

2024 SPONSORSHIP OPPORTUNITIES



CHARLOTTE SOUL FEST

SEPT 14
2024

AT
ROMARE BEARDEN PARK

CULTURE | MUSIC | ART | DANCE | HEALTH | FOOD | FUN

sponsors@charlottesoulfest.com | 323.855.5590 | www.charlottesoulfest.com

WELCOME

Greetings:

Charlotte Soul Fest promises to be an extraordinary celebration of Black art and culture for the City of Charlotte. It will occur on Saturday, September 14, 2024, at Romare Bearden Park in Uptown Charlotte.

Charlotte Soul Fest will feature an impressive lineup of singer-songwriters, musicians, and poets gracing the Big Moon stage alongside cultural dance classes on the Lawn area of Romare Bearden Park. Festival-goers can participate in free courses such as Afro-Brazilian, West African, and Belly Dance, fostering community engagement and celebration.

In addition to the captivating performances and interactive activities, Charlotte Soul Fest will host an art walk, a Kids Zone, diverse food trucks, merchandise vendors, and free health and wellness screenings. With a projected attendance of up to 50,000 individuals, our inaugural festival is an unparalleled platform to celebrate the vibrancy and richness of Black artistry.

Charlotte Soul Fest will be publicized through multiple partners and an extensive media campaign via various platforms, providing sponsors an excellent opportunity to brand their products.

Please review our detailed Sponsorship Deck, which outlines the various sponsorship opportunities and associated benefits. Should you have any questions or need additional information, please contact us at sponsors@charlottesoulfest.com or (323) 855-5590.

Yours truly,

The Board of Directors
Charlotte Soul Fest Inc.





CHARLOTTE SOUL FEST

OVERVIEW

The Inaugural Charlotte Soul Fest is a FREE family celebration of Black American culture and heritage in Charlotte. The annual music, dance, art, and culture celebration will be Saturday, September 14, 2024. It will feature live performances from local artists and bands, an art walk, food trucks, merchandise vendors, free cultural dance workshops, a Kids Zone, and free health and wellness screenings.

DATE

SEPTEMBER 14,
2024

LOCATION

ROMARE
BEARDEN PARK

ADMISSION

FREE to all

ESTIMATED

ATTENDEES
50,000

DEMOGRAPHIC PROFILE

35.2% of Charlotte's population is Black or African American, which brings the estimated population of Blacks in Charlotte to 305,000. 29% of Charlotte's Black households are married households. The average family size in Charlotte is 3.32. Median Household Income is \$68,000.

TARGET AUDIENCE AGE

0-17 – 23%

18-34 – 24%

35-64 – 41%

65+ - 12%

BENEFITS OF SPONSORSHIP

BENEFITS OF SPONSORSHIP:

- Brand your product to more than 50,000 black consumers.
- Connect and present your products to the black Charlotte consumer market.
- Build public awareness for your company through our outreach.
- Helps your company achieve its community outreach objectives and solidifies your company as an organization dedicated to bettering the community.
- Identifies your company as one that promotes and embraces diversity.
- Aid in bringing culturally significant art and entertainment to the city of Charlotte.
- Tax deduction for donating to Charlotte Soul Fest, Inc., a 501(c)(3) tax-exempt organization.

ADVERTISING & PROMOTION:

RADIO MEDIA PARTNER (3-MONTH COVERAGE & DAY-OF COVERAGE)

Official Charlotte Soul Fest Partner will broadcast Charlotte Soul Fest information through radio drops and commercials daily leading up to the event and broadcast live day of event.

TELEVISION MEDIA PARTNER:

3 Weeks of commercials promoting the event.

SOCIAL MEDIA:

Ten (10) weeks of facebook posts

Ten (10) weeks of twitter posts

Ten (10) weeks of instagram posts



SPONSORSHIP TIERS

TITLE SPONSOR (1) - \$25,000

- Festival naming rights "Your Company Logo | Charlotte Soul Fest logo" lockup on all Festival materials, including radio, print advertising, posters, event banners and staff shirts
- (2) :15 second promos played on all Festival social media outlets and on big screen during festival
- Company logo on Stage Header Banner and Side Scrim
- Recognition from the stage of your sponsorship in opening remarks
- Opportunity to address the audience during festival
- Corporate logo and link on Festival website for 1 year
- Exclusive sponsor from your industry
- 10 x 10 Sponsor booth to give away information about your company and services
- Company mention in post-event thank you to attendees
- 10 Tickets – Catered VIP Tent at Festival

