

# GRIND *fest*

# 2026

# SPONSORSHIP GUIDE

**The Greatest Festival on Earth**



# GRINDfest

## **THEME:**

### **Rebuilding Is Everybody's Business**

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GRINDfest is the celebration of Black business and entrepreneurship – the greatest festival on earth. It is the only festival where entrepreneurs launch businesses on stage, make real sales, pitch for capital, and build customers in real time.

GRINDfest takes place as Asheville continues to recover from the catastrophic impacts of Hurricane Helene. Rebuilding is not only about infrastructure – it is about restoring local businesses, livelihoods, and economic power. While GRINDfest centers Black business and entrepreneurship, rebuilding is everybody's business.



# Why Sponsor GRINDfest

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GRINDfest is the only festival where businesses don't just exhibit – they launch and sell live on stage. Sponsors directly support economic recovery, entrepreneurship, and community rebuilding.

# CORE SPONSORSHIP LEVELS

## Presenting Sponsor

**\$25,000**

Event naming rights, category exclusivity, premium on-site presence, curated stage acknowledgment, full marketing visibility, Sky Lounge access, post-event impact recap, and first right of refusal for 2026.

## Diamond Sponsor

**\$15,000**

Naming rights to one Signature Experience, on-site activation, stage acknowledgment, marketing visibility, and Sky Lounge access.

## **Platinum Sponsor**

**\$7,500**

On-site presence, digital and on-site logo placement, and Sky Lounge access.

## **Official Sponsor**

**\$5,000**

Website and signage logo placement, social recognition, Sponsor Station materials, and Sky Lounge access.

## **Gold Sponsor**

**\$4,000**

Website and signage logo placement, social mentions, and Sponsor Station materials.

## **Silver Sponsor**

**\$2,500**

Website and signage name or logo placement and Sponsor Station materials.

## **Community Partner**

**\$1,000**

Name recognition on website and signage and Sponsor Station materials.

# **SIGNATURE EXPERIENCES**

## **The GRINDfest Soundstage**

Naming rights to the music stage featuring five local bands.

## **GRINDfest Hoop Dreams Tournament**

Branding and activation around the 2-on-2 basketball tournament.

## **The GRINDfest Legacy Award**

Naming rights and on-stage presentation honoring community leadership.

## **The Ancestors' Circle**

Tent naming rights and alignment with intergenerational storytelling.

## **The GRINDfest Ferris Wheel Experience**

High-visibility branding and photo-op activation.

## **The GRINDfest Sky Lounge (VIP Tent)**

Naming rights and premium access for sponsors and partners.



# How to Sponsor

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**Booking Deadline:** April 15, 2026

**Contact:** [blackwallstreetavl@gmail.com](mailto:blackwallstreetavl@gmail.com)

GRINDfest is the greatest festival on earth – the celebration of Black business and entrepreneurship where rebuilding is everybody's business and businesses launch and sell live on stage.