



## 4th Annual Myrtle Beach Fall Jerk Festival October 27, 2024

Dear Sir/Madam,

Kirky Entertainment and Event Planning (K.E.E.P), is hosting the 3rd annual Fall Fest on Broadway! This festival celebrates the history and revitalization of the historical Broadway Street, located in the heart of Myrtle Beach.

This year's 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!

Based on our community outreach projections and marketing strategies, we are expecting approximately 1,500 in attendance.

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](http://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.

Sincerely,

Lisa Coombs  
Event Director



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

### **PLATINUM PACKAGE \$3,500\***

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

### **GOLD PACKAGE \$2,000\***

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

### **SILVER PACKAGE \$1000\***

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

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

Kirky Entertainment and Event Planning  
[Kirkyentertain3@gmail.com](mailto:Kirkyentertain3@gmail.com)  
843-315-5931 or 843-450-3787



**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 30<sup>th</sup>, 2024**

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

Kirky Entertainment and Event Planning  
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