



5TH ANNUAL

TASTE OF AFRICA

FOOD & MUSIC FESTIVAL

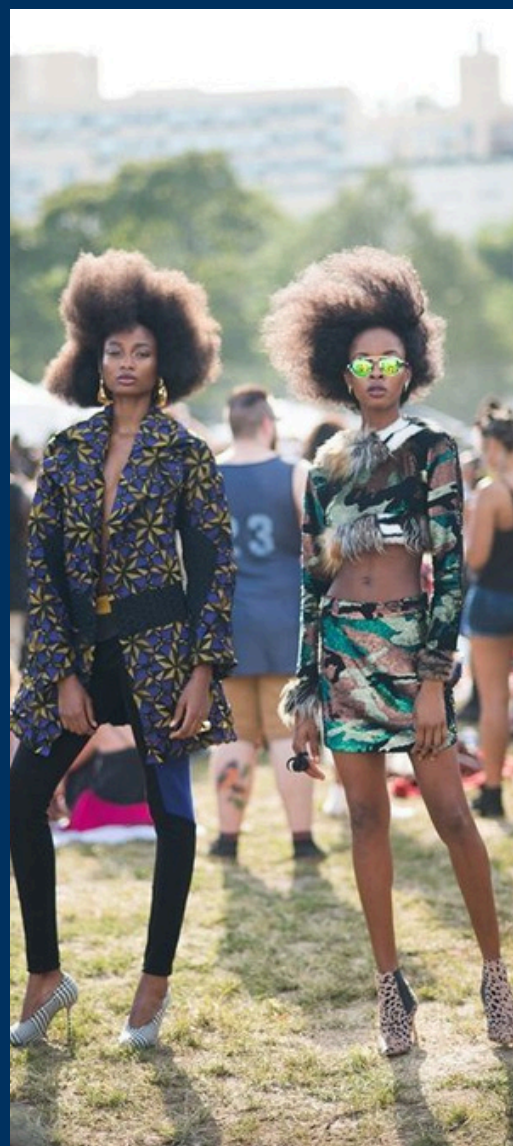
FOOD MARKETS ♦ MUSIC ♦ CULTURAL DANCES ♦
BAZAARS ART & CRAFT ♦ AFRICAN FOOD ♦ AFROBEATS
♦ DJS FROM AROUND THE WORLD ♦ FOOD TRUCKS ♦
CLOTHING ♦ MAGHRED CUISINE ♦ FASHION ♦
CARIBBEAN FOOD ♦ GAMES ♦
♦ FAMILY DAY ♦ CULTURE ♦
EAST AFRICAN FOOD

ORLANDO, FLORIDA
SATURDAY OCTOBER 24TH



TASTE OF AFRICA

Food and Music Festival Media
Campaign
FALL 2026



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

TASTE OF AFRICA
4TH ANNUAL



SAT OCTOBER 24TH 2026

- Attendance : 2000+
- Last edition attendance 1600 people
- Time: 2pm-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!

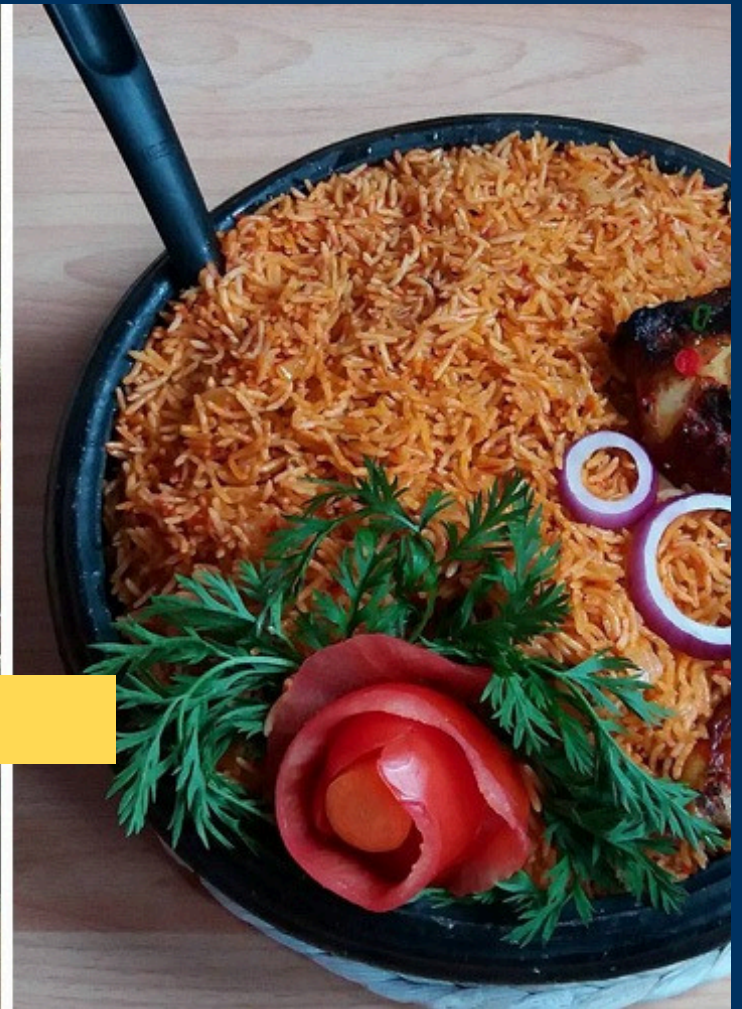


OBJECTIVES



TASTE OF AFRICA

FOOD AND MUSIC

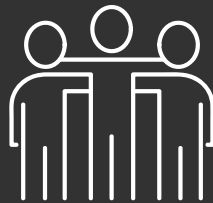


EVENT TOUCHPOINTS



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 2pm -8pm
artists, dances, choreography
Dj's / celebrity artists



VENDORS

\$500

FOOD VENDOR/FOOD TRUCK

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

\$300

DIRECT SALES/ BUSINESS VENDOR

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

\$250

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)
- vendor slot Speaking Time
- 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
- Representation of company name/logo on
- Flyer on Event website and in all marketing material i.e., postcards, radio station, print advertisement,
- 5 General Admission Tickets



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 AUGUST 31ST.

2. We reserve the right to assign spaces.

3. In the event of adverse weather conditions, we reserve the right to change, alter, or cancel the Excursion in the interests of safety.

4. No Alcohol Vending unless otherwise approved in writing. Failure to adhere will result in removal from the venue and forfeiture of the 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 the proper disposal of trash.

7. Taste of Africa and its affiliated members are indemnified from and against all liability, losses, costs, expenses, damages, and recoveries that any of them may suffer or incur because 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!

JOEL DE SOUZA
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