



THE
ANNUAL

TASTE OF SOUL

SATURDAY,
OCTOBER 19, 2024

FAMILY FESTIVAL
OVERVIEW

OUR FAMILY FESTIVAL

Taste of Soul was founded 18 years ago by Danny J. Bakewell, Sr. CEO & Executive Publisher of the Los Angeles Sentinel, a 91-year-old Black Newspaper. Taste of Soul is produced by the Los Angeles Sentinel and has become the most attended and most popular Family Festival in all of Southern California over 18 years. Last year, 500,000 people attended the Taste of Soul Family Festival from California & Beyond. Taste of Soul is a 'PARTY WITH A PURPOSE' – an economic engine for the local community. Taste of Soul & the Los Angeles Sentinel promotes and supports the revitalization of South Los Angeles by showcasing the best that our community has to offer.

TIME

10:00AM – 7:00PM

ADMISSION

FREE to all

ATTENDANCE

500,000

ENTERTAINMENT

- Bakewell Media's Sounds for the Soul Stage
- R&B (102.3 KJLH)
- Brenda Marsh-Mitchell Gospel Stage
- Beer Garden operated by Mothers in Action
- Children's World

LOCATION

Along historic Crenshaw Blvd.
in Los Angeles, California
(btwn Stocker Ave. and Obama Blvd. ; King Blvd. btwn McClung and Marlton)

COMMUNITY OUTREACH

- Health Testing/ Resources
- Education
- Job Recruitment
- Community Outreach
- Training Opportunities
- Audience Survey Opportunities
- Networking
- Voter Registration
- Black Owned Businesses & Products Featured
- Entertainment for all age groups

CELEBRITY GUESTS

- Tiffany Haddish (2023 Celebrity Co-Chair)
- Queen Latifah (Former Celebrity Co-Chair)
- Cedric The Entertainer (Former Celebrity Co-Chair)



"Taste of Soul was created to highlight the positive aspects of African American life and to encourage the enjoyment, respect and appreciation of our community and each other in an atmosphere of respect, peace, pride and pleasure."

**Danny J. Bakewell, Sr. Taste of Soul
Founder/Creator**



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TESTIMONIALS FROM THE COMMUNITY

"Incredible experience. Thousands of people and a safe environment."

**WILLIAM DOUGLAS
KING**

"Had a great time! The array of foods, desserts, the vendors selling their goods from t-shirts, hats, jewelry, candles, etc. especially the entertainment & community of people are what keeps me coming back year after year. Was absolutely nice to get away from the heaviness of the world around us and just have some fun! See you next year."

BRIGITTE CLARK
TOS Guest

"Taste of Soul is the best networking event in the nation."

JAMES BOLDEN

"Great place to meet new people, great food, and it's in my neighborhood, where all can enjoy the fun for every age group and it's safe. This event takes a lot of planning and vendors. If you weren't there, you missed the greatest event of the year. I thank all of you who was involved in this event. Can't wait till next year!"

TIRA JONES
TOS Guest



"We had a great time. I want to let you know I appreciate the corporate sponsors who have invested in our community. Thank you also to the wonderful volunteers who gave their time to make my family's day a great one."

ALICIA ENDO
TOS Guest

"...I love the sense of community it fosters."

**SHANNITA
WILLIAMS-ALLEYNE**

"I'm proud that Crenshaw has the largest street fair in the city, and now one of the largest in the nation! Pasadena has the Rose Parade, Hollywood has the Christmas Parade, on the coast they have the Festival of Boats, and in our community, we have the Taste of Soul!"

MARQUEECE HARRIS-DAWSON,
2022 CHAIR
Los Angeles City Councilmember

"Beautiful people, wonderful music & amazing food. Celebrating Black culture is a wonderful thing!"

