



# **Kinfolk Fest Juneteenth Sponsor Opportunities**



An SD Melanin Event



## About SD Melanin:

Founded in 2017, SD Melanin is the largest event producers in San Diego county serving the Black community. We spark joy by curating experiences that build community, amplify Black culture, and inspire belonging.

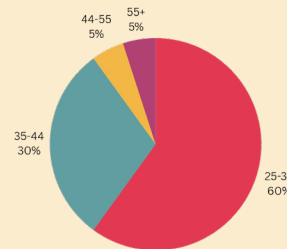


## Our Impact:

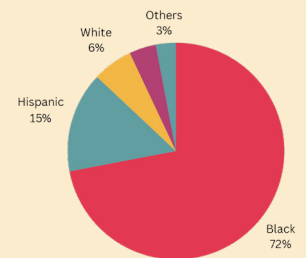
Since our founding, we've hosted over 250 events, including our annual Juneteenth celebration, and served over 13,000 professionals from the greater SoCal region. Further, our physical and digital reach is expansive, with a strong social following of nearly 25,000 followers and a robust listserv of over 8,000 subscribers.

## SD Melanin Audience:

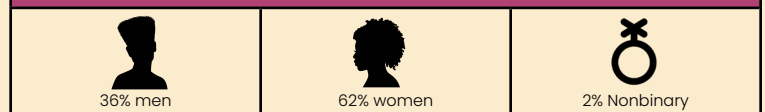
### Age Groups



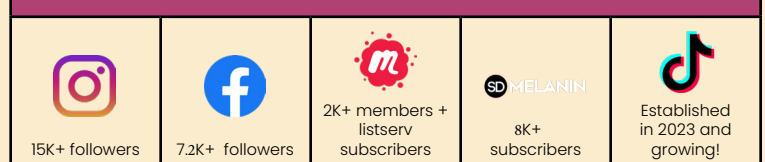
### Race/Ethnicity



### Gender



### SD Melanin Social Reach



## Testimonials:

A great way to connect with amazing individuals from different backgrounds and ethnicities.

**Breanna Bacon**

San Diego Melanin curates some of the best events I've been to in SoCal! I highly recommended you check them out.

**Gian Pipken**

I was new to the area and looking for a way to make new connections and have a great time, and San Diego Melanin did not disappoint! Every event I have been to has been so much fun and the vibe has just been great. You can tell the leader, Loren, really cares about the community and throwing great events! 10/10 can't wait for the next one!!!

**Phil Lee**

# Kinfolk Fest Juneteenth Celebration

## What is Kinfolk Fest?

On **Saturday, June 15th, 2024**, SD Melanin will host Kinfolk Fest, our 7th annual Juneteenth commemoration and celebration of Black joy, liberation, and excellence. Kinfolk Fest will feature live music, art installations, health & wellness programming, civic engagement activities, delicious food and drink from local restaurants, small business vendors, and more. As the largest Juneteenth celebration of its kind in the county, Kinfolk Fest attracts attendees from across San Diego, Los Angeles, and beyond.

## What to Expect at Kinfolk Fest?

Black Owned Vendors



Live Music



Food & Beverage



Health & Wellness Workshops



## Location

Kinfolk Fest 2024 will be held at the iconic Waterfront Park overlooking the historic County Administration Center and the San Diego Bay. San Diego's 12-acre Waterfront Park features a 830-foot-long fountain with 31 jets that shoot water 14 feet into the air, and a grassy area with a view of the Bayfront.



## Kinfolk Fest Snapshot

- Date: Saturday, June 15, 2024
- Attendees: 1000
- Coming from: San Diego county (60%), LA county(20%), outside of the Southern California region (20%)
- Ages: Event is 21+ and we expect 75% of guest to be 25-45



## Long term vision:

<b>Year 1:</b>	One Day Event
	Talent: Primarily local and regional DJs with 1-2 live band performances
	Audience: 1000
<b>Year 3:</b>	One Day Event
	Talent: Mixture of popular regional performances and National acts
	Audience: 5000
<b>Year 5:</b>	Two Day Event
	Talent: National acts
	Audience: 20,000

# The Kinfolk Team



## Loren Cobbs

Loren Cobbs is an award-winning, creative director, producer, and culture curator. She has led marketing and PR work for brands including Walgreens, Ford, Delos, and more. As Global Marketing Director, Loren led the creativity, planning, and execution of the global employee festival at WPP. This two-day live experience happened simultaneously across 20 + markets, including New York, London, Singapore, Brazil, Spain, and many more. Since founding SD Melanin in 2017, she's curated hundreds of events for thousands of attendees and served over 13,000 individuals. She is passionate about facilitating joy and building equitable spaces where we all belong.



