

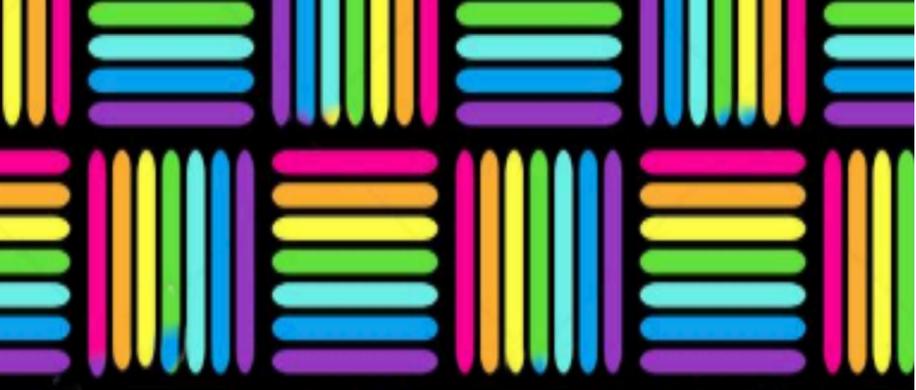


COMMS NOIRE

Social impact communicators for the culture

About Comms Noire + Partnership Opportunities for Comms Noire's signature event *Tones*





ABOUT COMMS NOIRE

Comms Noire is a community of Black health communications and social marketing professionals dedicated to creating messages that impact culture for good. Comms Noire inspires **level-raising creativity** which is essential for developing some of our society's most important **public service campaigns** and messages.

The organization's signature event, Tones, creates opportunities for **connection**, **resource** exchange, and **leadership** development.



WHY HERE

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Comms Noire pros are health communications and social marketing professionals who have a passion for creating high-impact messages. They know that the campaigns they develop have the potential to improve lives and shape culture for the better.

“But we need creative environments outside of our limiting gray walls.”