**DEMOND
BURWELL**



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TASTE OF SOUL EVENT CHAIRS & CO-CHAIRS

2023 EVENT CHAIRS



Mayor Karen Bass
City of Los Angeles



Holly J. Mitchell
LA County Supervisor,
2nd District



Marqueece Harris-
Dawson
Councilmember,
8th District



Heather Hutt
Councilmember,
10th District

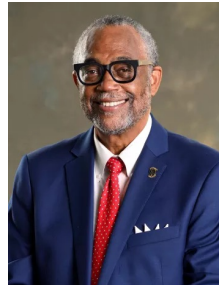


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Tiffany Haddish
Comedian & Actress
Celebrity Co-Chair



Councilmember, 9th District
Curren Price



Assemblymember
Reggie Jones-Sawyer



Assemblymember
Isaac Bryan



Assemblymember
Mike Gipson

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2023 EVENT CO-CHAIRS



LAUSD Board Member
George McKenna



CBS/ KCAL9 Anchor
Pat Harvey



Law Firm
Ivie, McNeill, Wyatt, Purcell & Diggs

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PAST PARTNERS & SPONSORS

BAKEWELL MEDIA

PAST SUPPORTERS



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2023 ENTERTAINMENT

Bakewell Media Sounds for the Soul Music Stage

The Whispers, The Delfonics Experience & Switch

Radio FREE 102.3 KJLH Music Stage

Johnny Gill, MAJOR. Dante Bowe & more!

Brenda Marsh-Mitchell Gospel Stage

Local Choirs & Performers:

Mali Music, Bishop Norman Hutchings, J. Kingdom, Lady She, LA Inner City mass Choir & more!

Children's World

Games and attractions for children such as face painting, dunk tanks, arts and crafts and more!

Beer Garden Operated by Mothers In Action

Featuring Tiffany Haddish's She Ready Comedy Lounge.

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BROADCAST PARTNERS & COVERAGE

Broadcast media took us statewide over a 3-month period!

The 2023 Taste of Soul received unparalleled local and Southern California media coverage from our radio partners and six (6) network television channels from mid-September through October.

RADIO | 3-MONTH COVERAGE, MEDIA DAY & DAY-OF COVERAGE

94.7 The WAVE (Official TOS Partner) & Radio FREE 102.3 KJLH (Official TOS Partner) broadcasted Taste of Soul information through radio drops and commercials on a daily basis leading up to the event and broadcasted live on Media Day.

TELEVISION

MEDIA WEEK & MEDIA DAY, DAY-OF COVERAGE

Taste of Soul television media partner is CBS2/KCAL9 and runs 3 weeks of commercials promoting the event. Other local TV stations participate and feature TOS throughout their daily station programming, send on-air personalities to spend the day with us and provide LIVE coverage from the Taste of Soul.

DAY-OF COVERAGE



OFFICIAL TASTE OF SOUL MEDIA SPONSOR



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DIGITAL OUTREACH

The Taste of Soul Family Festival is produced by Bakewell Media and the Los Angeles Sentinel, a 91-year-old African American Newspaper and well-respected leader of the National Newspaper Publishers Association (NNPA), a membership of 200 black newspapers nationwide.

The Los Angeles Sentinel (Bakewell Media Newspapers) promotes Taste of Soul to 350,000-500,000 black Angelinos every week prior to the event (August to October).

PRINT

- Eight (8) weeks of print ads
- Eight (8) weeks of articles

WEB/EMAIL

- Eight (8) weeks of web ads
- Eight (8) weeks of e-blasts

SOCIAL MEDIA

- Eight (8) weeks of facebook posts
- Eight (8) weeks of twitter posts

SOCIAL MEDIA/DIGITAL

LOS ANGELES SENTINEL

WEBSITE: lasentinel.net

FACEBOOK:
Los Angeles Sentinel

INSTAGRAM: [@lasentinelnews](https://www.instagram.com/lasentinelnews)

TWITTER:
[@thelasentinel](https://twitter.com/thelasentinel)

EBLAST

Sent out to over
47k subscribers

TASTE OF SOUL

WEBSITE:
tasteofsoulla.com

FACEBOOK: Taste of Soul L.A.

