5TH-ANNIVERSARY





PRESENTED BY



Advisors



2024 CORPORATE PARTNERSHIP PACKET

SEPTEMBER 13-15, 2024 12:00 PM TO 9:00 PM

ALDERMAN RASHEEN ALDRIDGE CITY OF SAINT LOUIS, MISSOURI WARD 14



COMMITTEES

SPECIAL COMMITTEE ON LONG TERM HEALTHCARE (CHAIR)

BUDGET & PUBLIC EMPLOYEES

Public Infrastructure & Utilities

PUBLIC SAFTEY

PERSONNEL & ADMINISTRATION

April 10, 2024

Mr. Travis Howser Office of Special Events City Hall, Room 418 St. Louis, MO 63103

Re. Taste of Black St. Louis

Dear Mr. Howser,

Please accept this letter as my support of the Taste of Black St. Louis event on September 13 thru September 15, 2023. The event organizer has applied for Chestnut St. at Tucker, 13th St. and 14th St. closed for this event.

Thank you for assisting them in obtaining all the necessary permits that are required to hold this event.

Please call me with any questions or concerns.

Sincerely,

Rasheen Aldridge Alderman, 14th Ward

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WELCOME TO OUR 5 THEY EAR



BOARD OF DIRECTORS

Aisha James President

Ashley Cropp

Vice President

Yolanda White Secretary

Feadel Caldwell

Treasurer

TOBSTL COMMITTEE

Aisha James

Director, Corporate Sponsorship and VIP Experience

Ashely Cropp

Director, Diversity, Inclusion and Outreach

Debra Mitchell

Director of Board Development

Yolanda White

Director, Vendor Coordination

In collaboration with City of St. Louis Alderman, Rasheen Aldridge 14th WARD



Dear Community Partner,

On behalf of the Board of Taste of Black St. Louis 2024, I extend warm greetings and heartfelt gratitude for your consideration and potential support of **Taste of Black St. Louis 2024** (TOBSTL 2024). As we gear up for our fifth consecutive year, scheduled for September 13-15, 2024, in the vibrant city of St. Louis, Missouri, we are thrilled to invite you to join us in this celebration of BIPOC "Black, Indigenous, and Other People of Color" culture, culinary excellence, and community spirit.

The **Taste of Black St. Louis 2024** has become a hallmark event, garnering increased attendance and participation from food vendors, food trucks, and restaurants with each passing year. This year promises to be our most impressive yet, with an anticipated crowd of hundreds of thousands of guests. As we aim to deliver an even more spectacular experience, we are excited to offer our corporate partners an unparalleled opportunity to showcase their values, brands, and logos to our diverse audience.

Enclosed within this 2024 Corporate Partnership Packet, you will find comprehensive information detailing the various partnership opportunities available. From prime brand exposure at our festival with sold-out vendor spaces to prominent visibility during live cooking demonstrations and exclusive VIP experiences, your brand will have the platform it deserves to make a lasting impression.

We invite you to peruse this packet at your earliest convenience and consider the myriad ways in which we can collaborate to mutually benefit from this exciting event. Your participation not only elevates the profile of your business but also contributes to the rich tapestry of our community celebration.

Should you have any inquiries or require further information, please do not hesitate to reach out to us at sponsors@tasteofblackstl.com. We are eager to discuss how we can tailor a partnership arrangement that aligns with your objectives and maximizes your impact at **Taste** of Black St. Louis 2024.

Thank you once again for your interest and potential support. We eagerly anticipate the opportunity to work together in making **Taste of Black St. Louis 2024** an unforgettable success.

Warm regards,

Aisha James

Founder, Taste of Black St. Louis

TASTE OF BLACK ST. LOUIS 929 N Spring Avenue, Suite D5, St. Louis, MO, 63108

HEARINE BEYERE ELECTIONED BELLEY



Welcome to Taste of Black St. Louis (TOBSTL), a delectable celebration of African American culinary heritage nestled in the heart of St. Louis, MO. Prepare to embark on a flavorful journey where the rich tapestry of flavors, captivating stories, and cherished traditions converge to foster unity and appreciation.

Nestled in downtown St. Louis, TOBSTL unfolds its culinary magic every 2nd weekend in September, spanning three days of gastronomic delight. Admission is free, inviting you to indulge in a diverse array of culinary delights, peruse through unique retail offerings, and engage with informative vendors hailing from the Midwest and beyond.

Since our inception in 2018, Taste of Black St. Louis has magnetized over 100,000 attendees, spotlighted 250+ vendors, and propelled significant sales for participants. Our core mission is to curate an immersive African American Food Festival, providing a communal space for cultural exchange, education, and the joyous exploration of food.