## Jeaniqua Francis

With over a decade of experience in providing detail-focused executive support, event management, and nonprofit programming, Jeaniqua is a versatile and adaptable professional who thrives in fast-paced and dynamic environments, with strong business acumen, exceptional judgment, and advanced technical skills that enable her to deliver high-quality results and exceed expectations. Jeaniqua has been with the SD Melanin team since 2018 and worked in various roles, including planner, event coordinator, and senior event manager.



## Cedrice Webber

Cedrice is an experienced performer, music director, and project manager. She holds an unwavering dedication to her craft and boundless creativity, sharing such on stages across the nation, including Tedx. As a project manager, Cedrice has managed high profile campaign rollouts, events, music performances, and more.

## Kinfolk in the News

Scan the QR code for recent news coverage



# Sponsor Benefits

## 1. Expand Brand Recognition:

Increase your brand recognition and exposure to thousands of young professionals via our multi-channel communications and marketing platforms. Opportunities include email and social media platforms, defined social pixels for superior audience targeting and conversions, onsite marketing at live events, and more!



## 2.

### Increase Company Reach and Sales:

Reach thousands of new potential customers and expand your market share by exploring an underserved buyer group! Through an SD Melanin partnership, your company can directly connect with this valuable audience in a meaningful way. And our robust data system gives you access to real time and accurate data on your campaign.



## 3.

### Revitalize and Reinvest:

Revitalize your marketing plan by investing in diverse communities with significant purchasing power! In 2021, Black purchasing power peaked to 1.6B and is projected to reach \$1.8T by 2024. Be recognized as a significant investor in the Black community of young professionals of color.



## 4.

### Strengthen Content Strategy:

Access to new content that provides you with relevant audiences to target and fresh material to expand your content strategy. Also benefit from user-generated content that features your business!





# Sponsorship Levels

Sponsor Benefits:	\$ 15K Platinum	\$ 10K Gold	\$ 8K Silver	\$ 5K Bronze	\$1K Community
Top Billing on All Materials + Brand Exclusivity (include in printed collateral)	✓				
Inclusion in Press Release	✓				
Inclusion in Opening Remarks	✓	✓			
Article or Live News Mention	✓	✓			
Logo/Link on Program Home Page	✓	✓	✓	✓	
<b>Social Media</b>	<ul style="list-style-type: none"> <li>One 60-second commercial OR two 30 second commercials on brand IG and Facebook Account timeline Grid</li> <li>60-second commercial on brand IG and Facebook Account Stories (broken up into segments)</li> <li>3 additional dedicated grid Spotlight post</li> <li>Sponsor Highlight 10 stories over the course season</li> <li>Facebook event sponsor highlight</li> </ul>	<ul style="list-style-type: none"> <li>45-second commercial on brand IG and Facebook Account timeline Grid</li> <li>45-second commercial on brand IG and Facebook Account Stories (broken up into segments)</li> <li>2 additional dedicated grid Spotlight post</li> <li>Sponsor Highlight 6 stories over the season</li> <li>Facebook event sponsor highlight</li> </ul>	<ul style="list-style-type: none"> <li>One 30-second commercial on brand IG and Facebook Account timeline Grid</li> <li>One 30-second commercial on brand IG and Facebook Account Stories (broken up into segments)</li> <li>1 additional dedicated grid Spotlight post</li> <li>Sponsor Highlight 4 stories over the season</li> <li>Facebook event sponsor highlight</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Highlight 1 grid post over the season</li> <li>Sponsor Highlight 4 stories over the season</li> <li>Facebook event sponsor highlight</li> </ul>	<ul style="list-style-type: none"> <li>Sponsor Highlight 1 grid post over the season</li> <li>Sponsor Highlight 2 stories over the season</li> <li>1 Facebook event sponsor highlight</li> </ul>
Email Blast highlighted in at least 4 email	✓	✓	✓	✓	
RSVP Page highlighted as presenting sponsor	✓	✓	✓	✓	
Exhibit Space at the Event	20 x 20	15 x 15	10 x 10		
Logo on flyer	✓	✓	✓	✓	✓
Logo on staff/volunteer t-shirts	✓	✓	✓	✓	
Passes to Kinfolk Fest	15	10	8	5	2
Kinfolk Fest 2023 follow up and event reach recap	✓	✓	✓		

**Note:** All donations are tax-exempt via 501(c)(3) status.

Other options are available.

Please contact Program Chair Loren Cobbs for more information at

📞 513-226-7761

✉️ [loren@sdmelanin.com](mailto:loren@sdmelanin.com)