



Fall Fest on Broadway: It's a Jerk Thing! **October 2, 2021**

Dear Sir/Madam,

Kirky Entertainment and Event Planning (K.E.E.P), is hosting the 1st annual Fall Fest on Broadway! This year's festival celebrates Caribbean culture and will be held in the heart of Myrtle Beach on Broadway Street.

Our Jerk theme pays homage to one of the enduring legacies of the fusion of African and Taíno cultures in Jamaica. Jerk style cuisine is savory, sweet, fragrant and flavorful! This method of cooking is a complex blend of seasonings and spices that's sure to give your taste buds a unique experience.

All of Broadway Street, located in the heart of Myrtle Beach, will be shut down for this lively celebration. We are expecting our exclusive Wine Walk to be the talk of the fest that will introduce all on-goers to every single business located on Broadway Street. Food trucks, retail vendors, live entertainment for the family and more will also be showcased down the street for a new and unique community experience in Myrtle Beach!

K.E.E.P has a goal of making this another prominent annual festival along with the upcoming 3rd annual Myrtle Beach International Culture Festival. Based on our community outreach projections and marketing strategies, we are expecting approximately 1,500 in attendance. This will be a Covid compliant event.

We are offering a variety of sponsorship opportunities. Please see the following pages for package details. If you would like to submit your Sponsor Application online, please visit: www.kirkyevents.com/fallfest. Your support is greatly appreciated.

The Keepers Foundation provides financial relief to school students whose families are going through homelessness. A portion of the proceeds will be given to this cause to assist their basic needs.

If you have any questions or would like to participate in this event, please contact Lisa Coombs at (843) 315-5931 or Yvonne Campbell (843) 465-8806.

Sincerely,

Lisa Coombs
Event Director



Fall Fest on Broadway: It's a Jerk Thing! Sponsorship Opportunities

PLATINUM PACKAGE \$2,500*

- Featured as presenting sponsor in advertising/media campaign and event collateral material
- Logo displayed on festival sponsorship banner at main entrance
- Logo displayed on all festival social media outlets and promotional material
- Recognized during event as presenting sponsor
- Exhibit space in prominent location near stage
- Logo on festival website

GOLD PACKAGE \$1,000*

- Featured as presenting sponsor in advertising/media campaign and event collateral material
- Logo displayed on festival sponsorship banner at main entrance
- Logo displayed on all festival social media outlets and promotional material
- Recognized during event as presenting sponsor
- Exhibit space in prominent location

SILVER PACKAGE \$500*

- Logo displayed on festival sponsorship banner at main entrance
- Logo displayed on all festival social media outlets and promotional material
- Recognized during event as sponsor
- Exhibit space

BUSINESS BANNER \$250*

- Logo displayed on all festival social media outlets and promotional material
- Advertise your business during the event on a community banner
- Recognized during event as sponsor

*all sponsors have the option to bring/send swag bags; coupons, flyers, promotional material, etc., to the attendees by staff.



**Fall Fest on Broadway: It's a Jerk Thing!
Sponsorship Agreement**

Business Name: _____

Contact Name: _____

Phone Number: _____

Email Address: _____

Mailing Address: _____

Sponsorship Opportunity: _____ Platinum _____ Gold _____ Silver _____ Business Banner

Accepted payment options: Checks or Money order

Payments made to: Kirky Entertainment and Event Planning

Signature: _____

Date: _____

Return Sponsorship Agreement and Payment by September 15th, 2021

**Lisa Coombs @ Kirky Entertainment and Event Planning
406 Broadway Street
Myrtle Beach, SC 29577**

Kirky Entertainment and Event Planning
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