In September 2021, our endeavors were honored with a Proclamation from Mayor Tishaura Jones, designating the 2nd week as "Taste of Black St. Louis Weekend." Additionally, we've received commendations and acknowledgments from esteemed entities such as the Missouri House of Representatives, State Representative Marlon Anderson, and, in 2023, the Board of Aldermen and Alderman Rasheen Aldridge. These accolades underscore Taste of Black St. Louis' status as a beloved community fixture and an invaluable platform for small businesses to captivate the hearts and palates of our city, year after year.

This year, **Everybody Eats B Inc.**, **501(c)(3) organization** will provide a portion of the proceeds from TOBSTL will be allocated to provide scholarships to local high school seniors aspiring to pursue careers in the Culinary Arts.

Aisha James

Director, Corporate Sponsorship and VIP Experience sponsors@tasteofblackstl.com

Yolanda White

Director, Vendor Coordination vendormanagement@tasteofblackstl.com







HOW WE GIVE BACK

The Taste of Black St. Louis (TOBSTL) is committed to giving back to the community by supporting aspiring culinary professionals in the St. Louis area. A portion of the proceeds from the Food Festival will be allocated towards scholarships for graduating seniors interested in pursuing a career in the culinary arts.

Through a partnership with various Colleges for Culinary Arts programs, these scholarships will provide financial assistance to deserving students, helping them pursue their passion and achieve their educational goals. TOBSTL's nonprofit arm, Everybody Eats B, Inc., 501(c)(3) organization will facilitate and host a scholarship luncheon where recipients will be honored and celebrated for their dedication and commitment to the culinary arts. This initiative underscores TOBSTL's commitment to fostering talent, promoting education, and empowering the next generation of culinary professionals in our community.

Additionally, while the scholarship is open to everyone in the St. Louis metroplex, Everybody Eats B Inc., will prioritize efforts to highlight the pressing need for greater representation of African American and other BIPOC (Black, Indigenous, and People of Color) communities within the culinary industry. By actively seeking out and supporting qualified BIPOC students, TOBSTL and Everybody Eats B Inc., aim to address the underrepresentation of marginalized groups in culinary education and professional kitchens. This targeted approach ensures that the scholarship program not only provides financial assistance but also contributes to greater diversity and inclusion within the culinary arts field.









SNAPSHOT OF ATTENDEES

Taste of Black St Louis festival goers are engaging St Louis professionals interested in local "happenings" celebrating culture, and discovering their new favorite culinary delicacies, products, and experiences.

Gender



Attendee Age



25-45 46-65

15-24



Avg. Income

\$38 - 65K



80%

are interested in luxury goods



87%

are homeowners



Festival Growth Rate

7,300/7K (2018) 50,000+ Attendees (2023) 700% growth rate from 1st to Now 93% Returning TOBSTL Attendees

Attendee Spending

FREE - No fee entry means that more than average was spent!
Average \$62 spent per attendee
50,000 attendees X \$62
(average \$ spent per attendee at the festival includes food and other items) = \$3.1M

Travel & Lodging

13% of attendees came from out-of-town 6,500 out-of-town attendees recorded 7.007 total attendees recorded (Eventbrite)

*The number includes children who did not register and were not scanned at the gate.

Social Media



80K Reach



Likes Average



30K Impressions





Instant Connections: Strenth of Social Media



MARKETING & PR IMPRESSIONS **45%** ENGAGEMENT 320K IMPRESSIONS

^{*}Estimated \$ spent by attendees at the festival



WHAT MAKES OUR SPONSORSHIP UNIQUE?

Participation and Engagement

REACH an active and social audience

SHOWCASE products to increase purchasing

INCREASE and solidify your "cool" factor

BOLSTER your brand by partnering with an exemplary property

DIRECTLY connect with an engaged audience

ACTIVATE marketing initiatives

HOST private parties, VIP functions, or company activities



Sponsorship Opportunities

ADVERTISING INCLUSION for your logo on print ads and radio mentions
ON-SITE PRESENCE for promotional displays, sales, and sampling
MARKETING COLLATERAL printed with your logo on the flyers and banners
SOCIAL MEDIA RECOGNITION for your brand to engage the audience
WEBSITE PRESENCE with links connected back to your brand & website
PRIVATE CORPORATE PARTIES could be held in a reserved area for you



TOBSTL IN THE SPOTLIGHT





PRINT, TV ONLINE MEDIA ADVERTISEMENT & PR

Taste of Black STL's media coverage of the previous year was provided by:

- KSDK-TV, Channel 5
- Hallelujah 1600 AM KATZ
- NewsRadio 1120 AM KMOX
- iHeart Radio
- HOT 104.1 WHHL-FM
- YELP
- Sauce Magazine
- Missouri Division of Tourism
- The Riverfront Times
- STLtoday
- FOX 2 KTVI
- The St. Louis American
- St. Louis Magazine
- Feast Magazine





SHOWCASE YOUR BRAND

Single Festival Day or Weekend of Your Choice

Food brings people together. The **Taste of Black St Louis** sponsorship is the ideal way to bring new customers to your brand. Sponsoring offers a huge reach and impact while enhancing visibility within the community.

