

For the culture market

THE REACH PROJECT

Economic
growth.

Community
support.

Cultural
celebration.



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Saturday, February 7, 2026 | 10:00 AM – 4:00 PM | City Hall and Visitor Center College Station

The For the Culture Market (4TCM) celebrates Black History Month by showcasing local Black entrepreneurs, artists, musicians, and storytellers. Now in its fourth year, the event highlights the excellence and innovation of the Black community in the Brazos Valley—honoring the past, celebrating the present, and investing in the future.

Through partnerships with Operation HOPE, the City of College Station, and the Chamber of Commerce, REACH has supported the launch of more than 90 Black-owned businesses in just two years. 4TCM continues that momentum by providing visibility, community support, and meaningful economic opportunity for emerging entrepreneurs.

STUDENT IMPACT & COMMUNITY PARTNERSHIP

This celebration would not be possible without the incredible efforts of students from Texas A&M University (TAMU), Bryan ISD, College Station ISD, and our own REACH Fellows.

These students play a vital role in ensuring the event runs smoothly—supporting entrepreneurs, hosting youth vendors, running logistics, and helping shape the future of the Entrepreneurship Program. Through this hands-on experience, students and entrepreneurs from diverse backgrounds work together to:

- Build strong business models
- Strengthen leadership and communication skills
- Gain real-world experience through the market
- Blend education, culture, and economic mobility

This unique partnership strengthens community ties, fosters belonging, and builds true intergenerational leadership.



Your sponsorship directly fuels:

- ✓ Economic growth for emerging Black-owned businesses
- ✓ Leadership development for TAMU, BISD, and CSISD students
- ✓ Cultural celebration and community pride
- ✓ A thriving regional marketplace rooted in heritage, hustle, and opportunity

EVENT MISSION

To create a space that honors and celebrates the diversity, resilience, and creativity of the Black community—fostering unity and empowerment through entrepreneurship, culture, and art.

EVENT IMPERATIVE

To inspire future generations, amplify local voices, and contribute to the ongoing narrative of Black excellence in the Brazos Valley.

EVENT VISION

As we prepare for the fourth annual For the Culture Market, our vision is to elevate this celebration into the largest and most impactful Black History Month event in the region—uplifting our culture and strengthening the ecosystem of Black business in our community.



Sponsorship Levels:

Economic growth.
Community support.
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We are offering the following sponsorship tiers:

Community Champion: \$5,000

Includes:

- Exclusive Title Sponsor
- Recognition in all event materials, signage, and promotions
- Opportunity to speak during the event
- VIP booth for your company at the market
- Underwriting for event, performances or food
- Logo on volunteer shirts and event merchandise

Community Partner: \$2,500

Includes:

- Featured recognition in event materials and social media
- Booth for your company at market
- Acknowledgment during the event on the main stage
- Acknowledgement on volunteer shirts

Community Support: \$1,500

Includes:

- Recognition in event materials and social media
- Opportunity to sponsor one of the performances or vendors
- Acknowledgement during the event
- Volunteer Support and supplies

Supporting Sponsor: \$500

Includes:

- Featured recognition in event materials and social media
- Acknowledgement on volunteer shirts
- Acknowledgement during the event
- Raffle Support



Please join us in supporting this important cause and empowering the next generation of entrepreneurs in the Brazos Valley. Your partnership helps ensure that 4TCM continues to uplift local businesses, honor Black culture, and provide meaningful real-world opportunities for our students. We look forward to partnering with you and making the 2026 For the Culture Market a huge success.