

**BLERD
20FEST!
NEW 24
ORLEANS**

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WHAT IS BLERDFEST!?

There has been exponential growth in the popularity and influence of “Nerd” culture in recent years – a culture defined by its passionate pursuit of unique interests in **Geekdom**, **the Arts**, and **Academia**.

Representations of that culture often exclude the Black *experience*, the Black *stories*, and the Black *Storytellers*.

We, as Black Nerds, or “**Blerds**,” are trying to change that.

BLERDFEST!, the Gulf Coast’s first & only *Black Nerd Festival*, is about *representation*, *education*, and *inclusion*. It is *for us*, *by us*, *about us*.

We will be returning Saturday, May 18, 2024, 11 am - 6 pm
McDonogh 35 College Preparatory High School
4000 Cadillac St, NOLA, 70122

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OUR MISSION

We had our first event in 2019, fueled by the idea that in a city known worldwide for its epic festivals, Blerds shouldn't have to hop on a plane and spend their money elsewhere to celebrate their own culture. COVID deferred our '20-'22 dreams, but we re-emerged from that unexpected hiatus in 2023 with a renewed focus on helping to facilitate the growth of this energetically unique community.

We are dedicated to creating a safe space for all POC to geek out about Nerd culture, to promoting the pursuit of STEAM (Science, Technology, Engineering, Arts and Math) to our community's youth, to showcasing Black professionals in Blerdy fields, and to creating events that *entertain, educate, encourage,* and *enrich* all members of our community.

We are to many Cons what  PBS is to .

IN PARTNERSHIP WITH:



10% OF PROCEEDS GO TO:

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WHO IS BLERDFEST!?

PLANNING COMMITTEE:

Organizing the event has been a collective effort from Professionals with a broad range of experience and a shared passion for building community.

TRUE



CEO: AWARD-WINNING, INTERNATIONALLY ACCLAIMED ARTIST WITH 30+ YEAR CAREER AS A DESIGNER, PROFESSOR, LECTURER & PRODUCER OF PUBLIC ART PROGRAMS...

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LUISA FUENTES, ESQ



COO: MANAGING ATTORNEY FOR A FAMILY JUSTICE CENTER ADVOCATING FOR ABUSE SURVIVORS; HAS ALSO PERFORMED IN COMMUNITY THEATER; LOVES TO BAKE...

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DR. CRYSTAL BOBB-SEMPLÉ



EDUCATIONAL DIRECTOR: EXPERT IN THE USE OF COMMUNITY LITERACY AND SOCIAL IDENTITY PRACTICE TO IMPROVE READING OUTCOMES FOR STUDENTS...

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VALENCIA PLEASANT



GENERAL MANAGER: K-8 MUSIC TEACHER; SMALL BUSINESS OWNER; EVENT PRODUCER; MEZZO-SOPRANO WITH OPERACREOLE AND THE NEW ORLEANS OPERA...

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HANNAH BEACHLER



CREATIVE CONSULTANT: THE FIRST BLACK PERSON AND FIRST WOMAN TO BE NOMINATED AND TO WIN AN OSCAR FOR PRODUCTION DESIGN (BLACK PANTHER, 2018)...

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WHO IS BLERDFEST!?

KIMMIE THOMAS, JD




TECH CAREER SPECIALIST: HEAD OF SEVERAL NON-PROFITS; THRIVES IN TEACHING LAW, GAMING CAREER PATHS, ENTREPRENEURSHIP, AND BUSINESS RELATIONS TO YOUTH...

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DR. JENNIFER BAGNERIS




ACADEMIC CONSULTANT: DILLARD PROFESSOR WHO EXPLORES THE ART, HISTORY, CULTURE, AND LITERATURE OF NOLA, AS WELL AS ALL THINGS BLACK AND NERDY...

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DR. SONITA SINGH




COMMUNITY LIAISON: FOUNDER OF AN ORG THAT USES AI TO ADDRESS POVERTY; LSU RESEARCH PROFESSOR; CO-CAPT. OF WOMEN OF WAKANDA; AVID COSPLAYER...

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JASMINE WALKER



ACTIVITIES COORDINATOR: NOLA NATIVE; EX-MUSIC EDUCATOR; SEWIST (AKA SHIRATORI HIME COSPLAY); SHE'S MADE COSTUMES FOR ENTIRE PARADE KREWES!

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WANKEETA JACKSON




ORGANIZATIONAL CONSULTANT: NON-PROFIT LEADER; FOUNDER OF WOMEN OF WAKANDA, A BLACK WOMEN-CENTERED COLLECTIVE; ENTREPRENEUR; COSPLAYER...

