



2023 Partnership Opportunities



Serving up...

FOOD CULTURE MUSIC & HISTORY



POWERING LEGACY & ECONOMIC GROWTH

The history of East Church Street in Jackson, MS is unparalleled. From the first black millionaire in the United States to defenders of civil rights, the neighborhood saw unprecedented prosperity in the early 1940s & 60s. Our mission is to restore and revive the rich culture, while maintaining the same legacy in the new East Church Street entertainment district – PEOPLE EAT CULTURE.

PEOPLE EAT CULTURE will be the mecca of dining, art, shopping, entertainment, and culture. Driving economic growth, providing a tremendous number of jobs, tourists experiences and generating a substantial amount of revenue at scale for Jackson, MS. The new PEOPLE EAT CULTURE entertainment district will be a catalyst for inspiring action and driving positive change.

This September, the PEOPLE EAT CULTURE Festival will kick-off this powerful movement and want to invite your brand to be a part of it.





OVERVIEW

Whether you're in the mood for authentic soul food, Caribbean eats, Cajun cuisine, or a true taste of the Bayou, the PEOPLE EAT CULTURE Festival has you covered. This premiere food & culture festival will be taking over the East Church Street & Farish Street neighborhood - one of the most historical neighborhoods in Jackson, MS & bringing an authentic experience to locals and visitors ready to indulge.

Produced by Embellished Event - a best-in-class experiential production company with over 22 years of experience in specialty event production attracting over 500K+ visitors and 1M+ social media impressions with past events such as Rumble in the South, invites your brand to join us for a brand new festival with soul.

From it's inception in 2017, PEOPLE EAT CULTURE has evolved into a **cultural movement** and 1 full day experience where people from all walks of life can come together to enjoy food, culture, & music.

DATE
Friday
Sept 22, 2023
(10am – 10pm cst)

LOCATION
Jackson, MS

ATTENDANCE
15,000 – 20,000
Attendees



WHAT MAKES PEOPLE EAT CULTURE UNIQUE

WE ARE HISTORICALLY RICH

As the City with Soul, vast culinary offerings, music, and historical sites, Jackson Mississippi inspires and creates space for dozens of businesses, restaurants, and community organizations that define legacy building excellence

WE ARE SOULFUL CULTURE

We inspire and create space for the **musically diverse, influential, & culturally vibrant individuals** from across Jackson Mississippi and beyond.

A MOVEMENT & MISSION

PEOPLE EAT CULTURE is a movement. We are the only festival exploring the spectrum of food & music while redefining the new historic Farish Street experience. PEOPLE EAT CULTURE **is driven by the mission to revitalize, restore and fortify our community.**



A CELEBRATION OF THE THINGS THAT
DELIGHT OUR *TASTEBUDS* AND MAKE US FEEL
MORE CONNECTED.



