

2024

# The Katika Festival

## PARTNERSHIP OPPORTUNITY PACKAGE



SATURDAY, JULY 20, 2024  
3701 Filbert St | University City

[www.katikaexperiences.com](http://www.katikaexperiences.com)

# WHAT IS THE KATIKA FESTIVAL

The Katika Festival is an annual celebration that epitomizes local community vibrancy and entrepreneurial spirit. Held in the heart of our vibrant city, this dynamic event is a testament to the diversity and innovation of the Black business community. From dawn till dusk, attendees are immersed in a kaleidoscope of experiences, ranging from interactive vendors and live performances to culinary delights and artisanal showcases. It's a day where children laugh, adults connect, and businesses thrive. The festival serves as a powerful platform for businesses featured on the Katika platform to showcase their products and services while fostering meaningful connections with the local community. With its festive atmosphere and unwavering commitment to empowerment, the Katika Festival stands as a beacon of hope, unity, and celebration.





# PARTNERSHIP FOR EQUITY

The Katika Festival offers a variety of partnership opportunities suitable for organizations of all sizes. Partners of The Katika Festival gain visibility for their companies and contribute to the success of the event and the promotion of BIPOC culture.

# PARTNERSHIP OPPORTUNITY

	Ruby 2 Available \$10,000	Diamond 4 Available \$7,500	Platinum 5 Available \$5,000	Gold Unlimited \$2,500	Silver Unlimited \$1,000	Bronze Unlimited \$500
Speaking opportunity from stage	●					
10x10 Tent at Main Stage	●					
Banner on Main Stage	●	●				
Brand inclusion in all event interviews, promotions & press releases	●	●				
Mention on all radio segments	●	●				
10 x 10 tent in vendor area	●	●	●			
Company logo on visual displays	●	●	●	●		
Logo on social media postings & ads	●	●	●	●	●	
Company logo on event banner	●	●	●	●	●	●
Ad space & logo on website	●	●	●	●	●	●

# EVENT MAKEUP

**2,500+**

TOTAL ATTENDANCE AT KATIKA EXPERIENCE EVENTS

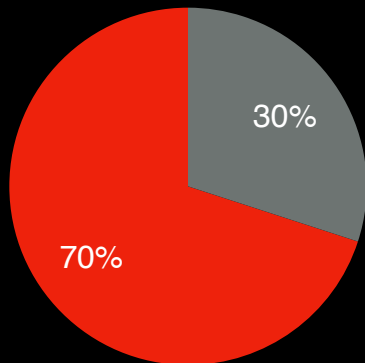
**3,072+**

KATIKA EMAIL LIST SERVE

**4,619+**

KATIKA SOCIAL MEDIA FOLLOWING

● Men ● Women



**45%**  
GEN-X

**35%**  
BABY BOOMERS

**20%**  
MILLENNIALS

# EVENT SCHEDULE

<b>8:00 AM</b>	Event Setup
<b>9:00 AM</b>	Vendor Setup
<b>11:45 AM</b>	Setup closed for Vendors
<b>12:00 PM</b>	Gates open to the Katika Festival / Ruby Sponsor Welcome
<b>1:00 PM</b>	Double Dutch Battle
<b>2:00 PM</b>	Magic show for children
<b>3:00 PM</b>	Tri-state DJ Battle competition
<b>4:00 PM</b>	Ruby Sponsor Message
<b>4:15 PM</b>	Live Performances
<b>5:00 PM</b>	Live Performance
<b>6:00 PM</b>	Announcement of food battle winner



2024

# The Katika Festival

## THANK YOU

Thank you for taking the time to learn about The Katika Festival and our mission to empower minority-owned businesses. Your support is crucial in creating a more equitable and inclusive economy. By investing in The Katika Festival, you are not only supporting local vendors and entrepreneurs, but also contributing to a larger movement towards economic justice and youth empowerment. Together, we can create a world where everyone has an equal opportunity to succeed we just found an innovative way.

Call: 215-650-6539 or  
Email: [info@katikaexperiences.com](mailto:info@katikaexperiences.com)

for your customized package and next steps. We are ready to assist you in making significant impact in