

★
WELCOME

to ★



**JACKSONVILLE EQUESTRIAN CENTER
JUNE 4-7, 2026**



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SUPERFEST 2026 DEMOGRAPHICS PROFILE

FINANCIAL PROFILE	CULTURAL PROFILE	DEMOGRAPHIC PROFILE
<ul style="list-style-type: none"> • Average Individual Spend (Per Attendee for 3day+ events) <ul style="list-style-type: none"> – Tickets: 60–150 – Food & Beverage: 40–120 – Merch & Vendors: 30–90 – Parking/Transportation: 10–40 – Total Estimated Spend per Attendee: 140–400 • Event Revenue Ranges (Comparable Festivals of 2K–8K attendees) – <ul style="list-style-type: none"> Gate/Ticket Revenue: 250k–1.2M – Vendor/Concession Fees: 40k–150k – Sponsorships: 30k–250k – VIP Packages: 20k–200k – Total Gross Potential: 350k–1.8M+ • Secondary Economic Impact (Jacksonville Metro) – Lodging, restaurants, fuel: 150k–700k <ul style="list-style-type: none"> – Local vendors (boutiques, western apparel, food trucks): 60k–180k 	<ul style="list-style-type: none"> • Core Cultural Themes – Southern soul & blues culture <ul style="list-style-type: none"> – Cowboy/urban cowboy aesthetic (hats, boots, line dancing) – Family friendly Southern weekend atmosphere – Tailgating culture, outdoor concert tradition – Church/community-based closings (as shown in the Sunday “Cowboy Church” element) • Common Attendee Motivations – Love for Southern soul music <ul style="list-style-type: none"> – Community gathering & regional pride – Western inspired fashion and lifestyle – Social experience (tailgates, afterparties) • Cultural Affinities – Strong alignment with Southern U.S. traditions <ul style="list-style-type: none"> – High engagement from line dance communities, Southern soul fan clubs, and local riding/rodeo groups 	<ul style="list-style-type: none"> • Age Distribution – 25–34: ~20–30% <ul style="list-style-type: none"> – 35–54: ~40–55% – 55+: ~10–20% • Gender Breakdown – Female: ~55–65% <ul style="list-style-type: none"> – Male: ~35–45% • Geographic Draw (Similar Events) – 60–75%: Local and regional (FL, GA, AL, SC) <ul style="list-style-type: none"> – 25–40%: Domestic travelers (mostly Southeast, some Midwest & Texas) • Income Range (Typical Attendees) – 35k–75k: Majority <ul style="list-style-type: none"> – 75k–120k: Strong secondary group (especially VIP packages) • Lifestyle Indicators – Strong interest in live music & nightlife <ul style="list-style-type: none"> – High participation in social events and tailgates – Purchases Western style apparel and festival fashion – Often travels for multiday entertainment events
ATTENDANCE EXPECTATIONS <small>(MODELED BASED ON SIMILAR PAST SUPERFRIENDS ENT. EVENTS)</small>	AVERAGE INCOME PROFILE	ESTIMATED ATTENDANCE <small>(BASED ON LAST YEAR'S RODEO)</small>
<ul style="list-style-type: none"> • Core Cultural Themes – Southern soul & blues culture <ul style="list-style-type: none"> – Cowboy/urban cowboy aesthetic (hats, boots, line dancing) – Family friendly Southern weekend atmosphere – Tailgating culture, outdoor concert tradition – Church/community-based closings (as shown in the Sunday “Cowboy Church” element) • Common Attendee Motivations – Love for Southern soul music <ul style="list-style-type: none"> – Community gathering & regional pride – Western inspired fashion and lifestyle – Social experience (tailgates, afterparties) • Cultural Affinities – Strong alignment with Southern U.S. traditions <ul style="list-style-type: none"> – High engagement from line dance communities, Southern soul fan clubs, and local riding/rodeo groups 	<ul style="list-style-type: none"> • Median Individual Income: 45k–62k • Median Household Income: 58k–82k • VIP/Traveling Attendees: 75k–120k+ household • Vendors/Small Business Attendees: Often 60k–110k household <p><i>Income varies by day: Friday concerts and Saturday afterparties normally draw a slightly higher income crowd than Sunday community events.</i></p>	<p>Last year's Southern Soul Black Rodeo in Jacksonville drew approximately 5,500–7,000 people (combined daytime + concert audience).</p> <p>Using those figures and adjusting upward for: Multiday format</p> <ul style="list-style-type: none"> • Music centric draw • Added tailgate, afterparty, and church events <p>Estimated Total Attendance for SuperFest 2026</p> <ul style="list-style-type: none"> • Full weekend cumulative: 6,500 – 10,000 • Main concert night (June 5th): 3,500 – 5,500 • Tailgate (June 6th): 1,200 – 2,000 • Afterparty (June 6th): 700 – 1,400 • Cowboy Church (June 7th): 300 – 600

