

BLOSSOM & SOL FEST

March 20th & 21st
Austin, TX during SXSW

20
20



MARKETING DECK

www.BlossomAndSolNaturalHairFestival.com

2-DAY EVENT !!!

Bringing together women to discover new brands, learn techniques, and to discuss topics in wellness, beauty, natural hair, and lifestyle.



Blossom & Sol Fest attendees are able to raise their consciousness through health, both inner and outer beauty, financial empowerment, travel, culture, and through overall wellness.

All aspects of the festival are achieved through fun and interactive panel discussions, workshops, and lectures with a variety of entertainment selections.



HUMBLE BEGINNINGS

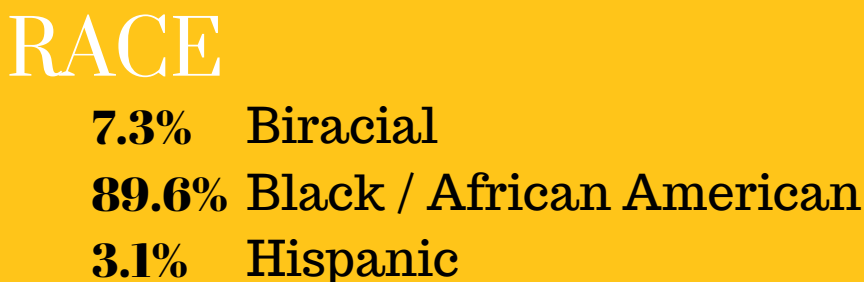
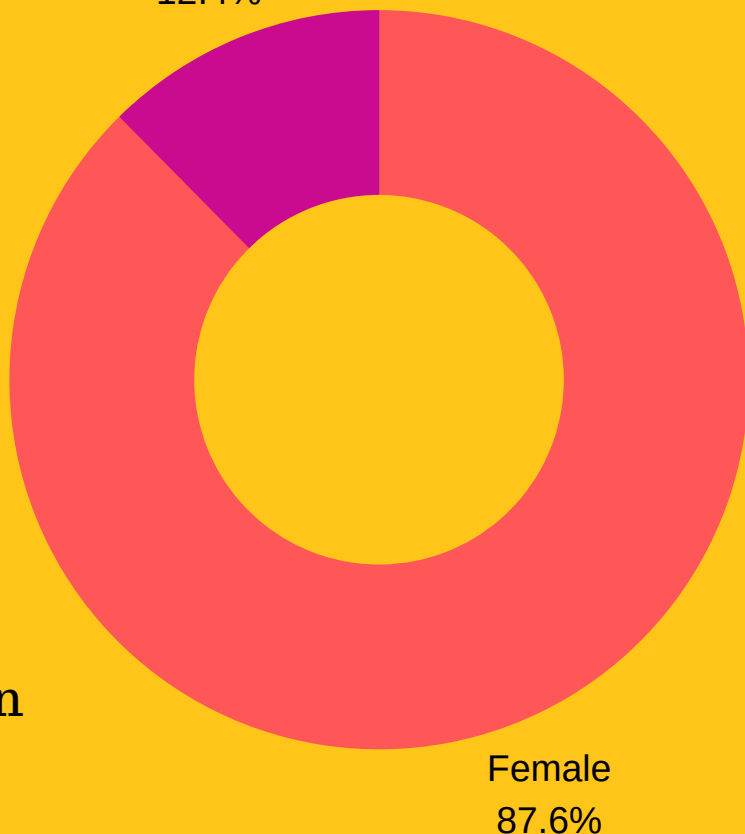
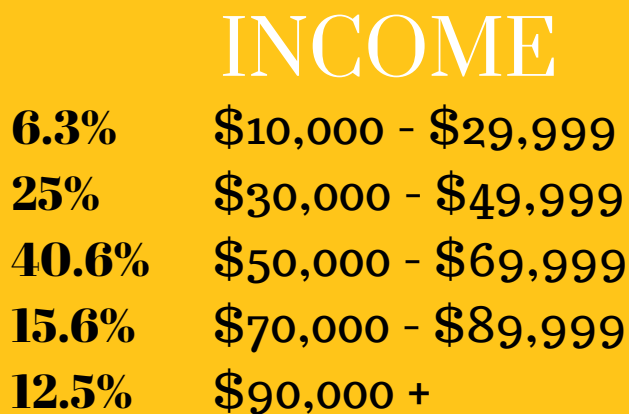
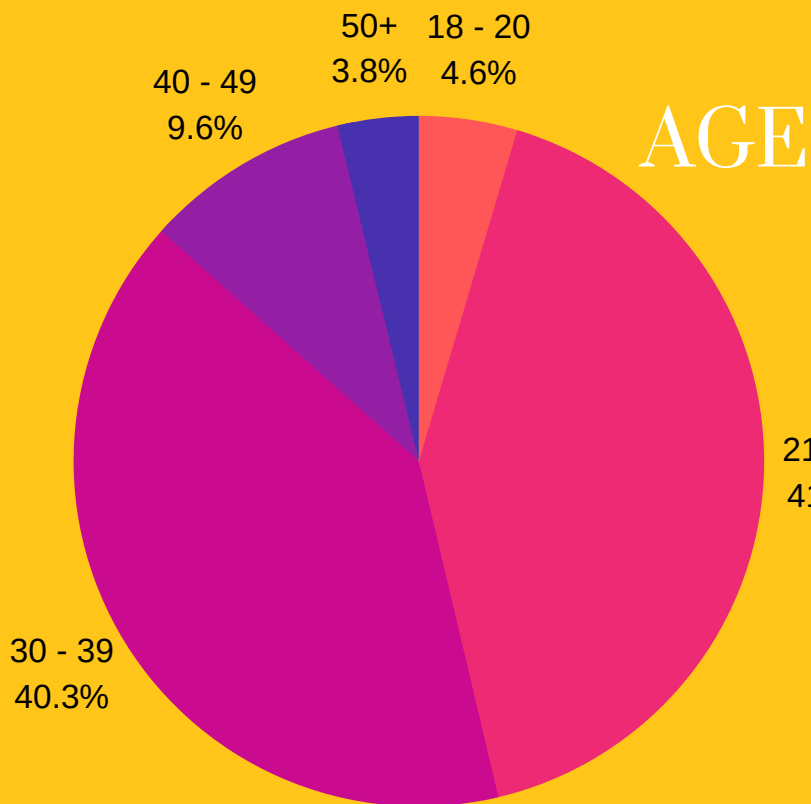
Initially in 2018 the gathering was supposed to be an intimate sized park meet-up of no more than 20 women to discuss natural hair and cultural issues. A few days after publicizing the gathering, it became sold out and many other women wanted to know how they could attend. In less than 90 days, the creator of the festival was able to secure a location, obtain 40 + vendors, curate several panels, have entertainers, and accommodated 860 attendees.

