



Thank you for joining us as a sponsor/exhibitor for the Jollof & Wine: Pan-African Exhibits & Luxury Pop-up Shop presented by Afroartbeats.

We are all excited to have you on board!

Saturday, April 24th, 2021
2:00 PM - 6:00 PM | Sugar Plum & the Grumbling Growler
(1120 Lucerne Avenue, Lake Worth, FL 33460)

In this package you will find all the details needed to help serve as a sponsor and exhibitor for the Jollof & Wine Luxury Pop-Up Shop.

Please sign the final page and scan it back to afroartbeats@gmail.com, complete the exhibitor/sponsor form here and complete your invoice with payment to secure your spot as a sponsor and/or exhibitor at Jollof & Wine on Saturday, April 24th, 2021.

**Please refrain from sharing with outside parties.*

Need to know:

Marketing Images: Main event flyer and your Sponsor Social Card will be emailed to your contact email.

Event Page on Facebook: [Afroartbeats](#)

Tickets for Festival: Registration details found @ www.jollofandwine.com

Event Partner Social Media Handles:

Afroartbeats - [@afroartbeats](#)

Jollof & Wine Official Page - [@jollofandwine](#)

Sugar Plum & the Grumbling Growler - [@spandgg](#)

Kemorene Wines - [@kemorenewines](#)

Quadeera Teart - [@quadeerateart](#)

Sponsor & Exhibitor POC (point of contact): Quadeera Teart 754-779-2016 afroartbeats@gmail.com

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I. [SPONSOR | EXHIBITOR OVERVIEW](#)

- Jollof & Wine: The Pan-African Experience & Luxury Pop Up Shop is **presented by Afroartbeats, Sugar Plum & the Grumbling Growler & Kemorene Wines** will be held on **Saturday, April 24th, 2021**, from **2:00pm to 6:00pm**. This indoor/outdoor event takes place at Sugar Plum & the Grumbling Growler **1120 Lucerne Ave, Lake Worth, FL 33460**. This is a ticketed event and parking is FREE. Over 300 people are expected to attend. **Sponsor** applications will be accepted until all spaces are filled. Below are further details for sponsors to review, and the full event website is: jollofandwine.com.

II. [SPONSOR & EXHIBITOR PACKAGES](#)

EXHIBITOR EXPERIENCE

- \$125 exhibitor fee
- One 6 ft display table
- One black linen
- One social sharing card
- One social media mention

SILVER SPONSOR EXPERIENCE

- \$350 sponsor fee
- Featured logo on flyer
- Social sharing card
- Swag Bag Feature (swag bag materials to be provided by sponsor)

- One 6 foot exhibitor table
- One black linen
- Complimentary Admission & Bottle of Wine for Two at the Bush Bar Day Party Experience. The Bush Bar Experience Day Party takes place from 5 PM to 2 AM at the Sugar Plum & the Grubling Growler Wine Bar, 711 Lucerne Ave, Lake Worth, FL 33460.

GOLD SPONSOR EXPERIENCE

- \$750 sponsor fee
- Silver sponsorship features included
- 5 Minute Stage Presentation or Demo
- Recap Video Mentions
- Professional, Lifestyle Images of Your Company Vending
- Sponsor exclusivity
- Complimentary Admission and Table for 4 and 2 bottles of champagne or wine at the Bush Bar Day Party Experience. The Bush Bar Experience Day Party takes place from 5 PM to 2 AM at the Sugar Plum & the Grubling Growler Wine Bar, 711 Lucerne Ave, Lake Worth, FL 33460. (This option replaces the complimentary admission for 2 and one wine bottle listed in the Silver Sponsor Experience Package.

