



Loc Fest Atl

A Lifestyle Event

July 31, 2021

www.LocFest.com

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What is Loc Fest

Loc Fest is the ultimate one-day event focused on all things Loc'd- hair, beauty and wellness. Being the first Southern Loc Fest event of its kind, we are pleased to offer a monumental experience for all lovers of Locs to unapologetically celebrate self-love and beauty.

Objective:

To offer a positive, family-oriented community event that promotes businesses with natural hair and hair care products, healthy lifestyle.



To promote local and national vendors as well as celebrate culture and community heritage.



What Is Loc Fest?

Designed to encourage self confidence, self-care, embracing one's culture, and celebrating self freedom. Aim is to educate, raise awareness and unify the Loc Community. Opportunity for all hair lovers to fellowship. Learn techniques in natural hair care, beauty, and skincare.

Curated and branded out of desire.



A positive celebration of Loc'd hair. Designed to promote local and national businesses that cater to Loc and natural hair products, a healthy lifestyle, as well as celebrate culture and community heritage..



Why A Loc Festival

In recent years, the explosion of the Natural Hair Movement has spread worldwide, encouraging women of all races to move away from processed hair to natural and Loc'd styles. Creating a new society that exchanges tips, swap products, and share the stories of their journey with the mission for women & men with naturally textured hair. From elementary schools and team sports, to the armed forces and corporate America, natural hairstyles have pushed and gained acceptance as never before. Loc Fest aims to debunk the myths and misconceptions of what Locs' represent and the comfort and grace of wearing them.



The Location of Loc Fest!

**The 1st Annual Loc Fest takes place
July 31, 2021, in
Rodney Cook Park, Historic Vine City**

Located near downtown Atlanta, Ga.

A one-day event - includes, but will not be limited to, an eclectic mix of live performances in live beauty and demonstrations. Fun and that celebrate the tresses. Loc Fest is educational workshops, fun events for children

music, poetry, as well as wellness tutorial demonstration-family-oriented activities embracement of kinky scheduled to feature a blogger panel discussions, and a social mixer.

Attendees will be able to enjoy a variety of fun health and wellness activities, shop from various vendors, and eat from an assortment of quality food options.



Sponsorship of Loc Fest

A s A S p o n s o r s ...

As a Sponsoring Partners, FCE Entertainment desires for you not just simply sell your presence, services or products, Become apart of the vision by creating an unforgettable experience with experiential marketing techniques for the attendees of the festival to interact with.

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|---|---|
| ✓ To find, attract and win new target market demographics by creating a first-hand experience fore the attendees. | ✓ Expand Email List. |
| ✓ Target a specific demographic and industry. | ✓ Via attendees, increase Social Media reach |
| ✓ Showcase new products or services, | ✓ Expand your market size & increase brand awareness. |
| ✓ Increase Sales of new Products & increase the brand on old. | |
| ✓ To reduce the costs of marketing and client service. | |

To nurture and retain current customers while enticing former.



Sponsorship Levels:

TITANIUM LEVEL

- Freeform Locs' \$20,000

PLATINUM LEVEL

- Natural Locs' \$15,000

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- Freeform Locs' \$20,000

PLATINUM LEVEL

- Natural Locs' \$15,000

GOLD LEVEL

- Sister Locs' \$10,000

SILVER LEVEL

- Instant Locs' \$5,500

GOLD LEVEL

- Sister Locs' \$10,000

SILVER LEVEL

- Instant Locs' \$5,500

BRONZE LEVEL

- Loc Extensions \$1,000

Be Bold. Be Noticed. Join us as a Hair | Beauty | Health |
Fashion or Wellness Sponsor | Vendor
at **The Loc Fest 2021**

Promote your business and share your product and services with
1000's of Loc Lovers.

Pandemic Vending Opportunities

Merchants (10x10)	\$600.00
Food Category I (10x15)	\$1,000.00
Food Category II (10x10)	\$650.00
Corporate (10x20)	Contact Us

Call For More Information: Stage Commercial & Stage Area Exhibiting Rates
(Limited Space for Each Category)

CONTACT US

FCE Entertainment will tailor any package to meet your marketing goals and financial plan!

For More Information

Event Coordination Office

Info@FCEEnt.com

(678)861-7263



Contact us for Sponsorship
& Branding Details