SUPERFEST 2026 DEMOGRAPHICS PROFILE

BUYING HABITS <small>(MODELED BASED FROM SIMILAR NATIONAL EVENTS)</small>	CITY ECONOMIC IMPACT REPORT	BUYER PERSONA BREAKDOWN
<p>1. Event Related Purchases</p> <ul style="list-style-type: none"> • Tickets: <ul style="list-style-type: none"> – Most purchase general admission in advance. – VIP buyers tend to purchase 2–3 weeks before the event. – 20–30% purchase on the day of the event (Southern Soul audiences skew toward day of decisions). • Food & Drinks: <ul style="list-style-type: none"> – High spends on mixed drinks, beer, and cocktails: typically 30–70 per person. – Food truck spending: 15–35 per person. • Merchandise: <ul style="list-style-type: none"> – 30–60% of attendees buy at least one item. – Popular items: hats, T-shirts, Western style accessories, artist merch. – Average merch spend: 20–50. <p>2. Fashion & Apparel Habits</p> <ul style="list-style-type: none"> • Western inspired clothing spending increases before the event (cowboy hats, boots, denim gear). • Attendees often buy outfits specifically for tailgate events and the concert night. <p>3. Brand Affinities</p> <ul style="list-style-type: none"> • Strong connection with: <ul style="list-style-type: none"> – Whiskey & bourbon brands – Western apparel brands – Local food vendors – Regional small businesses • Price sensitivity: <ul style="list-style-type: none"> – General admission crowd is value focused but still willing to spend on drinks and apparel. – VIP crowd prioritizes convenience, comfort, and premium services. <p>4. Lifestyle & Repeat Attendance Patterns</p> <ul style="list-style-type: none"> • Very loyal fan base to artists within Southern soul. • Often travel regionally to attend multiple concerts or rodeo themed events per year. • High engagement with line dancing, afterparties, and social nightlife. <p>5. Spending Range (Per Attendee, Full Weekend)</p> <ul style="list-style-type: none"> • Low range: 120–200 • Midrange: 220–380 • High range/VIP: 400–900+ 	<p>1. Direct Spending</p> <p>This includes attendee spending on hotels, food, fuel, entertainment, and local vendors.</p> <ul style="list-style-type: none"> • Hotels & Lodging: 250k – 520k • Restaurants & Bars: 180k – 380k • Retail (Western wear, convenience stores, local shops): 70k – 150k • Transportation (Uber, Lyft, gas, parking): 60k – 140k • Event Vendor Revenue: 140k – 290k <p>Total Direct Spending Impact: 700k – 1.48M</p> <p>2. Indirect Spending</p> <p>This includes supply purchases, vendor prep, staffing, subcontractors, rentals, etc.</p> <ul style="list-style-type: none"> • Event production workers • Security • Lighting/sound contractors • Food & beverage wholesale suppliers • Local print shops • Hospitality workers <p>Estimated Indirect Impact: 250k – 500k</p> <p>3. Induced Impact</p> <p>Induced impact comes from employees spending wages earned from the event:</p> <ul style="list-style-type: none"> • Restaurant employees • Security staff • Transportation drivers • Hotel staff <p>Estimated Induced Impact: 120k – 260k</p> <p>Total Estimated Economic Impact (Citywide): 1.07M – 2.24M</p>	<p>1. The “Southern Soul Loyalist”</p> <ul style="list-style-type: none"> • Attends 3–6 southern soul shows per year • Average spends per event: 200–350 • Buys: merch, drinks, VIP upgrades, apparel • Often travels from all around the country all wells as nearby cities (GA, AL, SC, TX, VA, CAL etc.) <p>2. The “Weekend Social Group”</p> <ul style="list-style-type: none"> • Comes in groups of 4–10 • Less brand focused, more experience focused • Spend: 150–250 each • Buys: group drink buckets, food, midtier tickets • Highly active at the tailgate <p>3. The “VIP Experience Seeker”</p> <ul style="list-style-type: none"> • Higher household income • Spend: 350–900 per weekend • Prefers reserved seating, fast entry, premium spirits • High merch and apparel spend <p>4. The “Family & Community Attendee”</p> <ul style="list-style-type: none"> • More likely to attend: Sunday church event, daytime events • Spend: 40–120 • Buys food, light merch, but not VIP • Often multigenerational attendance