The **Taste of Black St Louis** is also a celebration of the vibrant culinary talent within the Black community and a platform to shine a spotlight on Black-owned businesses that contribute to the economic growth of Missouri. With over 100+ vendors from various cities; including Atlanta, Chicago, Detroit, and the St. Louis Metropolitan area, they are converging to create a tantalizing culinary mosaic.

A brief list of possibilities:

- Main Stage Sponsors
- VIP Lounge Experience
- Live Cooking Demonstrations Area
- The Soko Marketplace
- Kids Zone Family Area
- Financial Literacy Row
- Kula Seating/Lounge Area
- Mandari 360 Photo Booth Area
- Destiny Experience(s)









Title Sposnorship Level | \$25K

Festival Naming Rights: (Your Company's Name) Taste of Black St Louis. Premiere placement of company logo in all festival materials including print ads, billboards, flyers, posters, and entertainment schedule.

Promotional Opportunities Include:

- Speaking Opportunity from the Stage during opening & closing ceremonies
- Branding of the entire festival to include your company name and/or logo.
- Company name worked into the official 2024 festival logo
- Company name worked into the logo on 5k step and repeat
- Company name worked into the logo on Photo-Booth Prints
- VIP treatment (special seats, merch, food and drink)
- Industry Exclusivity
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Premiere Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners, and Main Stage Scrim
- Element VIP Experience: Ten (10) VIP Tent passes & Five (5) VIP Parking passes (3-day passes)
- Participation in Year-Round Events
- Scholarship Luncheon
- Spring Food Tastings
- Pre-event VIP Celebrations

Pre-Event Marketing:

- Promotion and marketing as Presenting Sponsor of the festival
- Included in all press releases
- Included in all radio and tv commercials and media interviews
- Company name included in Social Media advertisements and online ads

Social Media/Website/Online Marketing:

- Included in event social media posts with over 30,000 followers on Facebook, Twitter, and Instagram (8 minimum)
- Link to corporate website from the logo on TasteofBlackSTL.com
- Company name included in E-Blasts to over 89,000 plus e-subscriber list leading up to the festival

On-Site Recognition:

- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners, and Main Stage Scrim
- Company name mentioned with on-stage announcements (8 minimum)

- Email follow-ups, thank you
- Create a post-event page with a sizzle reel, recap video, photos, and gallery of pots from the event hashtags
- Post-event survey
- Your company's participation in the Scholarship Luncheon

A Title Sponsorship delivers the highest visibility possible, the deepest integration opportunities, and provides seamless promotional exposure by aligning your brand with TOBSTL as a top promotional partner across the entire event.

The event title 'Taste of Black St Louis presented by (Your Company's Name)'

Promotional Opportunities Include:

- Speaking Opportunity from the Stage during opening & closing ceremonies
- Branding of the entire festival to include your company name and/or logo.
- · Company name exclusively worked into the official 2024 festival logo
- Company name worked into the logo onstage step and repeat
- Company name worked into the logo on Photo-**Booth Prints**
- VIP treatment (special seats, merch, food and drink)
- Industry Exclusivity
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Element VIP Experience: Ten (10) VIP Tent passes & Five (5) VIP Parking passes (3-day passes)

Pre-Event Marketing:

- Promotion and marketing as Presenting Sponsor of the festival
- Included in all press releases
- Included in all radio and tv commercials and media interviews
- Company name included in Social Media advertisements and online ads

Social Media/Website/Online Marketing:

- Included in event social media posts with over 30,000 followers on Facebook, Twitter, and Instagram (8 minimum)
- Link to corporate website from the logo on TasteofBlackSTL.com
- Company name included in E-Blasts to over 89,000 plus e-subscriber list leading up to the festival

On-Site Recognition:

- Company logo in prominent space on Stage Festival banners hung in highly exposed areas
- Mentioned in stage announcements (8 minimum)

- Email follow-ups, thank you
- Create a post-event page with a sizzle reel, recap video, photos, and gallery of pots from the event hashtags
- Your company's participation in the Scholarship Luncheon

Stage Sponsorship | \$10K

As the Festival's main stage sponsor, you will have the opportunity to make a lasting impression by addressing all in attendance. This includes the opportunity to address attendees for two minutes and the ability to distribute sponsor-provided promotional item*.

