

Jackson International Food and Art Festival

SATURDAY, September 21, 2024

10 a.m. to 6 p.m.

Jackson Fairgrounds • 800 S. Highland Ave. • Jackson, TN



SPONSORSHIP OPPORTUNITIES

Recipient of the
Heart and Soul of the Arts Award
Presented by the Jackson Arts Council
Selected as **Jackson's Best Event in 2023**
Presented by VIP Magazine



JacksonInternationalFoodandArt



www.JIFAF.com



jifaf_731

A Message From JIFAF's
Sponsor Chair:

Vinay Sood



"As sponsor chair, I want to wish all of you a Happy New Year! In addition, I want to thank all past, current and forthcoming sponsors for their support. This year (2024), will be our 10th anniversary and a great opportunity to support the festival. Last year (2023), the festival was attended by over 25,000 West TN residents. The festival, provides a unique opportunity to showcase your company and business to diverse residents.

I encourage all sponsors to budget now for this community/new customer building opportunity. There will be new sponsorship (banners, signage) exclusivity opportunities. Contact us now to secure a prime location/booth for your company and access to the new sponsorship opportunities.

So don't delay being part of our 10th anniversary celebration.

I can be reached at 731/571-6935 or contact Mrs. Ronnie Goff @ vrgoff2020@outlook.com.

Thank you and see you at the fairgrounds September 21, 2024!

Vinay Sood
JIFAF Sponsor Chair

Scott Conger, Mayor
121 E. Main St.
Suite 301
Jackson, Tennessee 38301



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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 ten years ago and has served to unite different cultures from around the world in Jackson, Tennessee. The festival has experienced significant growth and has become one of the most attended events in the City of Jackson.

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 21, 2024.

Sincerely,

A handwritten signature in blue ink that reads "Scott Conger". The signature is fluid and cursive, with the first letters of "Scott" and "Conger" being capitalized and prominent.

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 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.

As the festival has seen a tremendous growth in attendance, we are moving to the Jackson Fairgrounds this year. Please join us on Saturday, September 21, 2024, for the tenth 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*



2024 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 Monday, July 15, 2024 and return to: JIFAF,
P.O. Box 7255, Jackson, TN 38302
Checks are to be made to: The Community Foundation/JIFAF 2024**



JacksonInternationalFoodandArt



www.JIFAF.com



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