III. SPONSORSHIP FEES & REQUIREMENTS

Sponsorship is not complete without the following items received to afroartbeats@gmail.com:

- Download and read the Exhibitor/Sponsor Agreement (this is what you're reading.)
- Exhibitor Acknowledgment Confirmation Form [here](#).
- Complete invoice emailed to you from afroartbeats@gmail.com
- If you are a sponsor, please email mail all swag to:
 - Afroartbeats, 361 NE 47th Place, Deerfield Beach, FL 33064
 - All swag MUST BE RECEIVED NO LATER than Saturday, April 17th, 2021.
- Approved marketing images and logos should be emailed to afroartbeats@gmail.com as soon as possible to begin marketing your participation in this event. Receipt of these items should not exceed more than 72 hours after your confirmed participation in this event. (We want to let people know you're going to be there, so act fast!)

IV. SPONSOR + EXHIBITOR RULES & REGULATIONS

Applications will be received until exhibitor spaces are full, and spaces will be issued on a first-come, first-serve basis, in the order applications are received. All applications are subject to approval. The coordinators reserve the absolute right to accept or reject any Exhibitor applications for any reason. Incomplete applications will be refused.

Exhibitor Types Permitted:

- Jewelry
- Craft
- Clothing & Style Boutiques
- Beauty, Health & Wellness Products
- Books
- Desserts
- Other For

****Exhibitors are NOT permitted to sell food, drink or art at Exhibitor or sponsor stations unless otherwise approved in writing. All art sales must go through Afroartbeats.

- Multi-Level marketing services are NOT permitted. The items you indicate on your application are the ONLY ITEMS permitted. BE SPECIFIC when listing items on your registration form here.
- No oversized, unmanageable exhibits are permitted and you must stay within your 6 - 8 ft Exhibitor area, including back stock.
- Exhibitor tables must be set up in their entirety for the duration of the event and be attended at all times. Goods on display are the responsibility of the exhibitor/Exhibitor. Additional cords and plugs must be provided by the exhibitor. No amplifying devices will be allowed (radios, microphones, etc.) No pets allowed and no children. This is an adult pop-up shop and all Exhibitors + Exhibitor guests must be 18 or over.
- No Rain date - This event will be held rain or shine. NO REFUNDS WILL BE ISSUED due to bad weather or acts of nature. Afroartbeats, SPANDGG, Kemorene Wines and its affiliates are not responsible for any loss or damage to any exhibitor property or any other person caused by theft, fire, riots, strikes, acts of God or other causes of whatever nature or kind. You will be able to unload at the front of the SPANDGG Art Gallery located at 1120 Lucerne Ave, Lake Worth, FL 33460, but once Exhibitors have unloaded, vehicles shall be moved to the other FREE parking spaces to make room for other exhibitors to off load.
- Exhibitors are responsible for cleaning up the area used before leaving premises by 7:00pm.
- Any exhibitor violating any of these rules and regulations will be asked to leave without refund.

- All exhibitors are REQUIRED to wear face masks or face coverings from set up to break down of the event. For COVID-19 safety practices, any exhibitor not wearing a face mask or face covering will not be permitted to enter the event/building.

V. SOCIAL MEDIA TOOL KIT

This serves as a promotional material guide to market with your network on-line via social media and email. Feel free to change the language according to your preferences. Please note **prior to the festival**, we ask all participating organizations to send: minimum

- (2) Social Media Posts prior to #jollofandwine2021
 - (2) Dedicated E-blast to their email list.

The more folks we get in the door, the more folks there are to patronize you all.

Post Dates:

Saturday March 26th, 2021

Saturday, April 10th, 2021

Saturday, April 17th, 2021

Thursday, April 22nd, 2021

Post Times:

7:00 AM | 11:00 AM | 7:00 PM

Sample Social Media Posts:

- Put on your sexiest afro-beach-chic attire and join (your company name here) in the Jollof & Wine Luxury Pop-Up Shop in Downtown Lake Worth Beach, FL. You can shop luxury Exhibitors, enjoy the Pan-African Exhibits or dance the night away at The Bush Bar Experience Day Party & Social Extravaganza. It's an experience you don't want to miss. Tickets are available now at jollofandwine.com! #jollofandwine #jollofandwine2021 #afroartbeats #spandgg #shopBlack

Sample Email to Networks:

SUBJECT:

Join us at Jollof & Wine in the Luxury Pop-up Shop

BODY:

We are so excited to be one of the exclusive luxury Exhibitors participating in Jollof & Wine's Luxury Pop-up Shop

Saturday, April 24th

2:00pm – 6:00pm at Sugar Plum & the Grumbling Growler

(1120 Lucerne Ave, Lake Worth, FL 33460).

