

Black Female

Photographers



TWITTER

1,066 followers

@blackfemphotogs



INSTAGRAM

8,146 followers

@blackfemalephotographers

SPONSORSHIP OPPORTUNITIES

VISIONARY

- LOGO INCLUDED IN PRE-CONFERENCE PRINT AND DIGITAL CAMPAIGNS
- FULL PAGE INSIDE/BACK COVER PROGRAM AD & LISTED ON WEBSITE
- 6 TICKETS TO THE CONFERENCE
- EXCLUSIVE BRANDING AS "HOSTS" OF A CONFERENCE/ OR BREAKOUT SESSIONS/ OR NETWORKING RECEPTION
- 15-20 MIN SPEECH/PRESENTATION DURING MAIN DINNER
- EXHIBIT BOOTH
- SPONSOR DESIGNATION ON NAME BADGES
- SPONSOR LOGO ON STEP & REPEAT
- PROMOTIONAL ITEMS IN SWAG BAGS
 - VERBAL RECOGNITION
 - LOGO ON EVENT PLACARD
 - SOCIAL MEDIA PROMOTION
- SEND PROMOTIONAL CONTENT TO ATTENDEES PRIOR TO CONFERENCE

\$5000

PIONEER

- LOGO INCLUDED IN PRE-CONFERENCE PRINT AND DIGITAL CAMPAIGNS
- FULL PAGE AD & LISTED ON WEBSITE
- EXHIBIT BOOTH
- SPONSOR LOGO ON STEP & REPEAT
- PROMOTIONAL ITEMS IN SWAG BAGS
 - VERBAL RECOGNITION
 - COMPANY LOGO ON
- LOGO ON EVENT PLACARD
- SOCIAL MEDIA PROMOTION
- SEND PROMOTIONAL CONTENT TO ATTENDEES PRIOR TO CONFERENCE

\$2500

TRAILBLAZER

- LOGO INCLUDED IN PRE-CONFERENCE PRINT AND DIGITAL CAMPAIGNS
- 1/2 PAGE AD & LISTED ON WEBSITE
- EXHIBIT BOOTH
- PROMOTIONAL ITEMS IN SWAG BAGS
 - VERBAL RECOGNITION
 - COMPANY LOGO ON
- LOGO ON EVENT PLACARD
- SOCIAL MEDIA PROMOTION

\$1000

TRENDSETTER

- LOGO INCLUDED IN PRE-CONFERENCE PRINT AND DIGITAL CAMPAIGNS
- 1/4 PAGE AD & LISTED ON WEBSITE
- EXHIBIT BOOTH
- VERBAL RECOGNITION
- COMPANY LOGO ON
- SOCIAL MEDIA PROMOTION

\$500

NBFPD - PHOTO WALK DAY

WORLDWIDE



VENDED OPPORTUNITIES AND DONATIONS



Exhibit Booth

This is going to be a well attended event with hundreds of interested buyers. Set up a quick call to go over the details.



In Kind Donations

If your company chooses to help our organization, you will contribute to more than just an experience. You will be a key partner in driving successful tools for more than 4,987 Black women.



Program Advertising

Highlight and advertise your company directly to your consumers in our BFP Annual magazine and conference program.

2020 SPEAKERS



LA JUNE KING

Topic: Creating a Pink Starburst Experience OVERALL for your Clients



SAMMETRIA L. GOODSON

Topic: Law & Business: "What Professional Photographers Know that Hobbyist Photographers Don't Know"



SABRINA HENDLEY

Topic: Be Brandoulis!!!



CHANEL N WELLS-HENDERSON

Topic: Branding & Website Design

C O N F E R E N C E



TAYLOR BRUMFIELD

Topic: Product Photography



TRUNETTA ATWATER

Topic: Fearless In Person Sales

C O N F E R E N C E

2020 SPEAKERS



SYMONE SEVEN

Topic: Photoshop Basics for Beginners |
Frequency Separation



MARY BROWN

Topic: FINDING YOUR CLIENTS:
SOCIAL MEDIA AND BEYOND



LAUNCH TEASER VIDEO

Visuals from the 2018 Vision Conference
Atlanta, GA - [VIEW NOW](#)

CONNECT WITH US

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Lineka Michelle , CEO