After the first annual festival the organizer realized that her audience craved more than natural hair & beauty. Her audience yearned for the overall lifestyle experience where they were able to interactively learn about topics in business, entrepreneurship, mental health & wellness.

In 2019 the requested changes were made and the 2nd annual festival gained double its size of the previous year with 1,500 attendees, not including the many children under 12 years of age who attended.

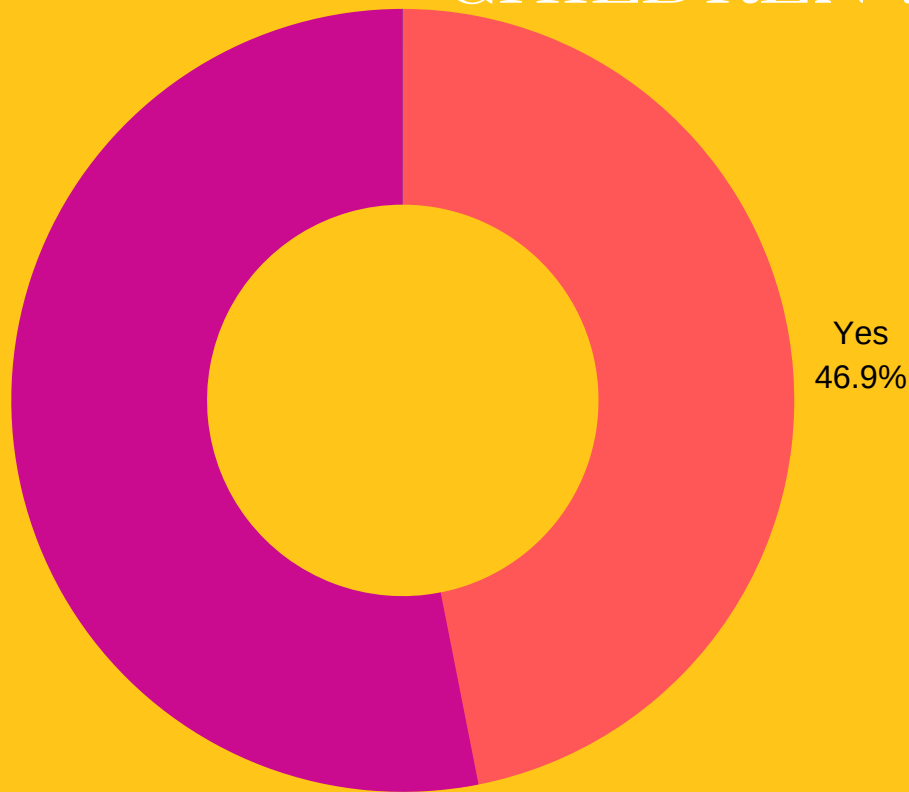


DEMOGRAPHICS



DEMOGRAPHICS

CHILDREN ?