*This event is made possible by **Afroartbeats, SPANDGG & Kemorene Wines.***

Here's what to Expect

- *Authentic Nigerian Jollof & Other Traditional Dishes*
- *Black Art Exhibit*
- *Luxury Exhibitor Pop-up Shop*
- *Wine & Champagne*
- *Afrobeats, Hip-Hop and R&B*
- *Interactive Art Activities*
- *And Much More!*

This is an event you and the queens, or kings, don't want to miss!

I can't wait to see you there to sip, shop and dance 'til you drop! Let me know if you're coming and [purchase your tickets here.](#)

See you soon!

[E-SIGNATURE]

Participating organizations are asked to send:

- (1) Dedicated E-blast to their email list
- (2) Social Media Posts Prior To #jollofandwine2021
- Marketing Images for digital flyer sent to afroartbeats@gmail.com

*****An official Digital Flyer will be provided for sharing*****

Event day procedures:

- **Location** – 1120 Lucerne Ave, Lake Worth, FL 33460
- **Date** – Saturday, April 24th, 2021
- **Set-up Time** – 12 Noon - 1 PM
- **Festival Start & End Time** – 2:00 PM - 6:00 PM
- **Break-down Time** – 6:00pm to 7:00pm

Participation logistics: Exhibitor spaces are assigned on the day of.

VI. FREQUENTLY ASKED QUESTIONS (FAQs)

Q: Can I come the day/night before for pre-set?

A: Set Up Procedure is as follows: Date – Saturday, April 24th 2021 **Set-up Time** – 12:00 noon to 1:00 pm
Break-down Time – 6:00pm to 7:00pm

Q: Where do I send all requested documents?

A: afroartbeats@gmail.com

Q: Who is my point of contact?

A: Quadeera Teart 754-779-2016 afroartbeats@gmail.com

Q: When will photos and recap video be delivered/shared?

A: 14 business days post event, the recap video and images will be shared via a shared drive. Sponsors have 10 days to retrieve the footage, before it is deleted.

Q: Who do I contact with any issue pertaining to the event?

A: Quadeera Teart @afroartbeats@gmail.com 754-779-2016 (sending a text is best)

Release: The undersigned hereby releases and forever discharges and holds harmless Afroartbeats or its corporate sponsors, and affiliates from any and all manner of actions, suits, damages or claims whatsoever arising from any loss, damage, or injury to any person or property in any manner arising out of or incident to this exhibitor application, and hereby consents to the enforcement of the event rules and regulations. The undersigned has paid a fee for the event space and understands this payment is non-cancelable & non-refundable.

It is understood that the exhibitor shall not remove a booth prior to the closing of this event. Exhibitors must maintain their spaces in a clean condition and remove all waste before leaving. Exhibitors must display professionalism, courtesy, and respect when speaking to ANY member of the community. By filling out this form, you are agreeing to all of the above rules and regulations on this general contract.

Company Representative's Full Name

Company Name

Date Signed

Company Representative's Signature



MEDIA RELEASE FORM

_____ (Your Company's Name) do hereby grant permission to Pinnacle Enterprise Holdings, LLC., d.b.a. Afroartbeats and its affiliates to take pictures and video of my company, its representatives and employees on Saturday, April 24th, 2021 at Jollof & Wine Luxury Pop-Up Shop and use these images and video footage for marketing and promotional purposes, recap promotional footage and social media posts.

I, hereby release Pinnacle Enterprise Holdings, LLC., d.b.a. Afroartbeats its employees, corporate sponsors, partners and affiliates from all claims and demands arising out of or in connection with any use of said "Materials", including, without limitation, all claims for invasion of privacy, infringement of my right of publicity, defamation and any other personal and/or property rights.

Company Representative's Full Name

Company Name

Date Signed

Company Representative's Signature