



# 4<sup>TH</sup>/5<sup>TH</sup> JERK, SEAFOOD & VEGAN FEST

*in conjunction with*

## 28<sup>TH</sup> INTERNATIONAL FESTIVAL OF LIFE



**SATURDAY & SUNDAY, SEPTEMBER 11 & 12, 2021**

**Lake Meadows Park (new family friendly location) 3117**

**S. Cottage Grove/S. Rhodes, off S. Lake Shore Drive @**

**31<sup>st</sup> Street (near McCormick Place)**

**IT'S THE END OF SUMMER FESTIVALS  
OF FOOD, MUSIC, ARTS, CRAFTS &  
MORE!**

# 2021



A MARTIN'S INTERNATIONAL BRANDING EVENT  
**PARTNERSHIP PROPOSAL**

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**\*Gold, Silver, Bronze & Exhibiting Sponsor can be customized to satisfy your budget.**

**Winning Strategies start with target branding.**

Partnering with Jerk, Seafood & Vegan Fest, allows your company to tap in and brand your product{s} and/or service(s) in the lucrative and untouched Foodies and general market in the lucrative and ever striving Chicago Loop region.

**The Title Sponsor, naming the festival in your company's name is available and can be negotiated and customized to your satisfaction, upon request. Email, [jsvfestival@gmail.com](mailto:jsvfestival@gmail.com)**





## “THE JERK, SEAFOOD & VEGAN FEST” (JSVFest)

**DATE:** Saturday and Sunday  
September 11 and 12, 2021  
(2 DAYS)

**TIME:**  
12 noon thru 9:00 pm daily

**LOCATION:** Lake Meadows Park, 3117 S.  
Cottage Grove/S. Rhodes, off S. Lake Shore  
Drive @ 31st Street (near McCormick Place)

**MOTTO**  
“EAT GOOD, EAT HEALTHY, LIVE LONG”

JSVFest celebrates the taste of Jamaica’s most popular cuisine, Jerk Chicken, Fish, Pork and everything Jerk. Also, Seafood with an international twist; plus Vegan, Vegetable Barbeques and other bites for both the meat and non meat eaters. Desserts will be a part of the celebration.

Entertainment stage (s ) featuring: **Known Recording Artists Performing:** Pop, Reggae, Rock, Blues, Latin, Jazz, Soca, R & B, Gospel, Spoken Word, African, other World Music and International dancers.

Also:

- Learn about your health and your eating habits
- Discover and Explore unique crafts, fine art, fashion apparel, products and services at the International Marketplace, comprised of exhibitors from various regions.
- Interact with representatives from major corporations about their products and/or services.
- Tease and tempt your taste buds with a variety of specialty dishes from our USA, the Caribbean, Africa, Latin America, and other countries.

- Network Media
- Local Media
- Internet Marketing
- Pre-Media Promotions /Publicity
- Promotion & Marketing



The JSVFest has a well-planned promotional and branding strategy to maximize sponsorship partners brands. This includes onsite interaction and participation. Our public relation packages comprises of sponsored and paid advertisements, community outreach programs, public interaction (surveys) and electronic, social and print media.

**Millions of impressions** Generated by our PRE & POST Marketing Campaign. Become a partner by contacting us at [jsvfestival@gmail.com](mailto:jsvfestival@gmail.com)





**TITLE SPONSOR** reads as follow:

**"The Annual "XYZ" JSVFest/Intl Festival of Life":**

**All Benefits and package can be customized to suit the needs of ALL contributors. NOTE: Benefits listed are subject to change**

## Television:

- Inclusion in regional paid TV commercials selected from the following stations : NBC 5, ABC 7, CBS 2, WGN, FOX 1V, CNN, CL TV, MTV, BET and VH1, among others,
- Inclusion in local market Cable TV commercials, selected from the following stations:, CNN, CL TV, MTV, BET, and VHI, among others
- Inclusion in 60 second commercial on Social Media/Internet TV

## Radio:

- Inclusion in All paid ads, such as: Soul 106 FM, WBBM AM, WGCI FM, WVON AM, V-103FM, WXRT FM and others.
- Sponsorship announcement during pre-event publicity and interviews (i.e. Radio and talk show interviews)
- Sponsor acknowledgement in Social media ads and interviews
- Inclusion onsite radio promo, includes paid commercials
- Inclusion in all radio interviews- pre, post and onsite
- Inclusion in community radio

**EXHIBITING  
SPONSOR**

**BRONZE  
SPONSOR**

**SILVER  
SPONSOR**

**GOLD  
SPONSOR**

**PRESENTING  
PARTNER**

**TITLE  
PARTNER**

\$5,000+

\$10,000+

\$25,000+

\$50,000+

\$TBN

\$TBN

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## Magazine:

- Corporate logo or name on JSVFEST 's brochures
- Full-page advertisement in JSVFEST's magazine
- Official sponsorship designation ads in newspaper and magazine ads
- Sponsor's acknowledgement in JSVFEST press releases
- Personalized Greetings and added advertorial, with sponsor's photo. Social Media included

