

TASTE OF LIBERIA

A NEXTAINMENT, LLC PRODUCTION



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TASTE OF LIBERIA™ 2019
3rd Annual Liberian Food & Cultural Festival
Saturday, September 7th 2019



[CLICK HERE FOR PRELIMINARY EVENTS PROGRAM GUIDE](#)

Taste of Liberia

Tel: 612-460-5795

Web: <https://www.tasteofliberia.com>

Email: Info@tasteofliberia.com

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TASTE OF LIBERIA™ Media Sponsorship Summary

In return for media sponsorship, Taste of Liberia 2019 will provide the following benefits to our media sponsors depending on sponsorship levels:

Public Service Announcements and live broadcast

Major sponsors included in all live broadcasts and public service announcements sent to all area radio and cable stations.

Publicity

Major sponsors will have the opportunity to participate and design major publicity campaigns for Taste of Liberia 2019.

25,000+ HTML Emails and Flyers

Major sponsors and their logos and web link will be included in all HTML Email campaigns and on promotional flyers.

Print Advertisements

Major sponsors and their logos will be included in all **Full Page Color Ads**.

Thank you from the Stage

Major sponsors will receive special acknowledgment from the stage as an Taste of Liberia 2019 sponsor.

Web site Listing

Banner Ad and logo linked to sponsors website from Taste of Liberia.com (official festival website) as well as in the Liberian Marketplace on Taste of Liberia.com.

Event Promotions

Major sponsors will receive logo recognition on all promotional print pieces created for the festival, ex. T-Shirts, souvenirs, etc...

Press Releases

Major sponsors will be included in all press releases to all major media outlets in state and nationally.

Banner Signage

Banner signage at the event stages and the event is available depending on sponsorship level.

VIP Tickets

All our sponsors will receive VIP Tickets to access VIP tent and festival gala(s).

Vendor Booth

All our sponsors will receive a FREE booth space to exhibit, promote, or sell their products and services.

Ads and Sponsorship Deadlines:

June 15th for July Ads

July 15th for August Ads

August 15th for September Ads

Media Sponsorship Opportunities

(Please see chart below for a complete list of sponsorship benefits)

(Graph Format)

Media Sponsorship Types	Presenting Media Sponsor \$15K Ad Dollars	Platinum Media Sponsor \$10k Ad Dollars	Gold Media Sponsor \$2.5k-5k Ad Dollars	Silver Media Sponsor \$1.5k-2.5k Ad Dollars	Supporting Media Sponsor Up to \$1.5k Ad Dollars	Local Community Media Sponsor
Official Media Partner Title	•					
Industry Exclusivity	•					
Official Media Sponsor Title	•	•				
Supporting Title	•	•	•	•	•	•

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Media Placement						
TV/Cable/Print/ Outdoors	•					
Logo treatment in Mass Emails and Flyers	•	•	•			
Banner Ad on Event Website (Placement varies on level)	•	•	•	•	•	•
Event Promotions						
Main Stage Promo	•					
Community Stage Promo	•	•				
Product Sampling /Banner Display	•	•	•			
Data Gathering	•	•				
Press Releases	•	•				
Promo Items/Merchandise	•	•	•			
Booth @ Event	•	•	•	•	•	•
Special Event /Perks						
Exposure @ the Gala	•	•	•	•		
6 VIP & Gala Tickets	•	•	•	•	•	
4 VIP & Gala Tickets						
2 VIP & Gala Tickets						•
VIP & Gala Ticket						

Sponsorship Opportunities
(Please see chart above for a complete list of sponsorship benefits)

1. OFFICIAL MEDIA PARTNER TITLE

This sponsorship level comes with industry exclusive rights. All promotional campaigns will be carried out on sponsor's network and not with direct competitors. Sponsor is free to use **"Official Media Partner TASTE OF LIBERIA 2019"** tagline on any advertising and will have first choice of sponsoring following year's event. This sponsorship really shows sponsor's commitment to reaching out and being a part of diverse and growing communities. This sponsorship level comes with complete customization, tracking, and every effort to ensure sponsor's return on investment is met.

