



VENDOR PACKAGES

JUNE 10, 2023

2022 EVENT SPOTLIGHT

From the initial announcement in April 2022, we experienced a steady increase of impressions with a major spike in mid-May 2022 into early July 2022 due to media coverage and marketing efforts. Media Outlets that covered the event included News Channel 4, 7, and 21 in Greenville, SC, 107.3 Jamz Summit Media Radio, The Lovely Big O (local personality), and multiple local event calendars.

KnottyNNatural.com

12.5K

Total Page Views

3663

Total Page Views

EventBrite.com



The **City of Greenville** presented KNOTTY-N-NATURAL with a Proclamation declaring June 4th as **KNOTTY-N-NATURAL FESTIVAL DAY**

A LOOK BACK AT 2022

WHO ATTENDED

The inaugural Knotty-N-Natural Hair Festival was attended by natural hair enthusiasts from across the Southeast.



247

SOUTH CAROLINA



92

NORTH CAROLINA



18

GEORGIA



02

FLORIDA



01

LOUISIANA

373* **Total attendees**

*total does not include vendors, children, or volunteers

CONSUMER VENDOR PACKAGES

\$300

STANDARD

- Dedicated **10 x 10** exhibit space*
- 8 ft. high back drape & 3 ft. side drapes
- One 6 ft. table with black linen, two chairs, waste basket, & vendor signage
 - Highlight on social media sites
 - Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)
- Opportunity to provide premier items for giveaways/swag bags
 - Your business listed in the Business Marketplace (BMP) - 1 year subscription

Note: Power will not be available at the vendor area.

\$650

PREMIUM

Includes everything in the Consumer Standard Package*

Instead of the 10 x 10 exhibit space, the **Consumer Premium Package** includes:

- Dedicated **10 x 20** exhibit space

PLUS

- 25 minute breakout session in classroom

Note: Power will not be available at the vendor area.

All vendor packages include admission for vendor and assistant. One business per paid vendor space.

SALON PROFESSIONAL VENDOR PACKAGES

\$375

STANDARD

- Dedicated **10 x 10** exhibit space*
- 8 ft. high back drape & 3 ft. side drapes
- One 6 ft. table with black linen, two chairs, waste basket, & vendor signage
 - Highlight on social media sites
 - Logo on Event Website
 - Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)
 - Opportunity to provide premier items for giveaways/swag bags
- Your business listed in the Business Marketplace (BMP) - 1 year subscription
 - 30 minute stage education session on dedicated professional stage
- **\$150 Add-on:** 25 minute breakout session in classroom

Note: Power will not be available at the vendor area.

\$750

PREMIUM

Includes everything in the Salon Professional Standard Package*

Instead of the 10 x 10 exhibit space, the **Salon Professional Premium Package** includes:

- Dedicated **10 x 20** exhibit space

AND

- 25 minute breakout session in a dedicated classroom **at no additional charge**

Note: Power will not be available at the vendor area.

All vendor packages include admission for vendor and assistant. One business per paid vendor space.

2023 VENDOR PACKAGES

\$100

ART WALK

- A 2 x 5 ft. space to display artwork
- One ticket for general admission
 - Highlight on social media sites
- Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)
- One artist/business per paid vendor space
- **\$30 Add-on:** Your business listed in the Business Marketplace (BMP)
1 year subscription

Note: Power will not be available at the vendor area.



All vendor packages include admission for vendor and assistant. One business per paid vendor space.

2023 VENDOR PACKAGES



\$175

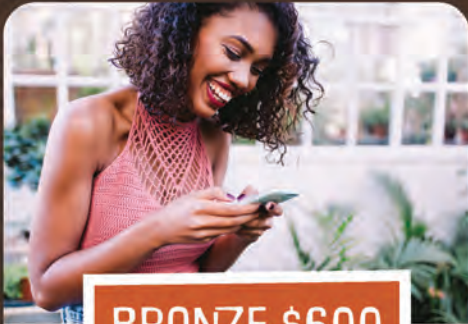
STARTER VENDOR

- One 8 ft. table with black linen & two chairs
 - Highlight on social media sites
 - Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)
- Opportunity to provide premier items for giveaway s/swag bags
- **\$30 Add-on:** Your business listed in the Business Marketplace (BMP)
1 year subscription

Note: Power will not be available at the vendor area.

All vendor packages include admission for vendor and assistant. One business per paid vendor space.

SPONSORSHIP LEVELS



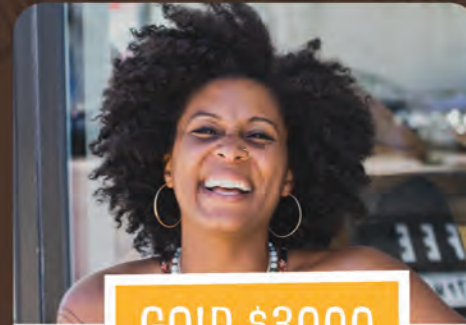
BRONZE \$600

- Link in press release
- Logo on website
- Logo on step & repeat
- 10 x 10 Standard Vendor Booth
- Opportunity to provide premier items for giveaways/swag bags
- Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)



SILVER \$1500

- Link in press release
- Logo on website
- Logo on step & repeat
- 10 x 10 Standard Vendor Booth*
- Opportunity to provide premier items for giveaways/swag bags
- Invitation to the sponsor/vendor mixer (Friday - June 9, 2023)
- Logo on floor plan map
- Exclusive interview with Sheen Magazine at event



GOLD \$3000

Includes everything in the Silver Package*

Instead of the 10 x 10 Standard Vendor Booth, the **Gold Package** includes:

- A 10 x 20 Vendor Booth
- AND**
- 2 premier tickets to the event
 - Welcome remarks from company representatives
 - On-Stage Verbal Recognition
 - Prominent signage at the event
 - Publish sponsor ad on business social media accounts 4 weeks prior to the event and 2 weeks later
 - Digital copy of the Wrap up deck



PLATINUM \$5000

Includes everything in the Silver & Gold Package*

- One 10 x 20 Vendor Booth
- 5 premier tickets to the event

AND

- Welcome remarks from company representatives
- On-Stage Verbal Recognition
- Prominent signage at the event
- Publish sponsor video or ad on business social media accounts bi-weekly 2 months prior to the event and 1 month after the event
- Digital & hard copy of the Wrap up deck
- Logo promoted on all advertising materials
- Closing remarks from company representative

***Custom packages available upon request**

ADDITIONAL SPONSORSHIP OPPORTUNITIES



COMPETITION SPONSORSHIPS

Headliner Sponsor: \$4,500

Awards Sponsor: \$2,500

BANNER PLACEMENT

Outdoor Placement: \$1,500 (up to 2)

Interior Lobby Placement: \$1,000 (up to 2)

Interior Hanging Placement: (check cost)

REGISTRATION SPONSOR - EXCLUSIVE

Headliner Sponsor: \$6,000

BANNER AD

\$300 Every week up to the event & 2 weeks after the event

EXCLUSIVE SWAG BAG PROVIDER \$2000

May 15th cutoff

EVENT WRIST BAND SPONSOR \$2000

May 15th cutoff

HAND SANITIZER \$500 Each

May 15th cutoff

DOOR CLINGS \$200

***Custom packages available upon request**

KNOTTY-N- HAIR FEST NATURAL

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