

# TASTE OF BLACK STL 2024 LOCAL PARTNERSHIP PACKET



COMMEMORATING THE 5th ANNIVERSARY OF  
TASTE OF BLACK STL  
SEPTEMBER 13-15, 2024



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

Thank you for your consideration and support of Taste of Black STL, and TOBSTL 2023!

The Board of Taste of Black STL is honored to present to you this 2023 Local Partnership Packet and look forward to working with you as we bring together our friends, family, allies, and our valuable partners for one of the largest Black food festivals in the Midwest!

With hundreds of thousands of guests, we aim to bring back a bigger and better Taste of Black STL. **Our partners will have the opportunity to share their values, brands, and logos with nearly 100,000 guests at a festival with sold out vendor spaces, live cooking demonstrations and VIP Experience.**

Please use this 2023 Local Partnership Packet as a guide to start a discussion of ways we may work together for Taste of Black STL 2023, bring brand awareness and impact of your business to our attendees while we celebrate as a community.

If you have any questions or need additional information, please feel free to contact us!

[sponsors@tasteofblackstl.com](mailto:sponsors@tasteofblackstl.com)



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## **BOARD OF DIRECTORS – EXECUTIVE COMMITTEE**

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# OUR MISSION STATEMENT

To nurture the success of black and minority-owned businesses in the St. Louis region where they can come together to celebrate established and emerging talent, and inspire future generations through food, music and Culture.

## IMPRESSION & ROI

By partnering with Taste of Black STL for this event our corporate partners will enjoy an extraordinary opportunity to connect directly with a key demographic of minority owned small businesses community to show support, promote career opportunities, and more.

Since established in 2018, Taste of Black STL has shown exponential growth attracting over 83,000 attendees, showcasing hundreds of vendors, and harvesting thousands of dollars in gross sales for vendors and sponsors. Taste of Black STL reached tens of thousands of people through our website, email lists, and TOBSTL Business Directory. Additionally, we are even more active on social media networks harvesting an abundance of hits, likes and click-throughs on TikTok, Snap Chat, LinkedIn, Yep Biz, Twitter, Instagram, and Facebook.

In September 2021, the Taste of Black STL humbly accepted a Proclamation from Madam Tishaura Jones, Saint Louis City 1st female, Black Mayor, naming the 2nd week in September as "Taste of Black STL weekend." As well as a Resolution and pausing on the floor from the Missouri House of Representatives & State Representative Marlon Anderson, a Democrat, of St. Louis City District 76, recognizing the Taste of Black STL as a staple in the community.

In addition to Taste of Black STL's own resources outlined above, additional media coverage of previous year of was provided by:

- Feast Magazine
- Sauce Magazine
- The Riverfront Times
- Constant Contact
- KSDK
- KMOX
- KMOV
- FOX 2
- iHeart Radio
- Gospel 1600
- 104.1
- 95.5



# NAMING RIGHTS

In addition to the impressions that our corporate partners will enjoy, Taste of Black STL is also excited to again announce that TOBSTL 2023 will have several festival elements that can be named for our corporate partners. These naming right opportunities include, but are not limited to:

- Main Stage
- VIP Lounge Experiences
- Live Cooking Demonstrations
- The Soko Marketplace
- Kids Zone Family Area
- Specific Artists / Entertainers



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**TASTE OF BLACK STL OFFERS A FULL RANGE OF OPERATIONAL AND ORGANIZATIONAL GRANT OPPORTUNITIES IN ADDITION TO THE FOLLOWING PARTNERSHIPS**

## **LOCAL PARTNERSHIP LEVELS**

### **LOCAL Presenting - \$10,000**

- Vendor Space: Up to 30' x 10' Preferred Placement
- Website: Logo, Link and Banner on Entry Page and Sponsor Page
- Banners: Four (4) Banners at TOBSTL 2023; Preferred Placement
- Logo Placement: All Signage, Print Advertisements, Festival Banners, and Main Stage Scrim
- Naming Rights: One (1) Secondary Element
- Invitations: To Year-Round Events

### **Platinum \$8,000**

- Vendor Space: Up to 20' x 10'
- Website: Logo, and Link on Sponsor Page
- Banners: Three (3) Banner at TOBSTL 2023
- Logo Placement: All Signage, Festival Banners, and Main Stage Scrim
- Invitations: To Year-Round Events

### **Gold - \$5,000**

- Vendor Space: Up to 10' x 10'
- Website: Logo and Link on Sponsor Page
- Banners: One (1) Banner at TOBSTL 2023
- Logo Placement: Main Stage Scrim

### **Silver - \$3000**

- Vendor Space: Up to 10' x 10'
- Website: Logo and Link on Sponsor Page
- Logo Placement: Main Stage Scrim

### **Community Proud (Level to be Discussed)**

- Contact Taste of Black STL and create a Partnership that best fits you!

**Please note that the above benefits and levels are meant to be a starting point for discussions with our partners.**

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Thank you for your consideration and support of Taste of Black STL and TOBSTL 2023! Please use this 2023 Corporate Partnership Packet as a guide to start a discussion of ideas and ways to work together to make this the best possible TOBSTL and bring brand awareness and impact of your partnership to our TOBSTL 2023 attendees.

If you have any questions or need any additional information, please feel free to contact us!

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