



# NC SUGAR RUSH & TASTE OF SOUL NC SPONSORSHIP PACKET

# ABOUT ME

My name is Jay Jones and I'm the owner of Jay's Italian Ice in Raleigh, NC. I have been in the Italian Ice business since 2012. Before launching this venture, I took a 10 week course on how to start a business that has helped me remain in business.

I saw many new entrepreneurs struggle to get in events and struggle to operate their businesses in general.

I also saw youths that I wanted to show through entrepreneurship, they could make good money and better the lives of their households.

This desire drove to me open/maintain a successful business in addition to organizing events to ensure everyone has an opportunity to sell their wares.

I knew that if I could do it, I could show others and be an example to them of life's possibilities.

Thanks for your consideration in becoming a sponsor.

ESKX, LLC dba Jay's Italian Ice

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# NC SUGAR RUSH

This is an All-Dessert Food Rodeo held each year Sunday Memorial Day Weekend.

It is hours of Unadulterated Sweetness like no other that is Family Oriented and Pet Friendly, highlighting the outstanding array of Desserts the area has to offer.

This has been an annual since 2018 with an average attendance of 1000 visitors





# NC SUGAR RUSH

The Sweets range from Italian Ice, Pineapple Smoothies, Cookies, Funnel Cakes, Ice Cream, Cupcakes, Beignets & much more.

We even have Sweet Treats for our Furry Family Members



# NC SUGAR RUSH

This is an All-Inclusive Event for anyone that makes Dessert.

I have had Kid Dessert vendors, vendors with Autism and other Mental & Physical disabilities. Your heart melts each time they smile at you as they serve their Dessert, they took so much pride in making. They are building Life-Skills that are invaluable.

Participating Vendors come from different cultural backgrounds.





# TASTE OF SOUL NC

This is the Ultimate Inclusive Family Experience.

This event is held multiple times per year:

Saturday Memorial Day Weekend at  
Durham Central Park.

Last Saturday of July Taste of Soul NC is  
held at City Plaza, Downtown Raleigh on  
Fayetteville St.





# TASTE OF SOUL NC

I ensure that each Taste of Soul NC has something for everyone to enjoy.

The cuisines range from Seafood, Vegan, Italian, Jamaican, Mexican, Asian, American & more.

Each pic is an actual food from a Taste of Soul NC Food Vendor.



# NC SUGAR RUSH & TASTE OF SOUL NC

## SAFETY MEASURES

### Covid Prevention

At each event I have the following:

- Free Standing Hand-Sanitizing Stations
- Bathrooms with sinks & soap to wash hands
- Free N95 Face masks for those that need them
- Each Food Truck has additional Hand-Sanitizer at their trucks
- Each Truck/Vendor are spaced out to allow 6ft of distance

### Security/Medical

At each event I hire a minimum of 3 City Police Officers:

- They make a presence by patrolling the venue and have great interactions with visitors
- Visitors feel extra secure with them there.
- They respond to medical needs that may arise. (Someone may be susceptible to the heat and need assistance)
- They contact Fire/EMS if needed

### Area Clean-Up

The goal is to keep the area as pristine as it was before my events happen.

I rent an over-abundance of Trash/Recycle Bins and place them strategically throughout the event footprint.

You can't walk by 2 vendors without encountering 1 Trash can & 1 Recycle Bin sitting side by side.

At the end of the event, we pull all of the trash cans to a designated area and we collect all debris from the ground and surrounding areas.

We leave the area as if an event never happened.



# SPONSORSHIP PACKAGE LEVELS

Full Details for each level can be found at [www.eskxllc.com](http://www.eskxllc.com)



Support at Large  
\$5 - \$499



Council Member  
\$500-\$2000



Ambassador  
\$2001 - \$3500



Chairperson  
\$3501 and up



Facilities Sponsor  
\$1200



Stage & Sound  
Sponsor \$4000



Entertainment  
Sponsor \$2000  
Minimum

# SPONSORSHIP HELP

- With your help, I want to take these Community Events to the next level by doing the following:
  - Bringing in Bigger Local Acts
  - Advertising on Radio & TV
  - Mounting bigger Paid Social Media Campaigns