JUNE 4TH – JUNE 6TH JACKSONVILLE EQUESTRIAN CENTER

Super Friends Entertainment is leveling up! We are proud to announce that the Southern Soul Black Rodeo has officially evolved into

Superfest 2026: A Southern Soul Weekend Experience.

While our name has changed, our heart remains the same. Get ready for the ultimate cultural celebration featuring the SuperFest Golf Invitational, legendary Tailgate, the high-energy Concert, and the exclusive After Party. We're bringing you more music, more community, and more soul than ever before.

Welcome to the Superfest era!



Join the Movement: Superfest 2026: A Southern Soul Weekend Experience

Super Friends Entertainment invites your business to partner with Superfest: A Southern Soul Weekend Experience. Rebranded from the Southern Soul Black Rodeo, this event connects brands with over 10,000 attendees through a legendary Tailgate, Concert, and After Party. Our accessible tiers provide local businesses massive visibility, offering a unique opportunity to invest in a premier cultural tradition.

Why Partner With Us?

- Massive Reach: Direct access to over 5,000 concert-goers and 1500+ after-party guests.
- Community Impact: Support a local event that drives tourism and celebrates Southern Soul.
- Affordable Entry: Packages start as low as \$500.



www.superfriendsent.com

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*SuperFest 2026: A Southern Soul Weekend Experience is an independent event and is not affiliated with, sponsored by, or endorsed by Black Rodeo USA.

