

2020 Event Marketing Calendar

Grit Before The Gram (January)

Grit Before The Gram (G/G) is an official GRAMMY event that celebrates women of color who are doing big things behind the scenes. The event has a host committee comprised of the most well-known women in music – all of whom are in attendance. The **G/G Alliance** (host committee) members include:

Sylvia Rhone - Chairman & CEO, Epic Records	Shari Bryant - Co-President, Roc Nation
Cara Donatto - EVP, Interscope Geffen, A&M Records	Laurieann Gibson - Choreographer & Creative Director
Ethiopia Habtemariam - President of Motown Records	Juliette Jones - EVP of Urban Promotion, Atlantic Records
Claudine Joseph - Chief Operating Officer, LL Cool J Inc.	Afrika Lander - Marketing Executive
Simone Mitchell - Artist Manager, Quality Control Music	<i>*Awaiting final confirmation from Debra Lee</i>

The Griot Post-Oscars Gala (February)

In 2018, the first annual GRIOT Gala was launched at The District by Hannah An, the chic Beverly Hills hot spot. This hugely successful event was inspired by the lack of diversity surrounding one of the most celebrated award ceremonies for film and entertainment, The Academy Awards.

On Oscar Night, hundreds of taste makers, influencers, actors, entertainers, media entities and passionate guests answered the call to support Diversity and Inclusion in the Arts and Entertainment industry by coming together to recognize and celebrate the significant achievements of women and people of color in the Entertainment Industry.

S by Serena Williams (February)

SERENA by *Serena Williams* hosts its **New York Fashion Week** runway show featuring collections in a **See Now Buy Now** format, with all looks available immediately for purchase on serenawilliams.com. The show represents an unparalleled opportunity to tap into the dedicated followers of Serena, as well as the media, influencer and celebrity attendants of her show.

The February activation includes a fireside chat with **Anna Wintour** followed by a preview of Serena's collection.

Harlem's Fashion Row (February)

Harlem's Fashion Row is a social company that provides a voice for multicultural designers; through a creative platform that enables these designers to sell and present their collections to key leaders within the fashion industry. The annual fashion presentations take place during **New York Fashion Week** (Spring and Fall).

The February 2020 activation is dedicated to Black History Month and honors icons in the space, including Dapper Dan, Misa Hylton and April Walker.

Black Women Talk Tech (February)

Black Women Talk Tech (BWTT) is an organization, started by three tech founders, that aims to help black women build the next billion-dollar companies. The organization's inaugural conference for black women tech founders was held in February 2017 at the Google office in NYC. Attendees included more than 100 black female founders, along with 50 investors, supporters and speakers who participate in two full days of workshops and panels - Feb 27-29. The BWTT conference attracts over 1,300 founders, investors, technologists, community leaders, influencers and media partners convened for a truly transformative experience.

Conversations with Claire (Q1 – Q4)

Claire Sulmers has more than **two million** fashion, beauty and style enthusiasts, across all her social platforms, who hang on her every word. She has built her blog ***Fashion Bomb Daily*** into the single most trusted source of information related to celeb style, show reviews & news from a multicultural point of view.

This year, Claire will, once again, embark on her wildly successful speaking tour **Conversations with Claire**. The event pairs Claire with dynamic and distinguished tastemakers from across the country who talk about their journey in the fashion and beauty industries. It's the fireside chat that everyone in multicultural fashion/beauty space wants to see. Depending on the market, the number of attendees can range from 50-350 people who enjoy the Conversation brunch from 1-4pm and drinks/networking from 4-6pm. The tour makes stops in *New York, Houston and Atlanta*.

NOTE: Claire Sulmers will conclude 2020 with her 2nd Annual Faby's Awards Show that honors the best and brightest in the fashion and beauty industries.

The Journey with Blue (Q1 – Q4)

The Journey with Blue is a talk show and community sharing the transparent stories of millennial entrepreneurs and providing them with the tools and resources needed to grow their businesses. JWB has presence at large conferences (i.e. Summit 2!, Black Women Talk Tech, HustleCon, #BYOB, etc.) via its LIVE media lounge. In the lounge, JWB dives into deeper conversations with the speakers, panelists and attendees while capturing their conference experience in real time. Season 3 begins with special quests: **Ryan Serhant** – Million Dollar Listing NY, **Gary Vaynerchuck** – Serial Entrepreneur, **Lauren Simmons** – Youngest Black Woman on NYSE and **Les Brown**

BET Experience (June)

TresseNoire is the premier online beauty recommendation service designed for women of color.

