

# BLACK LABEL EXPERIENCE

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*Where Small Business Meets Big Opportunity.*

A proven retail showcase. Now coming to Houston.

## 2026 PARTNERSHIP OPPORTUNITIES

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Small Business Saturday | Houston, TX

*3 Years | 3 Cities | Growing to Houston*

*Presented by Shawna Solomon & Associates*

# WHAT IS BLACK LABEL EXPERIENCE?

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*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

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**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**

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

## INVESTED

**\$7,500**

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

## LEGACY

**\$15,000**

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- + 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 touchpoints.*

# LET'S BUILD SOMETHING WORTHY OF YOUR NAME.

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

## **READY TO INVEST IN THE COMMUNITY?**

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