

JUNE 17 -23, 2024

BLACKEATSWEEK803.COM



BLACK EATS WEEK 803

# SPONSORSHIP

## INFORMATION

HIGHLIGHTING BLACK-OWNED FOOD ESTABLISHMENTS IN THE MIDLANDS

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# ABOUT



**BLACK EATS WEEK 803 IS A WEEKLONG CELEBRATION OF BLACK-OWNED FOOD ESTABLISHMENTS IN THE MIDLANDS. THE EVENT WILL BE HELD ON JUNE 17 - 23, 2024.**

**WE ENCOURAGE RESTAURANTS, FOOD TRUCKS, CAFES, CREAMERIES, AND BAKERIES TO PARTICIPATE.**



BLACK EATS WEEK 803

# IMPACT

OVER 2,500 CUSTOMERS WERE SERVED AT THE EIGHT PARTICIPATING ESTABLISHMENTS DURING THE INAUGURAL BLACK EATS WEEK 803. SUPPORTING BLACK-OWNED RESTAURANTS IS NOT ONLY ENCOURAGED BUT NECESSARY TO SOUTH CAROLINA'S HOSPITALITY AND TOURISM INDUSTRIES.

ACCORDING TO THE NATIONAL RESTAURANT ASSOCIATION,

- 41% OF RESTAURANT FIRMS ARE OWNED BY MINORITIES
- 9% BEING BLACK-OR AFRICAN AMERICAN-OWNED
- IN SOUTH CAROLINA, ONLY 17% OF PRIVATE SECTOR RESTAURANTS ARE OWNED BY BLACK OR AFRICAN AMERICANS.
- AT LEAST 35% OF MINORITY-OWNED RESTAURANTS ARE OWNED BY WOMEN IN SOUTH CAROLINA (45% IF YOU COMBINE MEN AND WOMEN JOINT OWNERSHIP).

## WHAT THIS WEEK OFFERS:

- AWARENESS
  - MANY PEOPLE DO NOT KNOW ABOUT ALL OF THE 100± BLACK-OWNED FOOD ESTABLISHMENTS. THIS WEEK WILL CREATE AWARENESS ABOUT THESE PLACES AND THEIR SPECIALITIES.
- SPECIALS & PROMOS
  - ENJOY SPECIALS AND PROMOS ALL WEEK FOR BREAKFAST, LUNCH, DINNER, AND DESSERT FROM PARTICIPATING ESTABLISHMENTS.
- SUPPORT
  - BLACK-OWNED EATERIES NEED FINANCIAL SUPPORT TO SUSTAIN. THIS WEEK ALLOWS AN OPPORTUNITY TO INCREASE SUPPORT.

# SPONSORSHIP OPPORTUNITIES

## INDIVIDUAL

**\$100**

- ✓ SPONSOR 1 BLACK-OWNED RESTAURANT OF YOUR CHOICE
- ✓ 1 BLACK EATS WEEK 803 T-SHIRT
- ✓ WEBSITE SPONSOR PAGE
- ✓ SOCIAL MEDIA MENTIONS
- ✓ ENEWSLETTER MENTIONS

## FRIEND

**\$250**

- ✓ SAME AS INDIVIDUAL LEVEL, PLUS:
- ✓ LOGO ON BLACK EATS WEEK 803 T-SHIRT
- ✓ 2 BLACK EATS WEEK 803 T-SHIRTS

## ADVOCATE

**\$1,000**

- ✓ SAME AS FRIEND LEVEL, PLUS:
- ✓ SPONSOR 3 BLACK-OWNED RESTAURANTS OF YOUR CHOICE
- ✓ SPONSORSHIP PAGE ON SODA CITY CERTIFIED APP
- ✓ 5 BLACK EATS WEEK 803 T-SHIRTS
- ✓ PRESS MATERIAL INCLUSION

## CHAMPION

**\$2,500**

- ✓ SAME AS ADVOCATE LEVEL, PLUS:
- ✓ SPONSOR 5 BLACK-OWNED RESTAURANTS OF YOUR CHOICE
- ✓ LOGO ON BRANDED MATERIALS, INCLUDING:
- ✓ COMMUNITY BILLBOARDS
- ✓ ALL EVENT SIGNAGE IN PARTICIPATING RESTAURANTS
- ✓ DIGITAL & PRINT MARKETING MATERIALS

## DIAMOND

**\$5,000**

- ONLY ONE DIAMOND SPONSOR
- ✓ SAME AS CHAMPION LEVEL, PLUS:
- ✓ LOGO ON ALL PARTICIPATING FOOD ESTABLISHMENT APP SCREENS
- ✓ HOME SCREEN OF WEBSITE
- ✓ SPONSOR 10 BLACK-OWNED RESTAURANTS OF YOUR CHOICE
- ✓ 10 BLACK EATS WEEK 803 T-SHIRTS
- ✓ MEDIA INTERVIEW MENTION & OPPORTUNITY
- ✓ FREE GIFT CERTIFICATE FROM EACH PARTICIPATING RESTAURANT

**SPONSORSHIPS MAY BE PAID ON OUR WEBSITE.**

**BLACKEATSWEEK803.COM**

**CHECKS MAY BE MAILED TO:**

**P O BOX 290778**

**COLUMBIA, SC 29229**

**VENMO/CASH APP:**

**\$EPITOMELLC**

**ZELLE:**

**803.922.5310**




# GET READY!

*We sincerely hope you will join us for  
the 2nd annual Black Eats Week 803.*

*All Midlands counties are welcome,  
including: Richland, Lexington,  
Kershaw, Fairfield, Sumter, and  
Newberry counties.*

## CONTACT US

 803.922.5310

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