



Taste of Soul showcases various aspects of Black culture, including art, fashion, literature, and entrepreneurship. Local artisans, designers, authors, and small businesses have the opportunity to showcase their work and talents, contributing to the event's cultural vibrancy and economic empowerment.

LOS ANGELES – ESTIMATED ATTENDANCE 300,000

Description of Taste of Soul family event

Taste of Soul, is the largest Black community celebration west of the Mississippi, this event offers a vibrant platform to celebrate music, soul food, community, and much more.

Taste of Soul brings together a diverse range of musical genres, including soul, R&B, jazz, gospel, and hip-hop. From live performances by renowned artists to local talent showcases, music serves as a centerpiece of the event, creating a lively and engaging atmosphere for attendees to enjoy.

Experience a celebration of Black culture and culinary traditions, Taste of Soul features a mouthwatering array of soul food delicacies. From savory classics like fried chicken, collard greens, and macaroni and cheese to sweet treats like peach cobbler and sweet potato pie, the event offers a feast for the senses, highlighting the rich flavors and heritage of soul food cuisine.

With its emphasis on family values and inclusivity, Taste of Soul offers a welcoming and safe environment for attendees of all ages.

From kid-friendly activities and entertainment to resources for parents and caregivers, the event encourages families to come together and create lasting memories.

Brands related to food, entertainment, music, fashion, and lifestyle can showcase their products or services through performances, food sampling, fashion shows, or interactive experiences, aligning with the event's festive atmosphere.

**Call us to book a booth or
let us help you customize a package.**



THE NEWPORT BEACH JAZZ FESTIVAL RETURNS TO THE BEAUTIFUL city of Newport Beach! Located on the picturesque property of the Hyatt Regency Newport Beach, fans will enjoy (3) three days of worldclass Jazz and R&B music.



THE FESTIVAL OPENS FRIDAY NIGHT WITH AN INTIMATE SHOW in the Amphitheater for 1,200 VIP customers. The event then moves over to the golf course for the remainder of the weekend, and hosts nearly 10,000 attendees on Saturday and Sunday. Fans will be treated to two stages of music, an eclectic Food Court, Vendor Village, Sponsor Displays and breathtaking views of Newport Beach Bay.

Brands offering gourmet food products, culinary experiences, and fine dining services can capitalize on the festival's food court and vendor village. By offering samples, demonstrations, and exclusive promotions, brands can showcase their premium offerings to a discerning audience of food enthusiasts.



Call us for more information!

Attendance Estimated 10,000





Estimated Attendance 20,000 +

BOOTH OPPORTUNITIES

SAMPLING OPPORTUNITES

The Summer Concert series is 12 concert jazz series held at the scenic Bay Amphitheatre at the Hyatt Regency in Newport Beach every Friday night.

This is an intimate venue; the amphitheater allows fans to get up-close and personal with their favorite musicians nationally known performance artists.



Call us for more information!



LOS ANGELES - LATINO

Community Event	Date	Time	Market /City	Location	Ethnic Group	Estimated Attendance
Fiesta Broadway	4/28	11a-6:00pm	California /Los Angeles	1st -7th-Broadway	Latino / all	100,000
Cinco de Mayo	5/5	11a-6:00pm	California /Los Angeles	Plaza de Mexico	Latino / all	4,500
Cinco de Mayo	5/5	11a-6:00pm	California /Los Angeles	Olivera Street	Latino / all	3,500
Fiesta Patrias	9/15	11a-6:00pm	California /Los Angeles	Olivera Street	Latino / all	3,500
Fiesta Patrias	9/15	11a-6:00pm	California /Los Angeles	Plaza de Mexico	Latino / all	4,500



FRESNO – LATINO

April	May	June	August	September	October	November
2024	2024	2024	2024	2024	2024	2024
Festival De Los Niños	Mariachi Festival	Feria de Salud Y Recursos	Feria De Salud Y Recursos	FSU Football Fiesta	Feria De Educacion	Dia De Los Muertos
Fresno Chaffee Zoo	Save Mart Center Fresno	Manchester Center Fresno	Tulare Outlets	Valley Children's Stadium - Fresno	Fresno State University	Fresno Chaffee Zoo
April 28	TBD	June 9	August	TBD	TBD	TBD
9am - 5pm	7pm - 10pm	9am - 1pm	10am - 2pm	5pm-10pm	9am – 2pm	4pm - 9pm
Family Event, Regular admission	Family Event for Scholarships	Health Fair, Free to the Public	Health Fair, Free to the Public	Family Sports Event	Educational Event, Free to the Public	Family event, Regular admission
Anticipated Attendance: 10,500	Anticipated Attendance: 12,000	Anticipated Attendance: 5,000	Anticipated Attendance: 4,000	Anticipated Attendance: 25,000	Anticipated Attendance: 10,000	Anticipated Attendance: 7,500



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NIGHT MARKET

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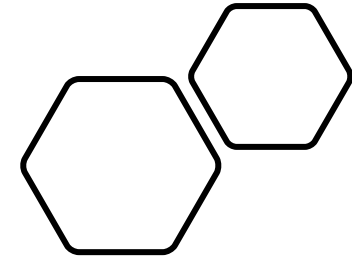
Millennial / Multicultural



Los Angeles * Orange County
 * San Diego * San Francisco

Date	Time	Market /City	Location	Ethnic Group	Estimated Attendance
April 5-7	To be confirmed	San Diego	To be confirmed	Millennial /Multicultural	25,000 +
April 13-14	To be confirmed	Santa Monica	To be confirmed	Millennial /Multicultural	25,000 +
May 17-19	Fri 3p-11p, Sat-Su 1p-11pm	SF Bay Area	Alameda Fairgrounds	Millennial /Multicultural	25,000 +
May 31-June 2	Fri 4p-11p, Sat-Su 1p-11pm	Orange County	OC Fairgrounds	Millennial /Multicultural	25,000 +
June 7-9	Fri 4p-11p, Sat-Su 1p-11pm	Orange County	OC Fair Grounds	Millennial /Multicultural	25,000 +
July 5-7	Fri 4p-11p, Sat-Su 1p-11pm	Arcadia	Santa Anita Park	Millennial /Multicultural	25,000 +
July 12-14	Fri 4p-11p, Sat-Su 1p-11pm	Arcadia	Santa Anita Park	Millennial /Multicultural	25,000 +
July 26-28	Fri 3p-11p, Sat-Su 1p-11pm	SF Bay Area	Alameda Fairgrounds	Millennial /Multicultural	25,000 +
Aug 23-25	Fri 4p-11p, Sat-Su 1p-11pm	Arcadia	Santa Anita Park	Millennial /Multicultural	25,000 +
Aug 30 Sept 1	Fri 4p-11p, Sat-Su 1p-11pm	Arcadia	Santa Anita Park	Millennial /Multicultural	25,000 +
Sept 6-8	Fri 4p-11p, Sat-Su 1p-11pm	Orange County	OC Fair Grounds	Millennial /Multicultural	25,000 +
Sept 27-29	To be confirmed	Las Vegas	To Be confirmed	Millennial /Multicultural	25,000 +
Oct 4-6	To be confirmed	Las Vegas	To be confirmed	Millennial /Multicultural	25,000 +

BILINGO MEDIA
ADVERTISING AGENCY



Diana Delgado
Diana@Bilingomedia.com

22024 Lassen Street Ste 119
Chatsworth, Ca 91311

(800) 400-2794
www.Bilingomedia.com