

Black Christmas

**Gift-Bag Program
2022**



Black Christmas

"*Black* is beautiful. The symbol of *Excellence, Elegant, and Bold.*"

Black Christmas presents a formal tone of celebrating our community of black millennials and allies during the holiday season.

Our ultimate mission is to covet a space that empowers us as individuals, along with the chance to uplift our community through brand awareness and philanthropic efforts.

Understanding the social landscape and avoiding trends within our culture, the Black Christmas brand continuously evolves from the boundaries we push to curate memorable experiences that attract a large audience towards opportunities to dress fashionably, interact with peers, and enjoy entertainment.

The Black Christmas Team



Xavier Anglin
Founder/Creative Director



Mike George
Director of Business Development



Brian Johnson
Director of Sales and Operation



Kristen McKenzie
Senior Operation Lead



Gary Toles
Director of Finance and Planning



Tyler McKenzie (1993-2022)
*Director of Strategic and
Philanthropic Partnerships*

Core Values



INCLUSIVENESS

Making effort to create social experiences with open arms to allies of our community



AUTHENTICITY

Building sustained growth and attracting large audiences through innovative concepts and ideas



EMPOWERMENT

Dedicating service and further actions to build awareness for black-owned brands and individuals of our community during the holiday season



Gift-Bag Program

This year, we are returning with our annual gift-bag program, a proud initiative to highlight black-owned brands during the holiday season and bring awareness to over 300 attendees of this year's Black Christmas: Five-Year Anniversary Gala

2021 Partners

— ON THE WAX —
Alcohol Inspired Scents
100% Soy Candles

SONDÉR
NEW YORK

SPURST

DIOP

SHEA
LA SOUL
NATURAL PRODUCTS

Grestón

Black Christmas

2021 Event Statistics

300+

of Black Christmas attendees

57%

Percentage of female attendees

43%

Percentage of male attendees

24-33

Age Range

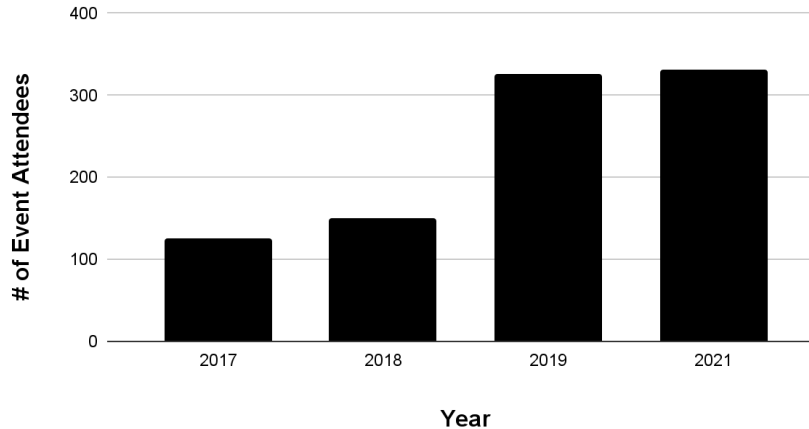
6

of Participating Black-Owned Brands

600+

of Black-Owned Products/Services provided

Audience Growth YoY



2022 Sponsorship Package and Pricing

BENEFITS
Logo Placement on Digital Flyer/Official Website
Logo Placement on Gift-Bags
Acknowledgement in Email to 2,000+ Subscribers
Social Media Highlight Post (Instagram & Twitter)
Shared Email List of 2,000+ Subscribers
Two Complimentary Tickets to Gala (12/17)

Interested in Highlighting Your Brand?

If you are a Founder/CEO/Owner and interested in gifting your products/services to attendees through our gift-bags this year, please fill out form below before our Monday, 12/5 deadline

[Submission Form](#)

Point of Contact

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THANK YOU!