INSTAGRAM: [@tasteofsoullafest](https://www.instagram.com/tasteofsoullafest)

TWITTER:
[@tasteofsoulla](https://twitter.com/tasteofsoulla)



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LA SENTINEL'S "ANYTIME, ANYWHERE" CAMPAIGN

Print | E-Newspaper | E-blast | Social Media

Giving access to the LA Sentinel 24/7

- Ad exposure in both print and digital with the capability of **interactive** clickable ads (E-newspaper)
- Company mentions in Mobile App-centered **outreach** campaigns
- E-blast reach of over **47,000** subscribers
- Company mention in social media marketing on Twitter, Facebook, Instagram and TikTok



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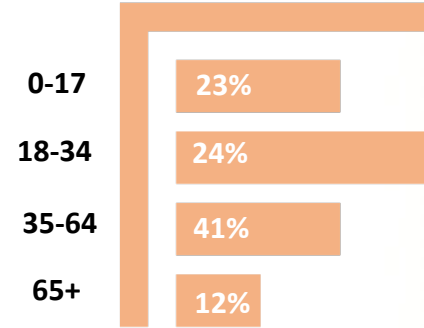
“Quoted as the largest one-day street festival in Los Angeles County by LAFD”



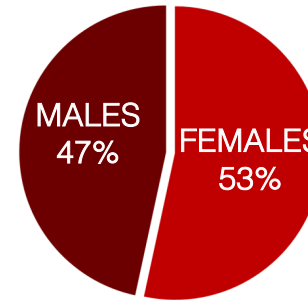
“Featured 300+ food and non-food vendors who were able to get business exposure.”

GREAT MARKETING OPPORTUNITIES

TASTE OF SOUL will give your company the ability to sell your product to more than 80 percent of Los Angeles’ black population!



TASTE OF SOUL will give your company the ability to brand your product to more than 500,000 black consumers!



TASTE OF SOUL will afford your company the ability to connect and present its products to a black Los Angeles consumer market that has a buying power of \$34.5 billion

\$34.5 BILLION



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OUTDOOR OPPORTUNITIES

BILLBOARDS

TOS billboards are placed throughout the Los Angeles area along heavily traveled thoroughfares. (LA and LA County - up to 282k+ Daily Effective Circulation each)



FLAG SIGNAGE

Corporate flag signage are placed on streetlight poles along Crenshaw Blvd. between Stocker Ave. and Rodeo Rd. (44,487 Average Daily Traffic Volume)



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2023 Taste of Soul wrapped Metro buses
2023 Transportation Partner, Metro

COMMUNITY SERVICE

TASTE OF SOUL SCHOLARSHIPS

Bakewell Media's Taste of Soul has grown into the largest street festival in Southern California with huge support from our community, particularly local families. As a thank you for the continuous support and our belief in the betterment of our children through education, Taste of Soul partners with event sponsors to grant Taste of Soul scholarships to college-bound high school seniors.

TOS YOUTH AMBASSADORS

Connecting Social Media Outreach

100 Bakewell Media Youth Ambassadors and Volunteers from community colleges serve as Social Media outreach coordinators for the event passing out event guides and promoting the Taste of Soul mobile app.

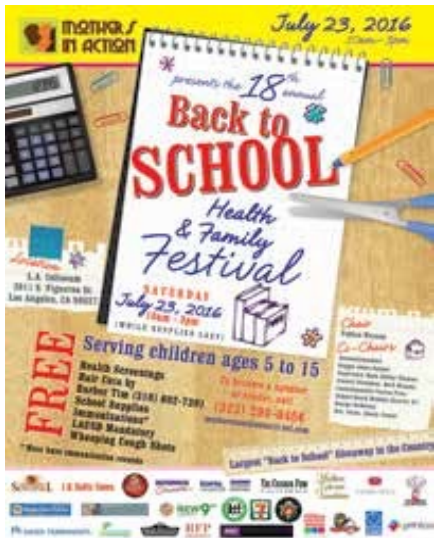


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MOTHER'S IN ACTION



TOS VIP RECEPTION & COURTESY TENT



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VIP RECEPTION

Annually the Taste of Soul VIP Reception was held at the California African American Museum. 300+ VIP guests (chairs, co-chairs, corporate sponsors and partners) enjoyed an evening of great food and entertainment.

VIP COURTESY TENT

Onsite at the Taste of Soul Family Festival, VIP guests and corporate sponsors are welcome to eat, drink and party inside the VIP Courtesy Tent.



BLACK ECONOMIC EMPOWERMENT

Your sponsorship enables you be connected to local policy makers, health providers, small to mid sized businesses, black influencers, celebrities, media, radio, print who all come together for this multicultural reunion.



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