2. OFFICIAL MEDIA SPONSORSHIP TITLE

Official sponsorship titles are available through Platinum media sponsorship levels. Sponsor is free to use **"Official Media Sponsor TASTE OF LIBERIA 2019"** tagline on any advertising. Official sponsorships will give sponsor exposure to Africans and other immigrant groups. Some customizations are available and sponsor's needs and overall goals will be factor into packages.

3. SUPPORTING MEDIA SPONSORSHIP TITLE

Supporting media sponsorship titles are available through all sponsorship levels. Sponsor is free to use **"Media Supporter of TASTE OF LIBERIA 2019"** tagline on any advertising.

4. INDUSTRY EXCLUSIVITY

This gives sponsor exclusive rights in any industry category. For example, sponsor will be the only designated **"Official Radio Station"** of the event and marketed as such.

5. MEDIA PLACEMENT

a. Billboard/Outdoor Ads

Presenting media sponsors will be included in any outdoor ads-Billboards, street banners, buses, etc... Sponsors free to provide and approve all marketing materials prior to use.

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b. TV/Cable/Print Ads

Presenting media sponsors will have logo treatment and info included in all such ads. Sponsors free to provide and approve all marketing materials prior to use.

c. Emails/Flyers (25,000+ HTML Emails and Color Flyers)

Presenting-Gold level sponsors will get logo treatment on event emails and flyers (25,000+) and where possible linked to their websites. Sponsors responsible for providing logos on a timely basis in order to meet print deadlines.

d. Banner Ad on Event Website

Banner ads will be available on event's website ([Taste of Liberia.com](http://TasteofLiberia.com)) and will link back to sponsor's website or product info. Sponsor will have to provide banner ad in size and dimensions needed. Placement on website will differ according to sponsorship levels, with top-level sponsors getting first choice and prime visibility.

6. EVENT PROMOTIONS

a. Product Sampling/Banner Displays

Presenting-Gold sponsors will be able to set up branded space, displays, and banners for added exposure and community interaction.

b. Data Gathering

Presenting-Platinum sponsors will have access to event sampling and demographic data in event post summary report.

c. Press Releases

Presenting-Platinum sponsors will be included in all press releases, media kits, and any public service announcements.

d. Promo Items/Merchandise

Presenting-Gold sponsors will be able to participate in any promotional giveaways opportunities and included on promo merchandise, ex. T-shirts, hats, etc...

e. Booth @ Event

All sponsors will have access to a free booth at the event and will have first choice in booth assignment in their designated areas.

7. SPECIAL PERKS

a. VIP Tent and Perks

Our sponsors will have access to a VIP tent during the festival. Free refreshments, beverages, and special giveaways will be provided. Sponsors can entertain employees and guests with these special perks and have a great view of the main stage.

8. SPECIAL REQUESTS/CUSTOMIZED PACKAGES

We understand that one size doesn't fit all, so please feel free to contact us regarding any special sponsorship requests and customized packages. Our goal is to ensure your event marketing needs are met.

TASTE OF LIBERIA 2019 Sponsorship Details: Media donations provided for sponsorships will go directly to produce TASTE OF LIBERIA 2019. Media donations will be used to promote TASTE OF LIBERIA 2019, its sponsors, supporters, and partners. If these packages do not fit your needs, we can customize or create a package to suit your event marketing needs.

NEXTAINMENT,LLC is the producer of TASTE OF LIBERIA™. We welcome the opportunity to work with all our sponsors, government agencies, community organizations, and the general public to make TASTE OF LIBERIA™ a very unique and worthwhile cultural festival in the USA and beyond. This festival highlights the many beautiful attributes of Liberian cuisine, culture, and potential as a cultural mega and destination location.

If you have any questions, would like to perform, or would like to inquire about a media, corporate, non-profit sponsorships and/or vendor packages, please feel free to contact us at 612-460-5795 or email info@tasteofliberia.com

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