PRESENTING SPONSOR (3) – \$15,000

- "Presented by" branding with name and logo on all Festival materials, including print advertising, posters, and event banners. Excludes stage.
- (1) :15 promo played on all Festival social media outlets and on big screen during festival
- Company logo on stage Side Scrim
- Recognition from the stage of your sponsorship in opening remarks
- Corporate logo and link on Festival website for 1 year
- Exclusive sponsor from your industry
- 10 x 10 Sponsor booth to give away information about your company and services
- Company mention in post-event thank you to attendees
- 6 Tickets – Catered VIP Tent at Festival

KIDS ZONE SPONSOR (1) - \$7,500

- Naming rights to Kids Zone (**The XYZ Kids Zone at Charlotte Soul Fest**)
- 33" x 81" Banner with company logo prominently placed at Kids Zone for visibility to attendees
- Corporate logo on Festival website for 1 year
- Recognition from the stage
- 2 Tickets – Catered VIP Tent at Festival

ARTIST LOUNGE SPONSOR (1) - \$5000

- Naming rights to Artist Lounge (**XYZ Artist Lounge at Charlotte Soul Fest**)
- 33" x 81" Banner with company logo prominently placed at Artist Lounge for visibility to attendees
- Corporate logo on Festival website for 1 year
- Recognition from the stage
- 2 Tickets – Catered VIP Tent at Festival

FESTIVAL SUPPORTER - \$1,000

- Corporate logo/Individual Name on Festival website for 1 year
- Announcement of sponsorship via Charlotte Soul Fest social media channels

FRIEND OF FESTIVAL - \$500

- Corporate logo/Individual Name on Festival website for 1 year
- Announcement of sponsorship via Charlotte Soul Fest social media channels

MEDIA SPONSOR (Customized based on proposal)



SPONSORSHIP AGREEMENT

Sponsor Company: _____
Contact Name: _____ Title: _____
Business Address: _____
Phone: _____ Fax: _____
Email Address: _____
Website: _____

Signature

Print Name

Date

- **TITLE \$25,000 ()**
- **PRESENTING \$15,000 ()**
- **KIDS ZONE \$7,500 ()**
- **ARTIST LOUNGE \$5,000 ()**
- **FESTIVAL SUPPORTER \$1,000 ()**
- **FRIEND OF FESTIVAL \$500 ()**
- **MEDIA SPONSOR (customized) ()**



Check should be made payable to:
Charlotte Soul Fest Inc.

Mailing Check & Form:

Please mail check, including form to:
Charlotte Soul Fest, Inc.

PO Box 562463

Charlotte, NC 28256

Attn: CSF Sponsorship

All contributions to the festival are tax-deductible.

Tax ID Number: 88-1120463

Charlotte Soul Fest, Inc. is a 501(c)(3) non-profit organization dedicated to the arts and humanities. A volunteer Board of Directors comprising representatives with various backgrounds governs the organization.

Formats for Ad & Logo:

For logo art, JPEG, PDF, TIFF or EPS formats are acceptable. File should be 300 dpi with a height/width or width/height document size of no less than 2" x 4" (600 x 120 pixels).

Ads and logos should be saved as a [Press Quality] or [High Quality Print] 300 dpi PDF file. Please use high resolution logos and art (300 dpi) in your ads

For further information: Please contact KMarie Walters, Executive Director, at 323-855-5590 or sponsors@charlottesoulfest.com, to customize a plan that works for you.

THANK YOU FOR YOUR SUPPORT! SEE YOU AT THE FESTIVAL!



The background features a vibrant city skyline of Charlotte, North Carolina, under a blue sky with white clouds. A large, stylized rainbow with a dotted pattern arches over the buildings. In the foreground, there is a large, stylized graphic of a microphone with a yellow and orange gradient, positioned behind the main text. The text 'CHARLOTTE SOUL FEST' is written in a bold, bubbly, orange-to-yellow gradient font with a thick black outline. The word 'CHARLOTTE' is on the top line, and 'SOUL FEST' is on the bottom line. The letter 'O' in 'CHARLOTTE' is replaced by a stylized yellow and orange graphic of a musical instrument, possibly a trumpet or trombone. The entire graphic is surrounded by several thin, curved lines in shades of red and orange.

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