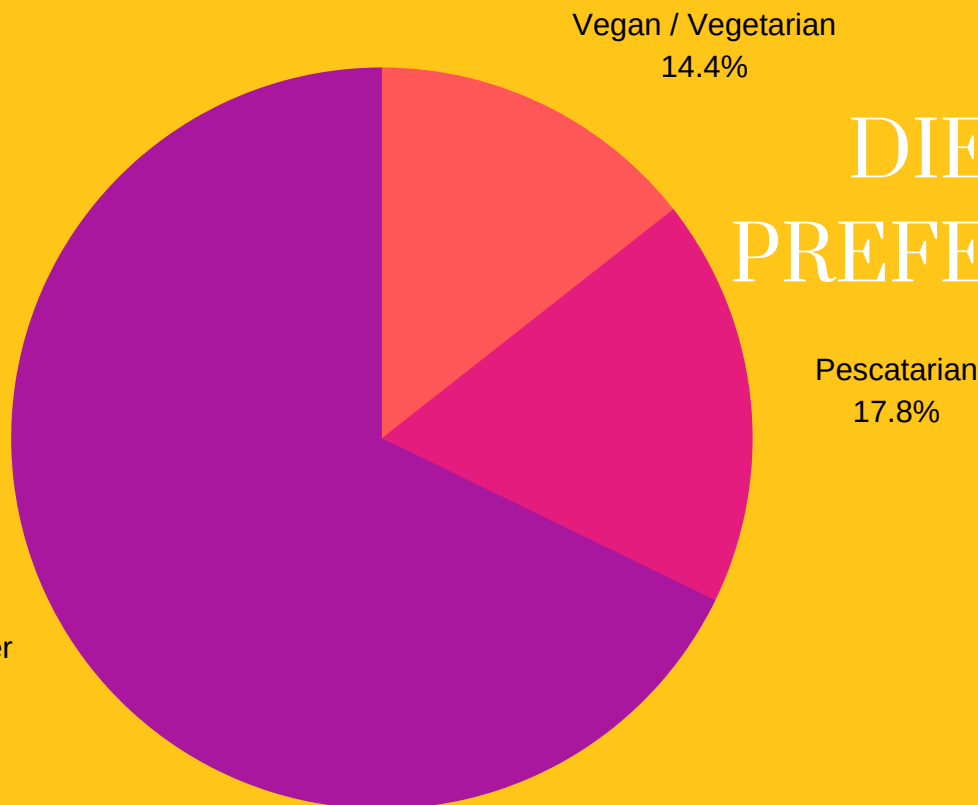
TOP STATES

- 13.6%** California
- 10.4%** Louisiana
- 7%** Oklahoma
- 79.2%** Texas

EDUCATION

- 18.8%** Associate's Degree
- 40.6%** Bachelor's Degree
- 15.6%** Graduate Degree
- 3.1%** High School Degree or Equivalent
- 21.9%** Some College, but No Degree

DIETARY PREFERENCES



Meat Eater
67.8%

Pescatarian
17.8%

Vegan / Vegetarian
14.4%

BLOSSOM & SOL WELLNESS

March 20th, 2020

Although the festival has previously incorporated wellness initiatives such as hosting a yoga class before the start of the first annual festival, we have decided to dedicate an entire day of wellness activities.

During Blossom & Sol Wellness attendees will be able to enjoy a variety of fun health and wellness activities, shop from wellness vendors, and eat from a variety of health food options

The last hour and a half will end with a powerful outdoor yoga sequence and then meditation session that will inspire the attendees to dig deeper and reconnect with their higher selves and purpose.



Photo Courtesy of Women of Color Yoga Retreats

BLOSSOM & SOL NATURAL HAIR FESTIVAL

MARCH 21, 2020

The second day of the festival will include an array of entertainment such as musical performances from local and national talent, a D.J., both on-stage and indoor panel discussions, live demonstrations, food vendors, and an array of product vendors from fashion, beauty, wellness, and lifestyle brands.

To cater to the 46.9% of attendees that brought their children to the festival we will have several children's related activities that will take place both outdoors and indoors.



SPONSORSHIP BENEFITS

We Work With Our Sponsors To...

- Reach their target market demographic
- Integrate sponsor products and offerings
- Target a specific demographic and industry
- Host a custom activation
- Increase engagement
- Showcase a new product or service
- Increase Sales of a Product
- Social Responsibility Reposition Their Brand
- Block Competition
- Expand Email List
- Increase Social Media reach
- Expand your market size
- increased brand awareness

It's the vision for all sponsoring partners that they not act upon our partnership to simply sell their presence, services, or products, but to become apart of the vision by selling and creating an unforgettable experience with experiential marketing techniques for the attendees of the festival to interact with.

2020

Sponsorship Opportunities A La Carte Menu

Email us to get a customized package to
FIT YOUR BRANDING NEEDS

Info@BlossomAndSolNaturalHairFestival.com

NAMING RIGHTS

BLOSSOM & SOL FESTIVAL

- Naming rights to the entire 2-day festival

STRESS MELTING/GAMING STATIONS

- Jenga, Ping-Pong Table

BLOSSOM FLORAL EXPERIENCE

- An eclectic mix of picturesque Instagram-approved floral displays

BRANDING

PRINTED ITEMS

- flyers, tote bags, magazine feature/adspace, logo on wrist bands/lanyards, journal writing pad, etc.

DIGITAL ITEMS

- Website, digital marketing materials, social media, newsletter, etc

PRODUCT SPONSORSHIP

- Opportunity to add products to Blogger/Press SWAG bags

EVENT ACTIVATIONS

- Charging Stations / Wifi
- Interactive Art Installations
- Custom Branded Ball Pit
- Chalk board wall art installation
- Branded Lounges
- Entertainment
- Wellness Day

BLOSSOM & SOL WELLNESS TOUR

We will host the Blossom & Sol Wellness tour across 4-5 different cities that will promote yoga, veganism, holistic wellness, and other health related initiatives.

The Blossom & Sol Wellness Tour will include the Blossom & Sol Wellness Summer Solstice edition on Saturday June 20th, 2020.

Our sponsors will have an increased exposure to market their products & services.