## Print:

- Inclusion in all paid newspapers advertising
- Inclusion in some paid newspapers advertisements
- Recognition as a partner and/or sponsor in promotional materials
- Name/Logo on JSVFEST's publicity flyers and posters
- Name /Logo in Social Media campaign and boosting

| EXHIBITING SPONSOR | BRONZE SPONSOR | SILVER SPONSOR | GOLD SPONSOR | PRESENTING PARTNER | TITLE PARTNER |
|--------------------|----------------|----------------|--------------|--------------------|---------------|
| \$5,000+           | \$10,000+      | \$25,000+      | \$50,000+    | \$TBN              | \$TBN         |
|                    |                |                | X            | X                  | X             |
| X                  | X              | X              | X            | X                  | X             |
|                    |                |                |              | X                  | X             |
| X                  | X              | X              | X            | X                  | X             |
|                    |                |                | X            | X                  | X             |
|                    |                |                |              |                    |               |
|                    | X              | X              | X            | X                  | X             |
| X                  | X              | X              | X            |                    |               |
| X                  | X              | X              | X            | X                  | X             |
| X                  | X              | X              | X            | X                  | X             |
|                    | X              | X              | X            | X                  | X             |



# SPONSORSHIP OPPORTUNITY

**TITLE SPONSOR reads as follow:**

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|  | EXHIBITING SPONSOR | BRONZE SPONSOR | SILVER SPONSOR | GOLD SPONSOR | PRESENTING PARTNER | TITLE PARTNER |
|--|--------------------|----------------|----------------|--------------|--------------------|---------------|
|  | \$5,000+           | \$10,000+      | \$25,000+      | \$50,000+    | \$TBN              | \$TBN         |
| Major branding: On stage greetings, Red Carpet Reception, interviews with sponsors, vendors and performers. Signage at entrance, on stage and other parts of the festival site. Hourly on stage recognition, VIP seating, interaction with the attendees .Promoting and/or sampling of products/services. Magazine distribution with your advertisement and/or greetings to the attendees. | some               | Some           | all            | all          | all                | all           |
| (SPECIAL 20% DISCOUNT WITH THREE YEAR COMMITMENT AND/OR IF YOU ARE A SPONSOR IN ANY OF MARTIN'S INTERNATIONAL SPECIAL EVENTS)  |                    |                | X              | X            | X                  | X             |
| • Title as your company 's event; Presented by your company or official Gold sponsor   |                    |                |                | x            | X                  | X             |
| • Recognition in all onsite promotional materials  | some               | Some           | some           | X            | X                  | X             |
| • Exclusive recognition in All onsite materials and outside welcome signage's  |                    |                |                | X            | X                  | X             |
| • Recognition as a Bronze, Silver, Gold, Presenting and/or Title, by Hosts/Emcees and/or others on Social Media Live, worldwide  | some               | X              | X              | X            | X                  | X             |
| • Exhibit booth for Company branding and more  | X                  | X              | X              | X            | X                  | X             |
| • Own personalized signage in designated area  | x                  | X              | X              | X            | X                  | X             |
| • Name/Logo on stage wings   |                    |                | X              | X            | X                  | X             |
| • Name/logo on official JSVFEST's T-Shirts/Caps and jackets, etc   |                    |                | x              | X            | X                  | X             |

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|--|--------------------|----------------|----------------|--------------|--------------------|---------------|
| On-Site Continues:   | \$5,000+           | \$10,000+      | \$25,000+      | \$50,000+    | \$TBN              | \$TBN         |
| • Pre-promotions and publicity with sponsor company name /Logo   |                    | x              | x              | x            | x                  | x             |
| • Recognition in JSVFEST magazine and other pertinent literature | X                  | x              | x              | x            | x                  | x             |
| • Name/Logo on stage backdrop                                    |                    |                | x              | x            | X                  | x             |
| • Signage on side of each sound wing                             |                    |                | x              | x            | X                  | x             |
| • Hospitality room access  |                    | x              | x              | x            | X                  | x             |
| • VIP tickets to all access area                                 | X up to 4          | X up to 10     | X up to 20     | X up to 50   | As agreed          | As agreed     |



# Contact us to Customize and/or Upgrade your package at [jsvfestival@gmail.com](mailto:jsvfestival@gmail.com)

Please contact Martin's International, via e-mail: [jsvfestival@gmail.com](mailto:jsvfestival@gmail.com), call 877/973-4423 to discuss your interest and participation level. You may visit our website: [WWW.JSVFEST.COM](http://WWW.JSVFEST.COM). Our HQ address is, 1325 South Wabash Avenue, #307, Chicago, Illinois 60605. You may also, fill out your information below and email to us. One of our branding team members will get back to you and/or to customize a package to satisfy you. Thanks for your interest.

Officer Name: \_\_\_\_\_ Business name: \_\_\_\_\_

Address/City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_ Date: \_\_\_\_\_

Remark: \_\_\_\_\_

• ALL PAYMENTS MUST BE PAID IN FULL NO LATER THAN AUGUST 01, 2021!

AMOUNT PAID \$ \_\_\_\_\_ CATEGORY LEVEL: \_\_\_\_\_ DUE DATE: \_\_\_\_\_

Cash \_\_\_\_ Check/M.O. # \_\_\_\_\_ Cash App: cash.app\$EphraimMartin or 312/719-6181

Credit Card:

VISA/MC /DISC/DINER/AMEX or Cash App.: Acct # \_\_\_\_\_

EXP. DATE: \_\_\_\_/\_\_\_\_ SEC CODE: \_\_\_\_ NAME AS PRINTED ON CARD: \_\_\_\_\_

ADDRESS: \_\_\_\_\_ CITY: \_\_\_\_\_ STATE: \_\_\_\_ ZIP: \_\_\_\_\_

CARDHOLDER SIGNATURE: \_\_\_\_\_ APPROVAL: \_\_\_\_\_

REMARKS: \_\_\_\_\_