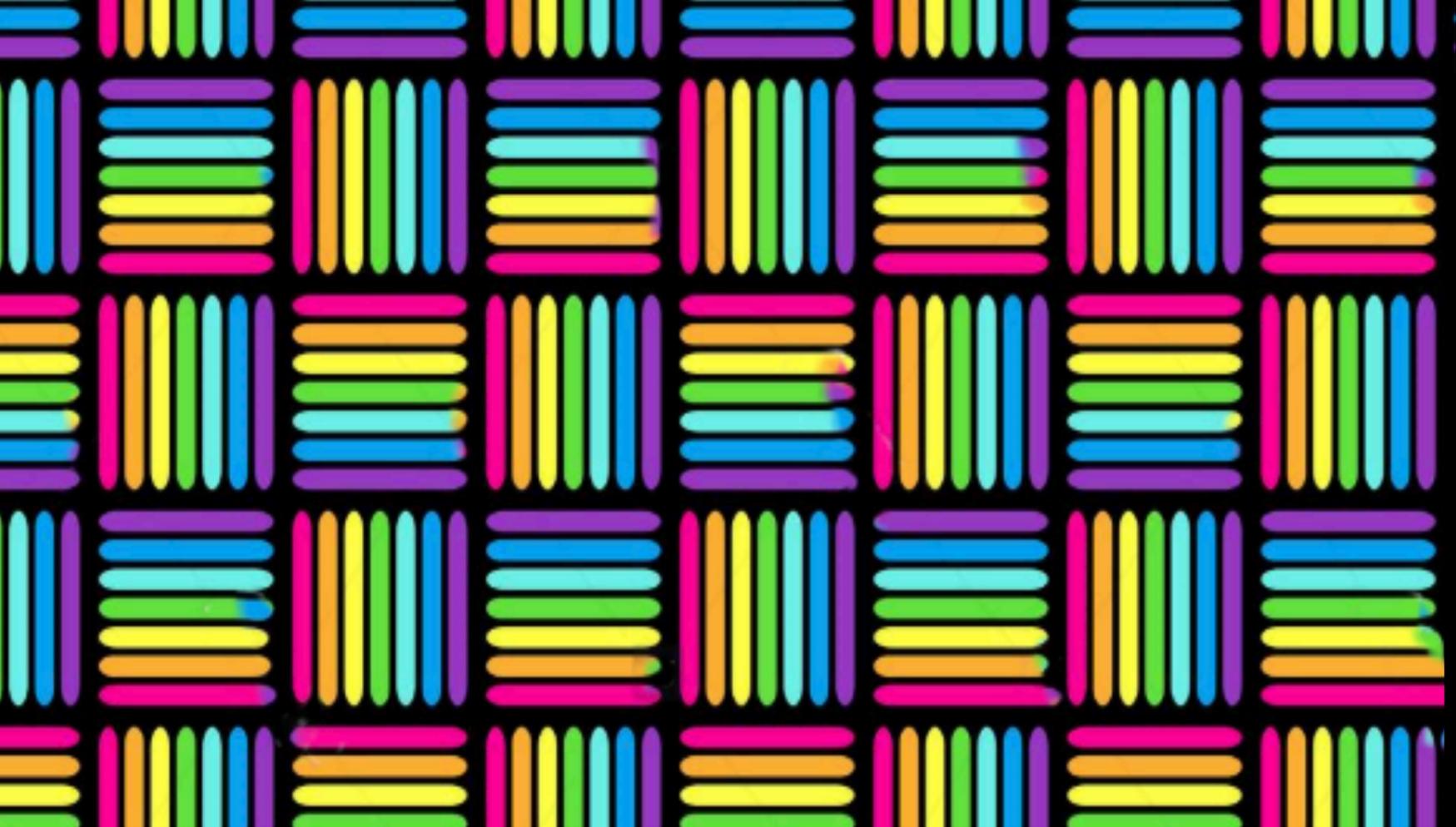
WHY THIS

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Comms Noire pros are communications experts with extremely valuable culture adds. They are educated in population health and critical social issues, but also come to the table as native members of our country's diversity of ethnic communities. While their cultural fluency often goes underutilized in the workplace, they know how to reach their own people and speak their own language.

"But we need to be equipped and empowered to use our own voices to advocate and create for our own communities."

COMMS NOIRE



WHY US

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Comms Noire pros often work as the only communications professional in their respective offices, managing tasks across disciplines (event planning, media-relations, copy writing, web design and strategic planning). They work in silos without the benefit of creative, collaborative teams.

"We would be so much better together. "

AUDIENCE PROFILE

National nonprofit



The **10-year PR vet** who is under resourced and has always been the **only communications person** in the office.

Community organization



The **well-connected community event coordinator** who has had to acquire **on-the-job comms skills** to support policy initiatives in his city.

Federal gov't



The **social justice warrior** who is vocal about social issues on and off the clock, but **is rarely asked her opinion** about targeted marketing campaigns at work.

State health department



The socially savvy **early career professional** who is still trying to convince leadership that **social media is a full time job**.

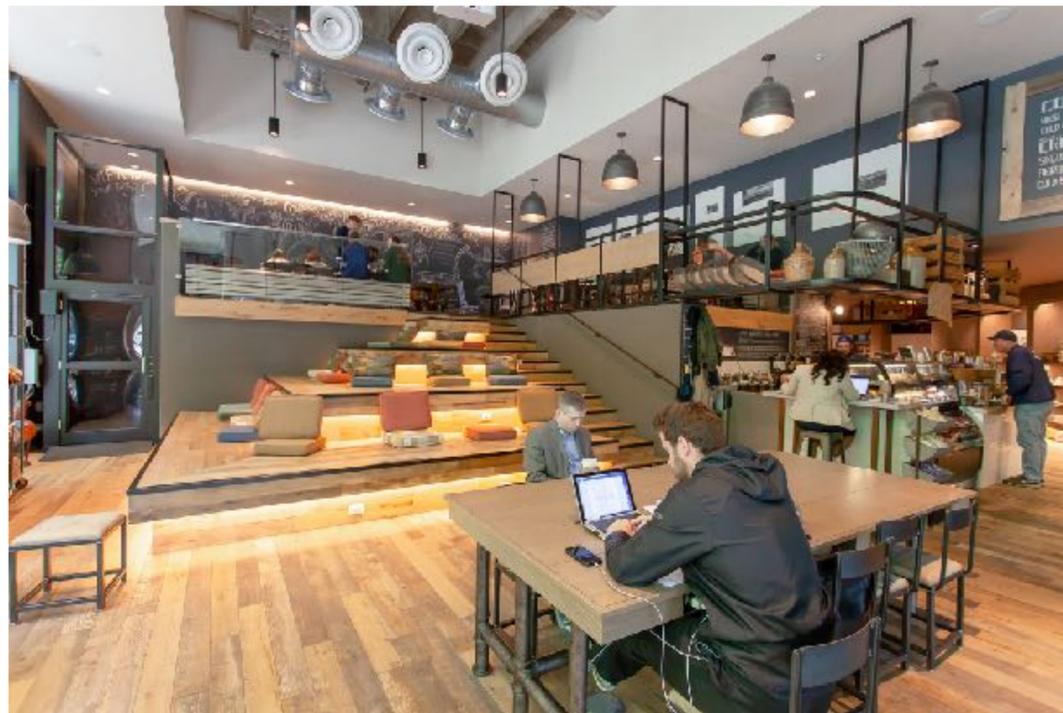
Creative agency



The **graphic designer** who is always first to volunteer to **support the social marketing jobs** that come up—even if they are pro bono.