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JALEESA JACKSON




PROJECT MANAGER: ACTIVIST; NON-PROFIT COMMUNICATIONS CONSULTANT; CO-FOUNDER & CO-CAPTAIN OF WOMEN OF WAKANDA; COSPLAYER...

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PAST EVENTS

We drew a combined 500 Attendees to our first two events (our target attendance for 2024 is 1,000). The following is a sample of our offerings:



INTERVIEW: Oscar-winning Production Designer Hannah Beachler showed us how she and Ryan Coogler designed the world of Wakanda.



ACTIVITIES: A Cosplay Throwdown, video & table gaming tournaments, and hands-on workshops were a few of the activities we offered.



PANEL: Local Journalists, Poets, and Writers weighed in to answer the question: What is AFROFUTURISM and where is it taking the Black community?



KIDS' CORNER: Microsoft sponsored a workshop where Blerds of all ages could play video games or explore the world of coding.



PANEL: Award-winning Content Creators and Industry Professionals discussed how the representation of Blerd culture has evolved.



VENDORS: Our Vendor Hall offered comic books, toys, games, costumes, clothes, and other Blerdy merch that we can't live without.

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OUR GUESTS

Our Invited Guests for 2024 include **Academics, Actors, Artists, Cosplayers, Filmmakers, Musicians, Writers** and other POC Creatives, with a particular focus on the Entertainment Industry. The following is a sampling of projects on which they've worked:

12 YEARS A SLAVE

A DIFFERENT WORLD

AMERICAN HORROR STORY

AVATAR

BATMAN

BEYONCÉ LEMONADE

the book of CLARENCE

BLACK ADAM

BLACK DYNAMITE

BLACK LIGHTNING

BLACK PANTHER

the COLOR PURPLE

COMING TO AMERICA

CREED

DAREDEVIL

DAWN OF THE PLANET OF THE APES

DJANGO UNCHAINED

Do THE RIGHT THING

THE EXPANSE

THE FALCON AND THE WINTER SOLDIER

FEAR THE WALKING DEAD

FINAL DESTINATION

FROM DUSK TILL DAWN

Genius: Aretha

GODZILLA

THE GRUDGE

GUARDIANS OF THE GALAXY

HARLEM

I'M A VIRGO

ANNE RIDE'S INTERVIEW WITH THE VAMPIRE

IRON MAN

JOKER

LOVECRAFT COUNTRY

LUKE CAGE

MS MARVEL

NCIS: NEW ORLEANS

THE PURGE

QUEEN SUGAR

RAISING DION

ROOTS

SPIDER-MAN

STAR TREK

THE SUICIDE SQUAD

TILL

TREME

TRUE DETECTIVE

the twilight saga

Waiting to Exhale

THE WIRE

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SOCIAL MEDIA & ADVERTISING

We have a combined social media following of approximately 3,000, from which we've garnered thousands of likes and shares; we also promote on those platforms:



When combined with the followings of our **Guests**, **Partners**, and **Affiliates**, our social media reach is well into the hundreds of thousands.

Additionally, we initiated an iHeartRadio advertising campaign three weeks prior to the event on our demographic's most popular local station:



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PRESS COVERAGE

We have received coverage from the following TV, radio, print, and online news outlets, which have a combined audience in the millions:



TV: 50,000/NIGHT
ONLINE: 1.4M/MONTH



LISTENERS:
100,000/WEEK



LISTENERS:
40,000/WEEK



VIEWERSHIP:
54,400/NIGHT



PRINT: 77,565/WEEK
ONLINE: 3.8M/MONTH



PRINT: 60,000/MONTH
ONLINE: 291,666/MONTH



CIRCULATION:
98,000/WEEK



IG FOLLOWERS: 20,600



CIRCULATION:
36,000/WEEK

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MEDIA INTERVIEWS

2:08

WDSU INTERVIEW



MARCH 31, 2023: WDSU NEWS 6'S GINA SWANSON GETS THE INSIDE SCOOP FROM BLERDFEST!'S PLANNING COMMITTEE...

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13:56

WWOZ INTERVIEW



MARCH 27, 2023: NEW ORLEANS MUSIC SHOW'S MURF REEVES TALKS WITH BLERDFEST!'S CREATOR TRUE...

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12:44

WRNO INTERVIEW



MARCH 26, 2023: THE WEEK IN GEEK'S DAVID D³ PICKS THE BRAIN OF BLERDFEST!'S CREATOR TRUE...

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6:13

WWOZ INTERVIEW



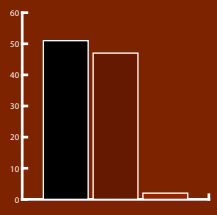
APRIL 1, 2019: NEW ORLEANS MUSIC SHOW'S MURF REEVES TALKS WITH BLERDFEST!'S CREATOR TRUE...

