



# NC SUGAR RUSH & TASTE OF SOUL NC SPONSORSHIP PACKET



# ABOUT ME

My name is Jay Jones and I'm the owner of ESKC, LLC.

I'm also the owner of Jay's Italian Ice.

I have been in the Italian Ice business for 10 years now. 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 new entrepreneurs struggle getting into events and 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.

# ABOUT ME

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

By hosting events, I could give everyone a chance at a great sales day that could help their business.

It's hard being a new business and I understand the barriers they will face.

I have been personally financing these events and they have become staples of Durham and Raleigh. I need your help to take these to the next level.

Thanks for your consideration in becoming a sponsor.

ESKX, LLC

[www.eskxllc.com](http://www.eskxllc.com)

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# NC SUGAR RUSH

This is an All-Dessert Food Rodeo held Sunday Memorial Day Weekend at City Plaza Downtown Raleigh.

It is 5 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 event for 4 years running 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 Cookout Experience.

I hold 3 of these per year at Durham Central Park.

The 1<sup>st</sup> one is always held Saturday Memorial Day Weekend.

May = Variety Edition (All types of Foods and Dessert)

August = Seafood Edition (Seafood Only Foods and Desserts)

September = Variety Edition (All types of Foods and Dessert)



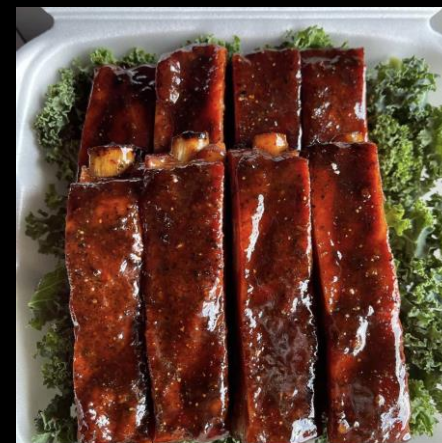


# TASTE OF SOUL NC

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.





# TASTE OF SOUL NC

This is the Ultimate Cookout Experience.

Pre-Covid, I would have a DJ, Live Performances, Kids Games, Face Painting and table/chairs complete with cards and paper for playing Tunk, Spades or Gin Rummy.

In the Covid Era, I have narrowed it down to a DJ & Live Performances for entertainment





# TEAMWORK

I have partnerships with The Black Friday Market and Our Stop Shop to enhance the event by bringing African American Merchant Vendors to each event.

The Black Friday Market has a Store Front located at 23 W. Hargett St in Raleigh that exclusively sells items brought in by African American Entrepreneurs.

Our Stop Shop hosts events 2x a year with 100's of Merchant Vendors.

Teamwork is the only way to help as many people as possible.

Push Me and I'll Pull You!!!!





# 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

## At Large Member

- Donor Listing on Website
- Booth at event

**\$250 - \$499**

## Council Member

- Brand Inclusion in all Social Media Posts & Website
- Brand Shoutouts by the DJ throughout the event
- Dedicated Premium Booth Space

**\$500 - \$1999**

## Ambassador

In addition to Council Member benefits:

- Logo Placement on flyers, posters & all Digital Campaigns
- Brand Logo Listing on Banner(s) that will be hung at the event

**\$2000 - \$3500**

## Chairperson

In addition to Council Member and Ambassador Benefits:

- Recognized Sponsor on Radio/TV ads
- Meet & Greet with Performance Artists

**\$3501 & Up**



# SPONSORSHIP PACKAGE LEVELS

## Facilities Sponsor

### **1 Porta Potty per 250 guests**

- \$150 per ADA Porta Potty
- \$150 per Handwash Station
- \$100 per Standard Porta Potty

Minimum of 4 Porta Potties and 2 Handwash Stations per event

**Average of \$1200 need per event**

## Stage & Sound Sponsor

### **Stage Rental**

- \$1650 for 24x16 stage
  - \$2250 for 24x20 stage
- 3ft height for both

### **Sound Engineer (Includes Speakers & Microphones)**

- \$2000

**Average of \$4000 needed per event**

## Entertainment Sponsor

\$1000-\$2000 per band member for Local Well-Known Acts

\$3500-\$4500 per band member for National Acts

\$500 -\$1000 for Local DJ

**Average of \$10,000 per event**

National Acts will be higher.

Benefits include being named sponsor for the package, listing on all Digital/Print Materials, DJ Shoutouts. Stage & Entertainment include named sponsor on Radio/TV Ads.

# SPONSORSHIP HELP

With your help, I want to take these Community Events to the next level by doing the following:

- Stage Rentals
- Advertising on Radio & TV
- Paid Social Media Campaigns
- Bringing Bigger Entertainment Acts
- Table/Chair Rentals
- Audio Visual Technicians
- Drone Operators

With your contribution, we can grow this event, make a better experience for visitors and increase sales for all participating vendors.