TONES: Comms Noire's Signature Event

DETAILS COMING SOON



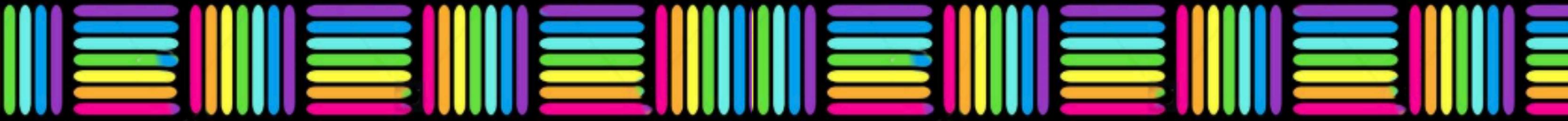
COMMS NOIRE



WHY SPONSOR

- Support the launch of a much-needed professional association for your employees of color
- Demonstrate your commitment to social responsibility and ethnic diversity in the communications industry
- Contribute to the development of important public service campaigns created by and for African Americans
- Help provide leadership development opportunities for communications professionals of color

COMMSNOIRE



SPONSORSHIP OPPORTUNITIES

Level		Sponsorship Fee
Tones Event Series Sponsor	Activation space at each city event (3) 5-minute speaking opp Founding members sponsor*	\$10,000
Featured Sponsor	Panel or keynote sponsor Partnership Status	\$2,500
Inspiration Sponsor	Custom inspiration wall Sponsored giveaways Partnership status	\$1000 or in-kind equivalent
Supporting Sponsor	Partnership status	\$500 or in-kind

*Continuous promotion as first class of members join. Sponsorship covers a portion of founding membership fees.

POTENTIAL SPEAKERS



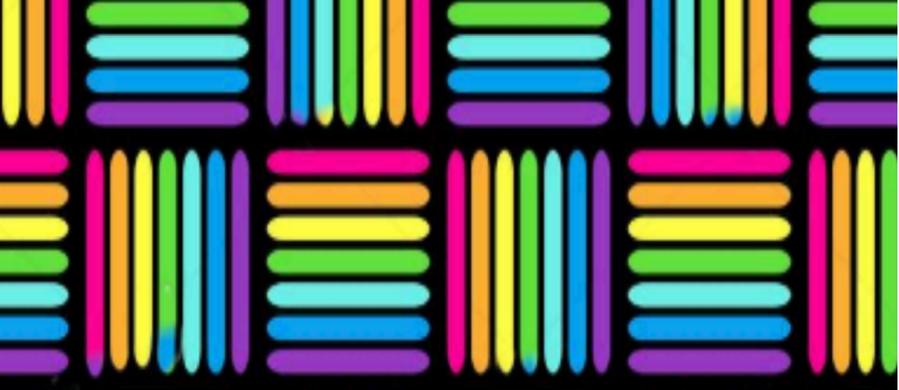
Walter Geer
TBWA WorldWide



Nakesha Powell
Black Women's Health Imperative



Jason Thompson
Fahrenheit Creative Group



POTENTIAL PARTNERS



POTENTIAL TEAM & VOLUNTEERS

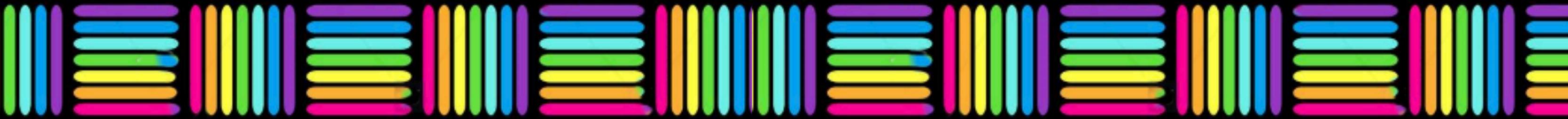
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**SOME MESSAGES
CAN'T AFFORD TO BE
TONE DEAF**

/tōns/

1. To harmonize with (something) in terms of color.
2. the general character or attitude of a place, piece of writing, situation, etc.
3. The modulation of sound or voice with reference to quality, feeling or strength.