Each and Every summer, TresseNoire leads all activities tied to **The House of Beauty & Fashion** at the **BET Experience** in Los Angeles. During the two-day event, ~45k attendees experience activations created by today's premiere brands.

There are other proprietary TresseNoire events, including: *Curly Girl Fit* - a wellness event that specifically caters to the naturalista who is passionate about fitness and the *Natural Tresses & Dresses Soiree* – a unique bridal experience that brought together 1000+ Black women to discover new trends in the bridal space.

Cannes Lions Festival of Creativity (June)

Cannes Lions International Festival of Creativity is a 5-day event that hosts the largest global gathering of individuals working in creative communications, advertising, etc. During the festival, the **Cannes Can: Diversity Collective** will host the first activation of its kind, **Inkwell Beach – Cannes**.

Inkwell Beach will be the place that highlights “*Where Inclusive Creativity Begins is Where Brands Win*” via panel discussions focused on building talent channels from non-traditional pathways, creative pitch competitions, talent showcases, C-Suite – Gloves Off sessions and more!

The Great Girlfriends (June)

The Great Girlfriends podcast reaches women from around the world, with a primary presence in the US. Last year, TGG podcast hit some pretty major milestones: **100+ episodes, 370,000+ downloads, and 5 star reviews on iTunes!** In June, TGG will host its 4th annual conference in NYC. TGG has been featured in [ESSENCE magazine](#) for the conference, and has also been named top podcasts for women in [Huffington Post](#), [She Said](#), and [Daily Worth](#).

House of Champagne (July)

The **House of Champagne** is a NYC pop up is a self-guided tour that will run for **5.5 weeks** (7/9 – 8/17). More than **25k attendees** will travel through six ‘experience’ rooms for sampling and education. The tour will culminate in a Grand Tasting Lounge that will allow attendees to consume and/or purchase their favorite brands – all before exiting through the gift shop.

QueensFest (August)

The LA based creative collective, **Queens of the New Age** is a two-day educational music arts festival and songwriting camp celebrating creative women of color. Queensfest features live music, DJ sets, producer salons, art exhibits, expression workshops, POC vendors, food trucks and more. The event is in association with the **Will & Jada Pinkett Smith Family Foundation**.

20th Annual All Black Gala (September)

In September, ~1,200 people will descend upon the **Georgia Aquarium**, the world’s largest aquarium, for a nightlife event with Atlanta’s who’s who! Attendees include entertainers, athletes, businesspeople, politicians and the general public. **Attendee Demographics:** Urban Professionals, Age range 27-45, Income: \$50k-\$150k, 61% Female 39% Male - Education: College 75%

Harlem’s Fashion Row (September)

Harlem’s Fashion Row is a social company that provides a voice for multicultural designers; through a creative platform that enables these designers to sell and present their collections to key leaders within the fashion industry. The show features multicultural designers and honors the biggest names and influencers in fashion. Each event receives more than 500 million media impressions and has been covered by *NY Daily News*, *Black Enterprise*, *NBC*, *Huffington Post*, *NY Times*, *Wall Street Journal* and more.

Previous highlights:

- 450 Celebrities, Influencers, Media and Fashion Enthusiasts in attendance
- 7.4 **Billion** Impressions (inc. 300M Social Media Impressions)
- **Lebron James** was on site to accept the ICON Award along with honorees **Dapper Dan**, **Bethann Hardison** and **Jason Rembert**
- HFR & Nike announced their integrated partnership to design the first women’s basketball show for Lebron James (HFRxLBJ16)

ENVSF Festival (September)

The annual **ENVSF Festival** sits at the intersection of Music, Fashion, Beauty, and Wellness. Culminating in the only (1-Day) festival to inhabit New York City, where Female Gen-Z’rs are highlighted and celebrated, while creating a tsunami of content across multiple social platforms.

Inspired by dreamers, go-getters and our future leaders - the **ENVSF Festival** is a multi- dimensional community, committed to the empowerment of Gen-Z adapters and their aficionados. **ENVSF** was born with the goal to serve and foster the talent, dreams and sustainability of youth culture in an inclusive environment.

The Faby’s (December)

See previous Claire Sulmers “NOTE”.

Individual sponsorship proposals available upon request