SuperFest 2026 - Sponsorship Package

Sponsorship Tiers & Benefits

Package/ Investment (USD)	Key Benefits	Details
Platinum \$25,000	<ul style="list-style-type: none"> • Exclusive stage banner (center). • Full branding on all signage & printed materials. • 10 VIP dinner seats. • Commercial play on video wall (full weekend). • DJ announcements mentioning brand throughout the weekend. • Promotional material handed out to all attendees. • 3 social-media shoutouts + speaking slot. 	Maximum exposure & integrated media presence.
Gold \$15,000	<ul style="list-style-type: none"> • Prominent logo on side stage panels. • 5 VIP dinner seats. • Commercial on video wall (2 slots/weekend). • DJ announcements (2 mentions per day). • Branded promotional handouts. • 2 social-media mentions + program branding. 	Strong brand visibility with media & audio promotion.
Silver \$8,000	<ul style="list-style-type: none"> • Logo on event backdrop & program. • 3 standard dinner seats. • One videowall spot. • One DJ announcement. • Promotional material inclusion. • 1 social-media mention. 	Mid-level exposure with limited media play.
Bronze \$3,000	<ul style="list-style-type: none"> • Logo on event brochure. • 1 dinner seat. • Brand mention in announcements. 	Basic exposure.
À la Carte Options <ol style="list-style-type: none"> 1. Stage signage – \$2,500. 2. Dinner table branding – \$1,500. 3. Social-media shout-out – \$100 each (max 3). 4. Program advertisement – \$1,200. 5. Product display booth – \$1,000. 		Giveaways & Activation Options <ol style="list-style-type: none"> 1. Product giveaway (100 items) – \$500. 2. 10x10 tent setup – \$1,000 (includes branding & 2 staff passes). 3. Swag bundle (500 units in welcome packs) – \$300.
Media & Promotional Add-Ons <ul style="list-style-type: none"> • Video-wall commercial (single slot) – \$1,000. • DJ announcement (per mention) – \$100. • Promotional material printing (flyers/brochures, 1,000 pieces) – \$500. 		Package Customization <ul style="list-style-type: none"> • All materials embed the supplied event image as a watermark. • Mix & match any à la carte items to fit budgets ≤ \$2,500.
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Golf Tournament Sponsorship Package

Presented by Superfriends Entertainment / Superfest Weekend Experience

Event Overview

Our Golf Tournament brings together business leaders, community supporters, and music & culture enthusiasts for a premium networking experience on the course. Sponsors receive **high-visibility branding, direct audience engagement, and long-lasting brand recall.**



TITLE SPONSOR (Exclusive) – \$6,000

“Presented By” Naming Rights

Includes:

- Event named: “[*Sponsor Name*] Golf Tournament”
- Logo on all promotional materials (flyers, banners, social media, website)
- Logo on tournament registration signage
- **2 premium yard signs** on high-traffic holes
- **1 Hole-In-One Sponsorship**
- **Full Cart Sponsorship** (logo on all carts)
- Opportunity to address golfers at opening ceremony
- Vendor table at registration or clubhouse
- 4 complimentary golfer entries



PLATINUM SPONSOR – \$4,000

Maximum On-Course Visibility

Includes:

- Large logo on event signage & marketing
- **1 Hole-In-One Sponsorship**
- **Cart Sponsorship** (logo on every cart)
- **2 Yard Signs** on course
- Sponsor recognition during announcements
- Social media sponsor shoutouts
- 2 complimentary golfer entries



GOLD SPONSOR – \$2,500

High Engagement & Branding

Includes:

- **1 Hole-In-One Sponsorship** (exclusive to selected hole)
- **1 Yard Sign** on sponsored hole
- Logo on sponsor banner and website
- Recognition during awards ceremony
- Social media mentions
- 1 complimentary golfer entry



SILVER SPONSOR – \$1,500

Strong On-Course Presence

Includes:

- **1 Yard Sign** on course
- Logo placement on sponsor banner
- Recognition during announcements
- Social media sponsor mention



CART SPONSORSHIP – \$1,000

High Repetition Branding

Includes:

- Logo placed on **every golf cart**
- Brand exposure throughout entire tournament
- Recognition at opening and closing remarks
- Ideal for automotive, beverage, or lifestyle brands



HOLE-IN-ONE SPONSORSHIP – \$1,000 (per hole)

Excitement + Brand Association

Includes:

- Exclusive sponsorship of one hole
- Branded signage at tee box
- Opportunity to provide prize or promotional material
- Announced recognition before tournament starts



YARD SIGN SPONSORSHIP – \$200

Simple & Effective Exposure

Includes:

- Custom branded yard sign placed on course
- Ideal for small businesses and local brands
- Great add-on for vendors and community partners



ADD-ON OPPORTUNITIES

- Branded swag in golfer bags
- Sponsored drink station
- Branded golf towels, tees, or balls
- Sponsored closest-to-the-pin contest



Next Steps

All sponsorships are **limited and first-come, first-served.** Custom packages are available upon request.

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