

A PLACE TO EXPLORE, CREATE MEMORIES AND ENJOY GOOD VIBES!

**FOR THE
CULTURE**





OVERVIEW

Bringing together locals and vacationers alike, For the Culture is a collaborative event series between Grand Openings and the Church St. Mainstreet District. The vibrant street festival is a celebration of African American culture, diaspora vibes, diversity and inclusivity that is unique to this historic locale. The purpose of the event is to provide brands an opportunity to connect with urban culture and those who support it. One of the major goals for the event is to create an environment that leverages the clientele of larger brands by giving small businesses a space to engage with consumers and expand their brand awareness by being in proximity to larger brands.

The event will feature an urban elite setting with live music, and an upbeat, stylish atmosphere. In addition to major brands, and small business vendors, some of Orlando's tech startups will be on display to introduce themselves to the community. Attendees will be able to enjoy food, drinks, and fun with the established restaurants on Church Street in addition to the outside vendors, brands, and sponsors. Designed with interactivity in mind, attendees will be able to shop, take photos at photo stations, play games, win prizes, and enjoy DJ & live music performances.

Dates & times

For the Culture event will officially launch during Black History Month on February 29, 2020 and take place on select dates during a 6-month time-frame. The event will be established as a reoccurring event in downtown Orlando that locals and vacationers can look forward to.

February 29th (Pre-roll: Preview to event series)

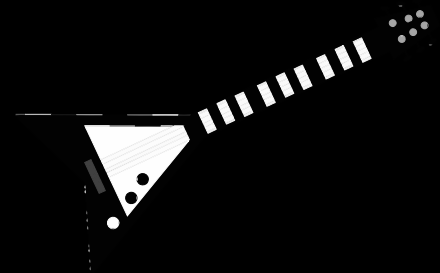
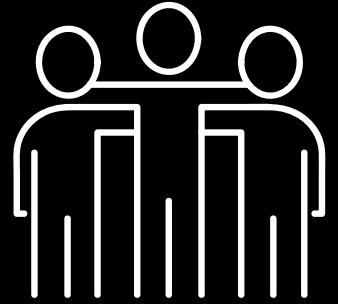
April 25th

May 30th

June 27th Juneteenth Parade Celebration

September 26th

November 21st Classic Weekend



Parramore Zone 3



FOR THE CULTURE

A 6 date event series that features a vibrant street festival in celebration of African American culture and diaspora vibes.

Feb 29th Black History Month Celebration

April 25th

May 30th

June 27th Juneteenth Parade

September 26th

November 21st

Church Street

99 W South St, Orlando, FL 32801

Process

Please review packages below. To apply to be a sponsor click on the grid below to fill out sponsorship form.

For The Culture Church St. Festival Sponsorship Levels and Benefits	Title Sponsor \$15,000	Platinum Sponsor \$10,000	Gold Sponsor \$5,000	Silver Sponsor \$3,000	Copper Sponsor \$1,500	Bronze Sponsor \$750
Recognition at each For the Culture event. Enjoy the perks of seeing and hearing your name mentioned in the title of the For the Culture all season long (all 6 events). For The Culture Presented By.....	X					
Industry exclusivity	X					
Engagement Zones will be setup in key high traffic areas of Church St. The space can be used to create social media buzz and interactivity with your brand. Planning, creation, staffing and implantation of the zones can be organized by FTC team.	X	X				
Named as the presenting sponsor in all press, marketing, advertising, and online materials	X					
Logo on promotional event item	X	X				
Brand displayed in Charging Station	X	X				
Logo on all printed materials	X	X	X			
10 X 10 promotional space	X	X	X	X		
Promotional models distribute your brand marketing material	X	X	X			
Brand association with the event on all press marketing material	X	X	X	X		
Opportunity to contribute items to VIP and attendee goodie bags	X	X	X	X	X	
Logo displayed on step and repeat banner	X	X	X	X	X	X
Mentions on all event affiliated social media accounts	X	X	X	X	X	X
Logo on Volunteer shirt	X	X	X	X	X	X
Featured on event website	X	X	X	X	X	X
A Google drive full of digital goodies such as promotional marketing materials will be sent to you. We'll make it easy to outfit your social media profiles and show your support for For The Culture Church St. Festival.	X	X	X	X	X	X