



3RD ANNUAL

TASTE OF AFRICA

FOOD & MUSIC FESTIVAL

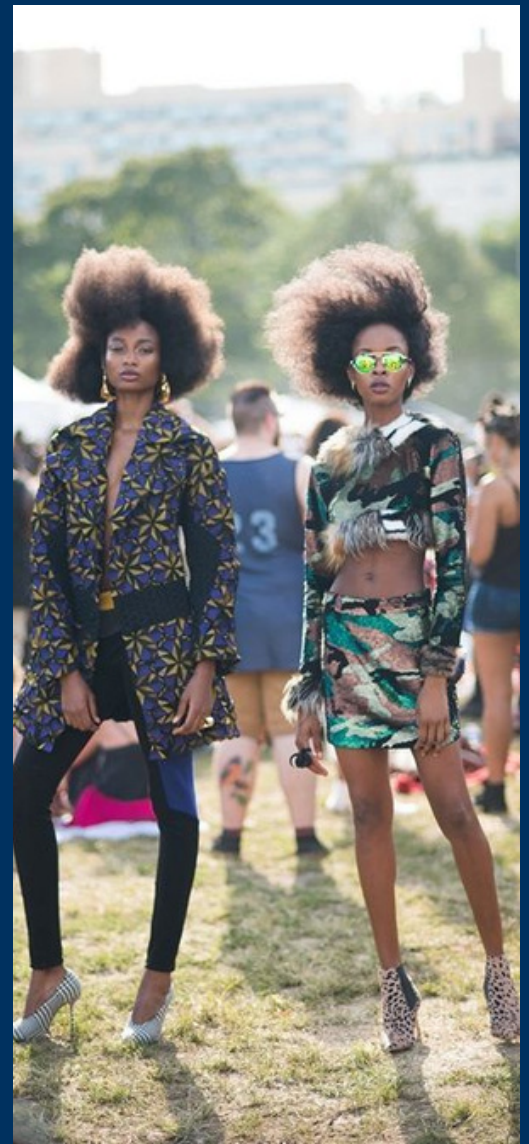
FOOD MARKETS ✦ MUSIC ✦ CULTURAL DANCES ✦
BAZAARS ART & CRAFT ✦ AFRICAN FOOD ✦ AFROBEATS
✦ DJS FROM AROUND THE WORLD ✦ FOOD TRUCKS ✦
CLOTHING ✦ MAGHRED CUISINE ✦ FASHION ✦
CARRIBEAN FOOD ✦ GAMES ✦
✦ FAMILY DAY ✦ CULTURE ✦
EAST AFRICAN FOOD

ORLANDO, FLORIDA
SATURDAY MAY 13TH 2023 NOON



TASTE OF AFRICA

Food and Music Festival Media
Campaign
Spring 2023



ABOUT THE EVENT



"A celebration of African music and culture taking place in Orlando. The festival is a wonderfully lively family day out with African-influenced crafts, games, goodies, and music. With too many negative representations of Africa entrenched in images of war, disease, poverty, and famine, our festival seeks to redress the balance and highlight the fantastic range of cultures, foods, music, and artists that make this great continent one of the most vibrant and emerging in the world."

EVENT DETAILS

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SAT MAY 13TH 2023

- Attendance : 1500+
- Last edition attendance 100 people
- Time: 12pm-8pm
- Location: Eagles Nest Park, Orlando, Florida
- Price: TBD
- The village market: This is where you can explore each countries food and taste the many dishes that derived from Africa. From the motherland to the Caribbean.
- The bazaar: This is where you can explore arts and craft vendors, African arts, spices and more!

 OBJECTIVES



TASTE OF AFRICA
FOOD AND MUSIC

EVENT TOUCHPOINTS



FOOD

Experience the taste of Africa with foodtrucks, restaurants, and more!



CULTURE

Embrace Africa's culture by experiencing bazaar which host crafts, arts, and spices..



EDUCATION

Learn about Africa with stories, stage dance, and vendors.



ENTERTAINMENT

Starting at 12pm -8pm
artists, dances, choreography
Dj's / celebrity artists



VENDORS

\$400

FOOD VENDOR/FOOD TRUCK

- 10x10 Space
- Does not include table or tent.
- No electricity

\$375

DIRECT SALES/ BUSINESS VENDOR

- 10x10 Space
- Does not include table or tent.
- No electricity

\$350

DESSERT

- 10x10 Space
- Does not include table or tent.
- No electricity

SPONSOR LEVELS

GOLD SPONSOR

\$2000

- The Event name presented by company(I.E. Verizon presents)
- Company logo on the stickers will be added to the headphones
- vendor slot Speaking Time (5 Minutes)
- Representation of company name/logo on banners and signs on Event website and in all marketing material i.e., postcards, radio station, print advertisement,
- vendor slot
- 10 General Admission Tickets

SILVER SPONSOR

\$1000

- Vendor slot
- Speaking Time (2 Minutes)
- Company logo on the stickers will be added to the headphones
- Representation of company name/logo on Flyer
- 5 General Admission Tickets



PRESENTING SPONSOR

Rights , Marketing, Exclusivity:

Logo on all promotional print

On-Site Entitlements

Premium logo banner placement on stage

Four (4), Fifteen (15) second company spots on video wall

Speaking Time (5 minutes x 2)

One (1), Fifteen (15) second video presentation to greet and welcome the audience

Exclusive live stage mentions as the Title Sponsor

10 x 10 vendor booths

Two (2) - color full panels in the event guide

Media Entitlement

Links to the sponsor's website

Featured on all radio, television and print media elements

Featured in social media integration program

Hospitality

20 General Admission Tickets

Public Relations

Recognition in press releases

Sponsor will be included in all promotional e-vites

(10k plus email database)

Event Email Lead Gen





PLATINUM SPONSOR

Rights , Marketing, Exclusivity:

Logo on all promotional print

On-Site Entitlements

Two (2), Fifteen (15) second company spots on video wall
Speaking Time (5 minutes)

10 x 10 vendor booths

One (1) - color full panels in the event guide

Media Entitlement

Links to the sponsor 's website

Featured on all radio, television and print media elements

Featured in social media integration program

Hospitality

12 General Admission Tickets

Public Relations

Recognition in press releases

Sponsor will be included in all promotional e-vites
(10k plus email database)

Event Email Lead Gen





WHAT ARE THE VENDORS TERMS AND AGREEMENTS?

1. Vendor Fees are non-refundable. Vendors are required to submit full payment to reserve space. Deadline for reservations APRIL 30TH 2023.

2. We reserve the right to assign spaces.

3. We reserve the right to limit public address system of vendors. Failure to adhere to request will result in removal from venue and forfeiture of vending fee.

4. No Alcohol Vending unless otherwise approved in writing. Failure to Adhere will result in removal from venue and forfeiture of vending fee.

5. Vendors are responsible for all necessary permits, licenses

6. Vendors are responsible for leaving the vending space clean and undamaged when inspected. Vendors are responsible for proper disposal of trash.

7. Taste of Africa and its affiliated members are indemnified from and against any and all liability, losses, cost, expenses, damages and recoveries which any indemnities may suffer or incur by reason of any alleged or actual breach of any presentation warranty or agreement made.

8. Vendor must submit an itemized list of products for sale period.





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WE WOULD LOVE TO HEAR FROM YOU!

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