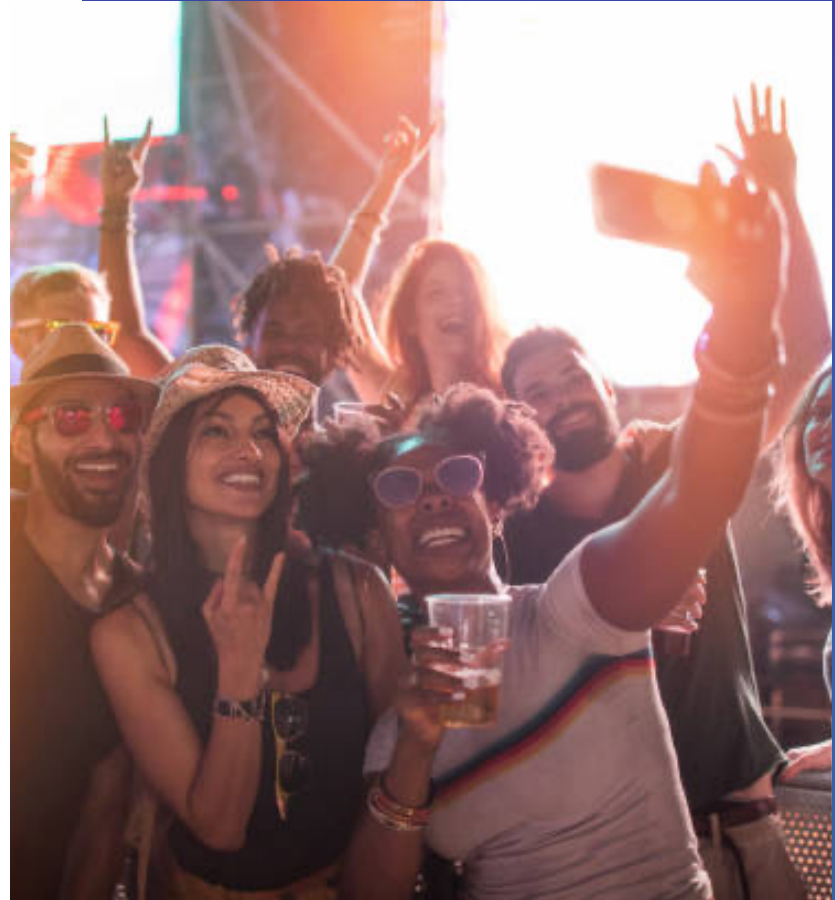
GOOD FOOD, & GOOD MUSIC

The entire day will have an authentic curated food experience featuring vendors that highlight local restaurants and the evolution of Mississippi which remains an imperative thread that connects our community in times of joy, transition, strife, and prosperity.

During the festival day food trucks and pop-up restaurants bring tastes from around the world to Mississippi, to celebrate, commune and fellowship.

During the festival we're creating unique opportunities to celebrate with creativity and the joy of food and music, including:

- Diverse Cuisine from around Mississippi and beyond
- Live Food Demos: that showcase chefs and recipes unique to the festival market to explore the connection between culture and cuisine hosted/moderated by a culinary influencer
- VIP Happy Hour: Amazing DJ's set the stage for music, drinks and food to flow
- Artists food tour and interviews that take place throughout the day to create conversations within context of food and culture.



A photograph of a male musician with a beard and curly hair, wearing a white jacket with blue stripes on the sleeves, playing a white electric guitar on stage. The background is a blurred stage with purple and blue lighting. A semi-transparent purple circle is in the top right corner, and a blue banner is at the bottom.

300K+
Estimated
Total Reach

HEADLINER
JAREKUS SINGLETON BAND

**1 FULL DAY OF UNFORGETTABLE PERFORMANCES FROM 15 ARTISTS INCLUDING
GENTRAE' ROGERZ, KING GEORGE, TMONEY & MORE!**

OUR AUDIENCE

Expect to connect with a diverse audience of people who are coming together for food, culture, and to experience the soul of Jackson, MS. There's no denying that food & music bring people together, from different ethnicities, age, and interests.

YOUR BRAND has the opportunity to connect with your target market and make an authentic connection.

From locals to tourists, and people traveling from out of town for the JSU home game, PEOPLE EAT CULTURE will be the must attended festival this September.

OUR AUDIENCE IS INTERESTED IN:

- Music
- Food
- Wellness
- Business
- Entrepreneurship
- Activism
- Community
- Travel
- Beauty & Grooming





PARTNER OPPORTUNITIES



SPONSORSHIP FEE
\$45,000

PRESENTING CENTER STAGE SPONSOR

OVERARCHING PRESENTED BY STATUS

Inclusive of:

- Category Exclusivity
- Inclusion as presenting center stage sponsor on all promotional materials
- "Presented by" logo inclusion and mentions
- Step & Repeat inclusion
- Onstage speaking opportunities, product inclusion, and/or executive remarks
- Lounge area provided with seating for 10 guests
- Map logo inclusion
- Branding on badges worn by attendees
- Instagram tag on all main stage photos
- Main stage branding and presence (potential product inclusion)
- 2x instagrammable, co-branded mainstage moments
- On-site brandable activation area (10x10)
- 10 comped sponsor tickets to attend the festival
- 5 VIP Parking passes
- Inclusion in sizzle video of the event
- Gifting opportunity to attendees, influencers and speakers
- Inclusion of logo on website & e-blasts as sponsor
- 5-7 dedicated instagram stories slides
- 1x speaking opportunity for high level executive onstage
- Fully comprehensive dedicated event report: assessment of attendees, digital engagement, impressions & reach





PLATINUM SPONSOR

TIER 2 SPONSORSHIP LEVEL

Inclusive of:

- Category Exclusivity
- Inclusion as sponsor on all promotional materials
- Step & Repeat inclusion
- Lounge area provided with seating for 4 guests
- Brand mention onstage in-program
- 1x instagrammable, co-branded mainstage moment
- On-site brandable activation area (10x10)
- 4 comped sponsor tickets to attend the festival
- 2 VIP Parking passes
- Inclusion in sizzle video of the event
- Gifting opportunity to attendees, influencers and speakers
- Inclusion of logo on website & e-blasts as sponsor
- Fully comprehensive dedicated event report: assessment of attendees, digital engagement, impressions & reach

SPONSORSHIP FEE
\$30,000



ARTIST LOUNGE SPONSOR

ON-SITE GREEN ROOM WHERE TALENT LOUNGES BEFORE PERFORMING

Inclusive of:

- Inclusion as artist lounge sponsor on all materials
- Ability to produce brandable lounge where all artist “lounge” before going on stage
- 1x instagrammable, co-branded step and repeat moment
- on site brandable consumer facing activation area (10x10)
- 1x dedicated social media post by pre-approved talent from artist lounge
- 5 comped spots to the festival
- comprehensive hi res photos
- inclusion on website as sponsor
- 1x speaking opportunity for high level executive on panel
- lounge naming rights included press seeding
- fully comprehensive event report: assessment of attendees, digital engagement, impressions & reach



SPONSORSHIP
FEE
\$20,000

INFLUENCER PAVILLION SPONSOR

ON-SITE VIP SPACE FOR INFLUENCERS TO LOUNGE & CAPTURE CONTENT

Inclusive of:

- Inclusion as influencer pavilion presenting sponsor on all materials
- Ability to produce brandable pavilion where all influencers hangout during the festival
- on site brandable consumer facing activation area (10x10)
- 1x dedicated post by pre-approved influencer
- 2 comped spots to the festival
- comprehensive hi res photos
- gifting opportunity to influencers
- inclusion on website as sponsor
- 2x dedicated social posts across all social channels
- pavilion naming rights included press seeding
- fully comprehensive event report: assessment of attendees, digital engagement, impressions & reach





LIQUOR/HAPPY HOUR VIP LOUNGE SPONSOR

Attendee VIP happy hour is a great opportunity to drive to retail

Inclusive of:

- Inclusion on all materials as VIP happy hour sponsor + fully produced attendee happy hour
- consumer facing pop up at festival (10x10)
- 2 comped sponsor tickets to attend the festival
- comprehensive hi res photos for use on social
- gifting opportunity to attendees, influencers and speakers
- inclusion of logo on website as sponsor
- 1x dedicated social posts across all social channels
- fully comprehensive event report: assessment of attendees, digital engagement, impressions & reach

SPONSORSHIP
FEE
\$15,000



CUSTOM PARTNER POP-UP SPONSOR

BRAND FOCUSED SPACES BY CATEGORY SUCH AS INSURANCE, RETAIL, BEAUTY, WELLNESS, & SMALL BIZ

Inclusive of:

- Inclusion as sponsor on all marketing materials
- Brand mention with other sponsors onstage in-program
- Custom talent integration and brand activation
- On site brandable activation area (10x10)
- 3 comped sponsor tickets to attend the festival
- comprehensive hi res photos
- Gifting opportunity to attendees, influencers and speakers
- Inclusion on website as sponsor
- 1x dedicated social posts across all channels by
- fully comprehensive event report: assessment of attendees, Digital engagement, impressions & reach

SPONSORSHIP
FEE
\$10,000





GENERAL PARTNER POP-UP SPONSOR

BRAND FOCUSED SPACES BY CATEGORY SUCH AS INSURANCE, RETAIL, BEAUTY, WELLNESS, & SMALL BIZ

Inclusive of:

- Inclusion as sponsor on all marketing materials
- On site brandable activation area (10x10)
- 2 comped sponsor tickets to attend the festival
- comprehensive hi res photos
- Gifting opportunity to attendees, influencers and speakers
- Inclusion on website as sponsor
- 1x dedicated social posts across all channels by
- fully comprehensive event report: assessment of attendees, Digital engagement, impressions & reach

SPONSORSHIP
FEE
\$5,000



FOOD VENDOR
FEE
\$400

FOOD VENDOR

Get your restaurant & food brand in front of a diverse community of festival goers for this full day of eating and exploring all that Mississippi has to offer.

Inclusive of:

- Inclusion as food vendor in vendor promo materials
- Opportunity to bring and set up a brandable food tent
- Opportunity to sell food
- 2 comped vendor tickets to attend the festival



PARTNER SPECIFIC ACTIVATION OPPORTUNITIES

We're excited to welcome and collaborate with brands for curated, **ownable**, BESPOKE and amplified experiences. Foster long-lasting and organic resonance with an exclusive experience or intimate event customized to your brand and goals. Extensive experience in creative direction as well as execution make PEOPLE EAT CULTURE the ideal partner for your next artist showcase or product launch.

- Live Podcasts: On stage & Pop Ups in the city
- Collabs: Creative Collabs sponsored by brand
- Art & Technology Experiences
- Cosplay: Competitions & Giveaways
- Influencer Programming





Let us create a a strategic approach to get your brand in front
of festival goers this September!
Interested in learning more? Connect with us.

Cara Walker
Sponsorship Director
cara@ppmgonline.com
peopleeatculture@gmail.com
(800) 652-7923