Promotional Opportunities Include:

- Exclusivity: Industry Exclusivity
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Website: Logo, Link, and Large Banner on Entry Page and Sponsor Page Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Billboards, Festival Banners, and Main Stage Scrim
- Naming Rights: One (1) Primary Element VIP
 Experience: Element VIP Experience: Ten (10) VIP
 Tent passes & Five (5) VIP Parking passes (3-day passes)
- Invitations: To Year-Round Events

Pre-Event Marketing:

- Promotion and marketing as Presenting Sponsor of the festival
- Included in all press releases
- Included in all radio and tv commercials and media interviews
- Company name included in Social Media advertisements and online ads

Social Media/Website/Online Marketing:

- Included in event social media posts with over 30,000 followers on Facebook, Twitter, and Instagram (8 minimum)
- Link to corporate website from the logo on TasteofBlackSTL.com
- Company name included in E-Blasts to over 89,000 plus e-subscriber list leading up to the festival

- Email follow-ups, thank you
- Create a post-event page with a sizzle reel, recap video, photos, and gallery of pots from the event hashtags
- Post-event survey
- Your company 's participation in the Scholarship Luncheon

Select Your Destiny Experience | 5K

Through custom activations, uniquely branded engagements, product integrations, targeted social media efforts, and prominent logo alignment with TOBSTL, your brand has the tools to inform, entertain, and inspire a captive global audience. We welcome partners of all categories to showcase their products and services!

VIP Lounge Experiences
Live Cooking Demo Row
Soko Marketplace Row
Kids Zone Family Area
Financial Literacy Row—
Top Billing on 10 Festival Flags Around
Perimeter of the Park
Kula Eating/Seating/Lounge Area

Promotional Opportunities Include:

- Exclusivity: Industry Exclusivity
- Vendor Space: Up to 30' x 10'; Preferred Placement
- Website: Logo, Link and Large Banner on Entry Page and Sponsor Page
- Banners: As Requested at All Events with Preferred Placement
- Logo Placement: All Signage, Print Advertisements,
 Billboards, Festival Banners, and Main Stage Scrim
- Naming Rights: One (1) Primary Element VIP
 Experience: Ten (10) VIP Tent passes & Five (5) VIP
 Parking passes (3-day passes)
- Invitations: To Year-Round Events

Pre-Event Marketing:

- Promotion and marketing as Presenting Sponsor of the festival
- Included in all press releases
- Included in all radio and tv commercials and media interviews
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- Email follow-ups, thank yous
- Create a post-event page with a sizzle reel, recap video, photos, and gallery of pots from the event hashtags
- Post-event survey
- Your company's participation in the Scholarship Luncheon

CORPORATE PARTNERSHIP LEVELS

Unity Sponsorship - \$3,500

- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page Banners:
 Three (3) Banners at TOBSTL 2024
- Logo Placement: All Signage, Festival Banners, and Main Stage Scrim
- VIP Experience: Four (4) Two-Day Tickets two (2)
 VIP Parking passes

Community Sponsorship - \$2,500

- Vendor Space: Up to 10' x 10'; Placement on Sponsorship Row
- Website: Logo and Link on Sponsor Page Banners:
 Two (2) Banners at TOBSTL 2024
- Logo Placement: All Signage, Festival Banners, and Main Stage Scrim
- VIP Experience: Two (2) Two-Day Tickets one (1) VIP Parking passes



TASTEOFBLACK STILOUIS

SIGN ME/MY COMPANY AS A TOBSTL PARTNER:

Partnership Leve	els:	
☐ Stage Sponsor ☐ Media Sponsor	\$10,000 \$10,000 \$5,000 SOLD nsor \$5,000 SOLD \$3,500	SELECT A DESTINY EXPERIENCE AREA - \$5,000 VIP Lounge Experience SOLD Live Cooking Demonstration Area The Soko Marketplace KidZone Extravaganza SOLD Financial Literacy Row SOLD Kula Seating/Lounge Area Festival Flags
Contact Informat	ion:	
First Name:		Last Name :
Address:		
Zip Code :	Phone No:	E-Mail:
Corporate Billing	Information:	
Business Organization N	ame :	Website / E-Mail :
Position Business :	TO A	Phone Number :
Full Address :		City / Provience :
Payment Met	thod Cash Credit Card	Others Others A HILLS
Expire Date :		
Zip Code :		
I have read and understand sponsors@tasteofblackstl.c		ste of Black St. Louis, September 13-15, 2024. Return the completed form to

PLEASE EMAIL THE COMPLETED FORM TO: INFO@EVERYBODYEATSBINC.ORG OR MAIL THE FORM AND PAYMENT NO LATER THAN 30 DAYS BEFORE THE START DATE.