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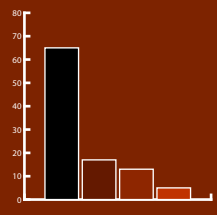
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ATTENDEE DEMOGRAPHICS



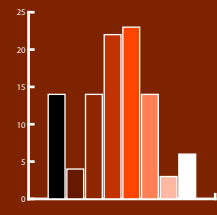
GENDER

- Female: 51%
- Male: 47%
- Non-binary/Other: 2%



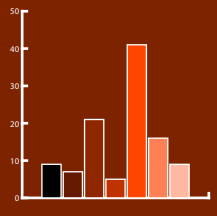
HOME CITY

- NOLA: 65%
- Near NOLA (e.g. Destrehan; Gretna; Hammond; Slidell): 17%
- Other Louisiana (e.g. BR; Shreveport): 13%
- Out of State (e.g. FL; TN; NY): 5%



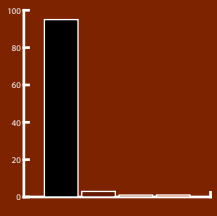
AGE

- 0-12: 14%
- 13-17: 4%
- 18-24: 14%
- 25-34: 22%
- 35-44: 23%
- 45-54: 14%
- 55-64: 3%
- 65+: 6%



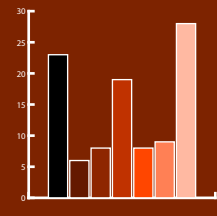
EDUCATION

- Some high school: 9%
- High school grad: 7%
- Some college: 21%
- Associates: 5%
- Bachelors: 41%
- Masters: 16%
- Phd+: 9%



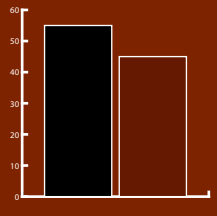
RACE/ETHNICITY

- Black/Black+: 95%
- White: 3%
- Arab/M. Eastern: 1%
- LatinX: 1%



ANNUAL HOUSEHOLD INCOME

- <\$20K: 23%
- \$20K-\$29K: 6%
- \$30K-\$39K: 8%
- \$40K-\$49K: 19%
- \$50K-\$59K: 8%
- \$60K-\$69K: 9%
- \$70K+: 28%



INTENTION

- Out-of-town Attendees who came to NOLA for other reason: 55%
- Out-of-town Attendees who came to NOLA for the event: 45%

KEY STATS:

- **EDUCATION:** Attendees hold BAs at 17.2% higher than the national average; MAs at 22.69% higher; and PhDs at a whopping 343.34% higher.
- **INCOME:** 38% of Attendees have household incomes above NOLA median, with the largest percentage at or above \$70K.

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ATTENDEE CHARACTERISTICS

SUMMARY: Our Attendees are multi-generational, curious and open-minded, have higher than average educational and income levels, and are always on the lookout for ways to engage with the content, content Creators, and communities focused on their passionate interests. They don't mind spending money on products and experiences tied to their pop culture favorites. Many have traveled as far as Atlanta or Chicago or DC or Detroit or New York City or San Diego or San Francisco to attend a Con. They are actively living a culture-obsessed lifestyle.

Successfully connecting with this audience can be challenging for brands without intimate familiarity with their interests and tastes; our advantage is that we are members of the community we are trying to serve.

INCLUSIVITY POLICY: We strive to create a safe space for everyone that comes to the event with an open mind and an open heart, regardless of age, race, ethnicity, color, sexual orientation, gender identity, religious or spiritual affiliation, mental or physical ability, socioeconomic status, or educational or vocational background. We make an effort to amplify the most marginalized voices within our community. Our Attendees reflect that diversity and inclusivity.

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SPONSORSHIP LEVELS

Rather than offer pre-set sponsorship perks, we prefer to discuss your needs, objectives, and budget, then come up with a benefits package that is right for you in one of two categories:

SPONSOR: \$10,000-\$50,000+ • **SUPPORTER:** Under \$10,000

The available benefits include:

- Festival Sponsor, e.g. "**BLERDFEST! 2024** presented by [**YOUR COMPANY**]!"
- Event Sponsor, e.g. The **BLERDFEST! 2024** Video Game Tournament (or Kids' Corner or Cosplay Throwdown or Featured Guest, etc.) presented by [**YOUR COMPANY**]!
 - Your logo or content (Sizzle Reels, Trailers, Clips, QR codes, etc.) on our signage, site, and social media (Facebook; Instagram; X; Tiktok; YouTube)!
- Presence at the event – set up a booth and connect with our Attendees directly!

+ MUCH MORE!

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**THANK YOU VERY MUCH
FOR YOUR INTEREST!**

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