

BLACK LABEL EXPERIENCE

Where Small Business Meets Big Opportunity.

A proven retail showcase. Now coming to Houston.

2026 PARTNERSHIP OPPORTUNITIES

Small Business Saturday | Houston, TX

3 Years | 3 Cities | Growing to Houston

Presented by Shawna Solomon & Associates

WHAT IS BLACK LABEL EXPERIENCE?

A curated retail brand showcase connecting vetted small business owners directly with ready-to-buy consumers.

Every participating brand sells a physical retail product. Shoppers come to discover and buy.

RETAIL

100% Retail Product Brands

Goods consumers can purchase on the spot. Not a service fair.

5 HR

Structured 5-Hour Format

First hour: VIP-only access. Four hours: general public shopping.

RSVP

Ticketed and Pre-Registered

Intentional buyers, not casual foot traffic.

SBS

Anchored on Small Business Saturday

The highest-intent independent shopping day of the year.

A PROVEN MODEL. THREE YEARS OF RESULTS.

Before Houston, Black Label Experience was already setting records.

YEAR 01

The Proof of Concept

88

Expected

532

Showed Up

12

Brands

\$7K

Top Earner

*505% over projected attendance.
The demand was undeniable.*

YEAR 02

The Breakout

494

Pre-Registered

2,102

Showed Up

12

Brands

\$9K

Top Earner

*Pre-registration more than doubled.
Word had spread.*

YEAR 03

The Expansion

1,538

Pre-Registered

3,267

Showed Up

18

Brands

\$13K

Top Earner

*Moved to larger venue.
Top brand earned \$13K in one day.*

MORE THAN AN EVENT.

RETAIL READY: THE 6-WEEK BRAND READINESS SERIES

WHAT IS IT?

Before brands earn a spot on the luxury showcase floor, they complete a structured 6-week business readiness program.

The program covers branding, marketing, visual identity, customer experience, pricing strategy, inventory readiness, and day-of execution.

By the time the doors open, every brand on that floor has been trained, tested, and vetted.

WHY IT MATTERS TO YOU

Qualified Entrepreneurs

Your brand reaches business owners who have already invested in their own growth.

Lower Risk, Higher Trust

For banks and investors: these are prepared founders, not first-timers testing an idea.

Built-In Brand Loyalty

Brands remember who supported them during training. Your logo is in the room from week one.

Supplier Pipeline Starts Early

For retail partners: identify and connect with emerging brands before the event even opens.

WHY RETAIL BRANDS CHANGE EVERYTHING FOR YOUR PARTNERSHIP

Every brand in the showcase sells a physical product. That is not just a community moment — it is a business pipeline.

FOR GROCERY & RETAIL PARTNERS

e.g. H-E-B, Whole Foods, Target

- >> Direct access to emerging local product brands ready for shelf conversations
- >> Identify your next local supplier before your competition does
- >> Co-brand with the founders your customers are already loyal to
- >> Be the partner who helped them grow. That story has staying power.

FOR FINANCIAL INSTITUTIONS

e.g. JPMorgan Chase, Texas Capital Bank

- >> A room full of retail business owners who need merchant services, business accounts, and capital
- >> Meet founders at the exact moment their business is visibly growing
- >> Community investment with a direct customer acquisition opportunity
- >> Position your brand as the financial institution that actually shows up

WHO WE REACH

BUY

Intentional Shoppers

Consumers who pre-register and arrive ready to spend. Not browsers.

HOU

Houston Community Ecosystem

Networked leaders and advocates who amplify what they believe in.

VIP

VIP Buyers and Tastemakers

First-hour exclusive access for community leaders, press, and loyal supporters.

DIG

Digital-First Audience

Instagram, TikTok and LinkedIn followers aged 25-55.

BIZ

Women Entrepreneurs

Purpose-driven founders building product brands with staying power.

POD

Talk Your Shift Listeners

Mindset, visibility, and business growth — warm and highly engaged.

PARTNERSHIP INVESTMENT TIERS

COMMUNITY

\$2,500

- + Logo on event signage
- + Social media feature (2 posts)
- + Brand table at the showcase
- + Listing in event program

INVESTED

\$7,500

- + Everything in Community
- + Dedicated brand spotlight segment
- + Co-branded content (3 pieces)
- + Email feature to subscriber list
- + On-stage acknowledgment

LEGACY

\$15,000

- + Everything in Invested
- + Title sponsorship naming rights
- + Keynote or panel participation
- + Podcast episode feature
- + Year-round digital presence
- + Exclusive activation space

Custom partnership packages available. Let's build something that works for you.

WHY PARTNER NOW

01 The Model Is Proven

Three years of data. Attendance grew from 532 to 3,267. You are not betting on a concept — you are backing a track record.

02 Houston Is the New Market

BLE is expanding into Houston with an established playbook. First-year partners shape the city launch and earn founding positioning.

03 Retail Brands Mean Real Transactions

Sponsors enter a room where money changes hands and business relationships are formed — not a feel-good moment.

04 Authentic Audience Trust

This community follows integrity, not hype. Alignment with BLE earns credibility that a standard media buy cannot replicate.

The Ecosystem You're Investing In

- > Black Label Experience — flagship annual showcase
- > Retail Ready — 6-week branding, marketing & business prep program
- > Talk Your Shift Podcast — mindset and visibility platform
- > SSA Brand Strategy — year-round entrepreneur support

One investment. Four touch points.

LET'S BUILD SOMETHING WORTHY OF YOUR NAME.

*Black Label Experience 2026 partnership spots are limited.
We are accepting commitments now.*

READY TO INVEST IN THE COMMUNITY?

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