

Jackson International Food and Art Festival

SATURDAY, September 23, 2023

10:00 a.m. to 4:00 p.m.
Downtown Jackson TN ■ Courthouse Square



SPONSORSHIP OPPORTUNITIES

Recipient of the
Heart and Soul of the Arts Award
Presented by the Jackson Arts Council



JacksonInternationalFoodandArt



www.JIFAF.com



[jifaf_731](https://www.instagram.com/jifaf_731)

Scott Conger, Mayor
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Dear Friends,

On behalf of the City of Jackson, I would like to share my support for the Jackson International Food and Art Festival.

The Jackson International Food and Art Festival began nine years ago and has served to unite different cultures from around the world in Jackson, Tennessee.

We strongly affirm the mission of the festival to spread cultural awareness, promote cross-cultural engagement, and celebrate the diverse backgrounds of residents throughout West Tennessee. The festival is an example of how we can come together as one and celebrate our diversity.

Thank you to the many volunteers and financial supporters who make the Jackson International Food and Art Festival possible. Their efforts fulfill the mission of the festival to provide cultural experiences for all ages through education, food, art, and the performing arts.

We hope you will take a moment to review opportunities to become a supporter of the Jackson International Food and Art Festival and celebrate our rich diversity and unity. We look forward to seeing you on Saturday, September 23, 2023.

Sincerely,

Scott Conger
Mayor



About US!

The Jackson International Food and Art Festival was born from a series of community meetings organized by Mayor Jerry Gist in 2013. Two community representatives, Dr. Sandra Dee and Eduardo Morales, thought it would be beneficial for Jackson's citizens to share their history, art and culture with their fellow Jacksonians. Dr. Dee and Mr. Morales agreed to co-chair the event and began recruiting like-minded community members to help organize, fund and host an international party in downtown Jackson.

The festival's mission is to spread cultural awareness, promote cross-cultural engagement and celebrate the diverse backgrounds of residents throughout West Tennessee. Food and art are important themes present in all cultures, countries, and traditions. The Jackson International Food and Art Festival serves as a place where we celebrate our unity and share our culture, art and traditional performances. The festival aims to remind the community that despite difference in appearance, place or origin or heritage-there is far more that unites us than divides us.

Under the leadership of Dr. Dee and Mr. Morales and the assistance of many individuals, institutions and businesses, the festival has seen steady growth each year in cultural participation and community engagement. Recognized as the heartbeat of the arts in the community, the Jackson Arts Council presented the festival with the Heart and Soul of the Arts Award.

Please join us on Saturday, September 23, 2023, for the ninth annual Jackson International Food and Art Festival!

Sponsorship Opportunities

Become a sponsorship partner of the Jackson International Food and Art Festival!

Benefits of Partnership:

Build new relationships in the community	Introduce multiple cultural groups to increase your brand recognition	Support the mission of the Jackson International Food and Art Festival	Reinforce your status in the community
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The Festival:

Parade of cultures!	Food booths!	Performances! Music, Performance (Demonstrations), Dancing and Storytelling	Exhibitors! Artist and Craftsman, Cultural Activities and Demonstrations, Merchandise or Business
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Levels of Sponsorship:

AMBASSADORS	\$10,000
DIGNITARIES	\$5,000
DIPLOMATS	\$2,500
ATTACHÈ	\$1,000
DELEGATES	\$500
FRIENDS	\$499 and under

Ambassadors

\$10,000 Sponsorship:

- Receive first right of refusal for corporate supporter of next year's event

Advertising and comprehensive media campaign including:

-TV, Radio and Newspaper

-Social Media Campaign

-Logo on website, posters, festival ads and merchandise

- Banner and recognition on Main Stage with opportunity to address the public from the Main Stage and sponsor of the Main Stage
- Waive booth fee (for up to two booths) allowing you to share your service and/or products with guests
- Serve as one of the Grand Marshalls of the parade
- Opportunity to showcase your organization and align your brand with the festival



Dignitaries

\$5,000 Sponsorship:

- Receive first right of refusal for corporate supporter of next year's event

Advertising and comprehensive media campaign including:

-TV, Radio and Newspaper

-Social Media Campaign

-Logo on website, posters, festival ads and merchandise

- Banner and recognition on Main Stage with opportunity to address the public from the Main Stage and sponsor of the Secondary Stage
- Waive booth fee (for one booth) allowing you to share your service and/or products with guests
- Opportunity to showcase your organization and align your brand with the festival



Diplomats

\$2,500 Sponsorship:

- Advertising and comprehensive media campaign including:
 - TV, Radio and Newspaper
 - Social Media Campaign
 - Logo on website, posters, festival ads and merchandise
- Waive booth fee (for one booth) allowing you to share your service and/or products with guests
- Opportunity to showcase your organization and align your brand with the festival



Attachè

\$1,000 Sponsorship:

- Advertising and comprehensive media campaign including:
 - TV, Radio and Newspaper
 - Social Media Campaign
 - Logo on website, posters, festival ads and merchandise
- Opportunity to showcase your organization and align your brand with the festival



Delegates

\$500 Sponsorship:

- Inclusion in media campaign including:
 - TV, Radio and Newspaper*
 - Social Media Campaign*
 - Name on website, posters, festival ads*
- Opportunity to showcase your organization and align your brand with the festival

Friends

\$499 and under sponsorship:

- Inclusion in media campaign including:
 - TV, Radio and Newspaper*
 - Social Media Campaign*



2023 Jackson International Food and Art Festival

Sponsorship Registration

Organization	
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Contact Information:

Name	
Mailing Address	
Telephone	
Email	
Website/Facebook	

Level of Sponsorship:

Ambassador \$10,000	
Dignitaries \$5,000	
Diplomats \$2,500	
Attaché \$1,000	
Delegates \$500	
Friends \$499 and under	

Booth Request: **Booth Electrical Needs:**

YES or NO		YES or NO	
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All sponsors at each level must bring their own tents/canopies, tables, chairs, and electrical cords. These items will NOT be provided by the City of Jackson or the festival committee.

Other special needs, requests or comments:

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Please provide your logo in a jpeg format to: JacksonIFAF@gmail.com

Complete registration by Saturday, July 15, 2023 and return to:

JIFAF, P.O. Box 7255, Jackson, TN 38302

Checks are to be made to: The Foundation/JIFAF 2023



JacksonInternationalFoodandArt



www.JIFAF.com



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