

FESTIVAL PROPOSAL
2023

FESTIVAL

5 POINTS BLOK SPONSORSHIP PROPOSAL

ALABAMA ARTS ALLIANCE INC
1613 O'shaughnessy Ave NE
Huntsville, AL 35801

PREPARED FOR
POTENTIAL SPONSOR



The Blok Festival is a multi-cultural arts and entertainment experience held in Huntsville, Alabama for nearly a decade. Our efforts aim to stimulate tourism and community through music, arts and culture activations in the Tennessee Valley and Southeastern Region. Festival goers will experience local art, music, technology and commerce. Blok's Kidz Zone activations feature S.T.E.A.M. centric activities combining education and fun all in one. Dubbed a "party with a purpose" each year Blok designates a local non profit or charitable community organization to provide monetary support. These efforts further the organization's existing cause and provide increased visibility. Through increased support, inquiries and social media followings we are excited about the opportunity for even more growth.

EVENT HIGHLIGHTS



UNspoken LOVE
FOUNDATION
Autism Awareness
NonProfit Highlight

NATIONAL BLACK
MARKET
Vendor Village
Curators



50 YEARS OF HIP HOP
CELEBRATION
Genre Collaborations



EVENT OVERVIEW



This year's festival will highlight the National Black Market as curators of our Vendor Village. Giving opportunities for small to medium black business owners to showcase their products and services. Additionally, Blok will utilize the music curation for this year's festival to celebrate 50 years of Hip Hop in a unique way. Various Hip Hop artist will collaborate with other music genres to infuse the celebration with a little something for everyone.

THE VENUE

Keeping the community feel at the forefront of the festival experience, the event will take place at 600 Meridian St N. in Huntsville, AL with the support of the City Of Huntsville's Parks and Recreation to utilize Bud Cramer Park and The Greenway adjacent to it.



OUR GOALS *2023*

Stimulate tourism and community through music, arts and culture activations in the Tennessee Valley and Southeastern Region. Festival goers will experience local art, music, technology and commerce. While broadening our youth's creative access to S.T.E.A.M. related activities.

- INCREASED AUTISM AWARENESS WITH UNSPOKEN LOVE FOUNDATION HIGHLIGHTS
- SHOWCASE AND INCREASE COMMERCE FOR LOCAL AND BLACK BUSINESS OWNERS
- CELEBRATE 50 YEARS OF HIP HOP THROUGH UNIQUE GENRE COLLABORATIONS



SPONSORSHIP PACKAGES

PRESENTING SPONSOR (2) 10K

All components of "Blok Builder" plus
Designated time to speak and or advertise to festival attendees
Mentions/Promo Inclusion in Radio/TV Marketing Campaigns in both
Huntsville and Nashville Markets

BLOK BUILDER 5K

All components of "Friends of the Festival"
plus (2) Promotional Videos(60 sec) produced by
Impresario Productions

FRIENDS OF THE FESTIVAL 2500

Logo on all Blok marketing materials
Internet Radio Interview with Paradox East
(4) branded T-Shirts
Social Media Mentions
Company Logo on Backdrop

CHARITABLE CONTRIBUTOR 500

Logo on all Blok Marketing Materials
Social Media Mentions