



TASTE OF SOUL - SOULFOOD FESTIVAL Orlando, FL

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TASTE OF SOUL

INTRODUCTION

A family festival of everything “Soulful”. Taste of Soul brings you sights sounds and tastes of the diverse cultures of Soul Food Cooking. Taste of Soul will feature Food vendors, Local Restaurants, Local Business, Live Entertainment and family activities.



ENGAGEMENT

Digital Campaign

- Aggressive social media, web, email, mailing list, and digital press campaign.

Print Campaign

- Detailed posters, print press, street signs, banners, advertisement vehicle, and table tents.

Branding & Print

- Event shirts, hats, stickers, banners, and vehicle wrap.

Media Outlet Partnerships

- Multiple industry partnerships with various business, music, magazine, radio, and email.

Public Media

- Proactive and personal campaigns with local tv, radio, and radio personalities.



TITLE SPONSOR
(One Available)
\$5,000

Rights, Marks & Exclusivity

- Category Exclusivity
- Rights to the Taste of Soul property mark and logo in pre-approved Advertising, Marketing, and packaging material
- Logo on all Official Taste of Soul signage
- Known as the Title sponsor of the Annual Taste of Soul
- Largest logo placement

On-Site Entitlements

- (1), Fifteen (15) second presentation to greet and welcome the audience
- (1) Fifteen (15) minute product demo showcase during event on stage
- Exclusive Live Stage Mentions as the Title Sponsor
- 20 x 20 vendor booths with tent provided
- (2) Tables
- (4) Chairs
- Promotion material & product placement throughout the venue
- Opportunity to provide gifts/sample bags
- Banners placed throughout Venue

Hospitality

- (50) Admission Tickets
- (10) Parking passes
- (10) Official Taste of Soul T-shirts

Media Entitlements

- Taste of Soul website featuring the name and/or logo of the title sponsor
- Links from Taste of Soul website to the sponsor site
- Featured on all Taste of Soul Radio, Television and Print media elements
- Featured in Banner Co-branding for Taste of Soul Social Media
- Blog post on Taste of Soul website.

Public Relations

- Recognition at the Taste of Soul Press Conference
- Recognition in all Taste of Soul regional and national press releases
- Sponsor will be included in all promotional e-vites

Gold Sponsor
\$2,500

Rights, Marks & Exclusivity

- Category Exclusivity
- Rights to the Taste of Soul property mark and logo in pre-approved Advertising, Marketing, and packaging material
- Logo on all Official Taste of Soul signage

On-Site Entitlements

- (1) Fifteen (15) minute product demo showcase during event on stage
- Exclusive Live Stage Mentions as the Gold Sponsor
- 20 x 20 vendor booth with tent provided
- (2) Tables
- (4) Chairs
- Opportunity to provide gifts/sample bags

Hospitality

- (25) Admission Tickets
- (8) Parking Passes
- (5) Official Taste of Soul T-shirts

Media Entitlements

- Taste of Soul website featuring the name and/or logo of Gold Sponsor
- Links from Taste of Soul website to the sponsor site
- Featured on all Taste of Soul Radio, Television and print media elements
- Featured in Taste of Soul Social Media

Public Relations

- Recognition at the Taste of Soul Press Conference
- Recognition in all Taste of Soul regional and national press releases
- Sponsor will be included in all promotional e-vites



Silver Sponsor
\$1,000

Rights, Marks & Exclusivity

- Category Exclusivity
- Rights to the Taste of Soul property mark and logo in pre-approved Advertising, Marketing, and packaging material
- Logo on all Official Taste of Soul signage

On-Site Entitlements

- Exclusive Live Stage Mentions as Silver Sponsor
- 10 x 10 vendor booth with tent provided
- (1) Table
- (2) Chairs

Hospitality

- (15) Admission Tickets
- (5) Parking Passes
- (2) Official Taste of Soul T-shirts

Media Entitlements

- Taste of Soul website featuring the name and/or logo of Silver Sponsor
- Links from Taste of Soul website to the sponsor site
- Featured on all Taste of Soul Radio, and Print media elements
- Featured in Taste of Soul Social Media

Public Relations

- Recognition at the Taste of Soul Press Conference
- Sponsor will be included in all promotional e-vites

Bronze Sponsor
\$500

Rights, Marks & Exclusivity

- Rights to the Taste of Soul property mark and logo in pre-approved Advertising, Marketing, and packaging material
- Logo on all Official Taste of Soul signage

One-Site Entitlements

- Exclusive Live Stage Mentions as Bronze Sponsor
- 10 x 10

Hospitality

- (10) Admission Tickets
- (2) Parking Pass

Media Entitlements

- Taste of Soul website featuring the name and/or logo of the Bronze Sponsor
- Links from Taste of Soul website to the sponsor site
- Featured on all Taste of Soul Radio, and Print media elements
- Featured in Taste of Soul Social Media

Public Relations

- Recognition at the Taste of Soul Press Conference
- Sponsor will be included in all promotional e-vites



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