

BLACK
Food
TRUCK Festival



**BRAND ENGAGEMENT
OPPORTUNITIES 2024**





"More than 5,000 people got to taste and experience Charleston's Black cuisine with just eight food trucks and a dozen vendors [at the 2021 Black Food Truck Festival]. **The first event was such a hit that a few months later, in April 2022, the attendance tripled.**"

TRAVEL+NOIRE

"Charleston, South Carolina's Largest Black Food Truck Festival Yet, Here's What To Know" (November 2022)

BLACK Food TRUCK Festival

The ultimate annual family affair, featuring non-stop music, entertainment, and the *finest* Black-owned food trucks in the southeast.

OUR MISSION IS SIMPLE:

To make an economic and social impact on the community by showcasing and investing in area Black-owned businesses.



APRIL 26-28, 2024

11 AM - 7 PM (VIP)

12 PM - 7 PM (GA)

SATURDAY & SUNDAY

**EXCHANGE
FAIRGROUNDS,
LADSON, S.C.**

GREATER CHARLESTON AREA



40+ FOOD TRUCKS



MUSIC STAGE



MULTIPLE BARS



HOOKAH LOUNGE



CIGAR LOUNGE



KIDS' ZONE



Spring 2023 Economic Impact

\$3,900,430

TOTAL LOCAL
ECONOMIC IMPACT

\$661,000

EST. TOTAL ATTENDEE
SPENDING AT FESTIVAL

\$7,822

AVG. SALES FOR FOOD TRUCK
AND DESSERT VENDORS

102

FULL-TIME FESTIVAL
JOBS CREATED

[SEE CALCULATIONS](#)

Our Team



MARCUS HAMMOND
FOUNDER & CEO



JABARI SEABROOK
CHIEF OPERATING OFFICER



APRIL FLOYD
FOOD TRUCK LIAISON



LAFAYE BENTON
ENTERTAINMENT DIRECTOR



ADRINA NELSON
CREATIVE DIRECTOR



KATRINA CRAWFORD
DIRECTOR OF PHOTOGRAPHY



DANIEL GREEN
DIRECTOR OF VIDEOGRAPHY



TANEKA REAVES
BEVERAGE DIRECTOR

*Ready to meet
our audience?*



Event Attendees

**SPRING 2023 DEMOGRAPHICS

12,000+
FESTIVAL ATTENDEES

84%
OUT-OF-TOWN ATTENDEES

76.4%
ATTENDEES VISITING CHARLESTON
PRIMARILY FOR THE FESTIVAL

240%
ATTENDANCE GROWTH
FROM 2021 TO 2023

TOP MARKETS
CHARLOTTE, N.C.
ATLANTA, G.A.
NEW YORK, N.Y.
WASHINGTON, D.C.
SUMMERVILLE, S.C.

HIGHEST EDUCATION LEVEL
8.1% H.S./GED
27.8% UNDERGRAD
45.2% GRAD
12% ASSOCIATE'S
5% CERTIFICATE

HOUSEHOLD INCOME
35.5% OVER \$100,000
28.2% \$50,000-\$74,999
20.1% \$75,000-\$99,999

Online Community

  @BLACKFOODTRUCKFESTIVAL



28,700+

TOTAL INSTAGRAM FOLLOWERS

80%

U.S.-BASED BLACK WOMEN

32%

AGE 25-34

36%

AGE 35-44



12,000+

TOTAL FACEBOOK FOLLOWERS

80%

U.S.-BASED WOMEN

20%

U.S.-BASED MEN

70%

AGE 25-54



28,000+

WEBSITE VIEWS (YTD)

23,000+

UNIQUE WEBSITE VISITORS (YTD)

67,000+

PAGE VIEWS (YTD)



13,100+

TOTAL EMAIL SUBSCRIBERS

49%

AVERAGE OPEN RATE

6.7%

AVERAGE CLICK RATE

Top Markets

CHARLOTTE

ATLANTA

NEW YORK

WASHINGTON, D.C.

SUMMERVILLE



Press & Media Reach

From top-tier national press placements and live radio remotes to viral Instagram reels (with 4M views!), our press and media reach have helped us inform and engage Black food, culture, and travel enthusiasts far beyond our local borders.



4,000,000+
PRESS & MEDIA REACH



Entertainment Reach

Our reach impressively surpassed a half-million viewers in 2023, with a nationally-syndicated radio host serving as festival host and invite-only bands and DJs from across the southeast taking to our music stage and Friday night opening party. 2024 will see an increased presence with an added event Saturday night.



IG: @HEADKRACK
305K FOLLOWERS



IG: @THEREDSAMPLE
7.5K FOLLOWERS



IG: @THEESTOUT
105K FOLLOWERS



IG: @DJ_MAJOR_BOI
4.2K FOLLOWERS



IG: @TRAPJAZZALLSTARS
44.2K FOLLOWERS



IG: @ILLAXDELL
2.45K FOLLOWERS



IG: @BANDMVP
19.7K FOLLOWERS



IG: @MIKESTONEENTERTAINMENT
300 FOLLOWERS

500,000+
ENTERTAINMENT REACH





Social Buzz

This festival was amazing, a wonderful event. I drove 2 hours to check it out. It was worth the drive!!!!

NICHOLE C., FACEBOOK

I cannot wait! My kids and I had a great time last year!

KASSIE M., FACEBOOK

I'm making sure I take off for this one!

CHARMAINE M., FACEBOOK

As a lover of food trucks, this event was right up my alley. I went on Saturday when it started, and it was amazing! Love the food and entertainment. Everyone seemed happy to be outside and friendly.

ADRIAN C., FACEBOOK

So looking forward to this year. Told my husband's motorcycle club about the event.

@IZZYOZOWA, INSTAGRAM

Only four hours and 30 minutes from Chapel Hill, North Carolina... I'm putting this on my calendar!

@CAROLSMALLTHEREALTOR, INSTAGRAM

I'm going to have to fly in for this one.

@THE_FAB_JEWELRY_BOUTIQUE, INSTAGRAM

I can't wait!!! My stomach is ready!!

@DEYA_PATTERSON, INSTAGRAM

Looking forward to making a trip down. Never been before. I'm from NY.

@VHAPPYONE, INSTAGRAM

*Here are some ways we
can work together.*

Engage the Pulse of Black Culture

We love getting creative when it comes to helping you turn our audience into yours, authentically. Here are a few suggestions for opportunities to engage our community. Let's co-create a solution that's truly unforgettable.



ON-SITE PRODUCT PLACEMENT

EMAIL NEWSLETTER AMPLIFICATION

SOCIAL MEDIA CONTESTS & GIVEAWAYS

GUEST SPONSOR INSTAGRAM LIVES

...AND MORE!



CLICK TO WATCH 2023 RECAP

Let's Talk!

Everything we do is tailor-made. Tell us more about your sales and marketing goals.



MARCUS HAMMOND

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