Sponsorship

Jerk & Jollof fest 2026

Cuisine. Commerce. Community in Motion.

Edmonton, Alberta

www.jerkandjollof.ca

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Sponsorship

OVERVIEW

A growing cultural experience driving real connection and economic activity.

Jerk & Jollof Festival (JJF) is a growing cultural and culinary experience rooted in cuisine, commerce and community. Now in its fourth year, the festival has evolved to bring together families, food lovers, entrepreneurs, and partners in a way that drives both engagement and real economic activity.

The 2026 Jerk & Jollof Festival will take place on **August 29, 2026,** from 1:00 PM to 8:00 PM at Louise McKinney Riverfront Park in Edmonton, marking our move from Borden Park as we expand to meet growing attendance and demand.

What makes JJF distinct is not just the experience on the ground, but what it creates beyond the day itself.

It is where:

- **People connect through culture and cuisine**
- **Food & beverage businesses engage directly with customers.**
- **Participation translates into real opportunity**

Over the past three years, the Jerk & Jollof Festival has attracted over **5,100** attendees and directly generated **$275,000** in economic activity. Using standard event economic multipliers, this translates to an estimated **$400,000 to $550,000** in total economic impact on the local Edmonton economy.

GROWING PLATFORM

WITH REAL MOMENTUM

Expanding year over year through demand, participation, and community support

Over the past three years, JJF has experienced steady and intentional growth.

- **5,100+** — Attendees
- **$275,000** — In direct economic impact
- **60+** — Community partners
- **4,500+** — Meals served
- **50+** — Businesses engaged
- **25+** — Performers

This reflects more than attendance.
It reflects a community that continues to show up, support, and build together.

PART OF A LARGER ECOSYSTEM

Expanding year over year through demand, participation, and community support

Jerk & Jollof Festival is part of the broader Jerk & Jollof ecosystem, an ecosystem designed to support food and beverage businesses from visibility to commercialization.
The ecosystem connects culture, audience, and infrastructure to create a clear pathway where businesses move from kitchen to shelf.

It is built across four integrated components:

JJ Festival

Provides audience access, visibility, and real-time market validation.

JJ Labs

Supports businesses in building scalable, value-added consumer packaged goods (CPG) through product development, packaging, compliance, and commercialization pathways.

JJ Cookbook

Extends products and stories into households, driving ongoing engagement, product adoption, and visibility beyond the festival.

Jerk & Jollof HQ

The central platform that connects everything and positions Jerk & Jollof as a commercial ecosystem for partners, programs, and growth.

Together, this system ensures:
visibility leads to product, product leads to market, and market leads to scalable growth.
The festival is where this entire system becomes visible, active, and experienced.

THE EXPERIENCE

A full-day environment designed for discovery, engagement, and connection

Jerk & Jollof Festival is designed as a full-day, immersive experience where each element contributes to how people engage and connect.

JJF Food Village Explore bold African and Caribbean tastes.

JJF Marketplace Support local businesses.

JJF Olympics Interactive, community-driven activities

JJF Food Wars Culinary competition for excellence.

JJF Stage Live music, dance, and performances

JJF KidsZone Supervised space for children of all abilities.

JJF Fashion Show A showcase of culture, style, and creativity

JJF Farmers Market Relevant produce boosts engagement and visits.

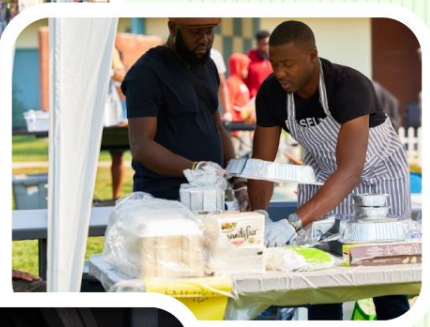
WHO YOU MEET HERE

An engaged audience that shows up ready to connect and participate

The festival attracts a diverse and engaged audience across Edmonton:

- Families and community members
- Food lovers and cultural explorers
- Young professionals and creatives
- Business owners and entrepreneurs

This is both an audience and a network of people actively engaging, supporting businesses, and building connections.



TRUSTED BY PARTNERS

Supported by organizations that believe in community, culture, and connection

Previous funders, sponsors and partners include:

WHY PARTNER WITH US

Show up meaningfully in a space where people are already engaged

This is not passive visibility, but active participation with an engaged audience.

We offer partners the opportunity to:

- Amplify your presence in a trusted and growing environment.
- Engage authentically with attendees and businesses.
- Align with a platform rooted in cuisine, commerce, and community.
- Be part of something that continues to grow year over year.

SPONSORSHIP BENEFITS

Integrated visibility across physical and digital experiences

On-Site Presence

- Branded activation space (tent optional)
- Direct engagement with attendees

Stage & Experience Integration

- Recognition on the JJF Main Stage
- Inclusion in key programming moments

Digital & Promo Visibility

- Social media features
- Newsletter inclusion
- Website recognition

Content & Extended Reach

- Media Day visibility
- Event recap content
- Photo and video exposure

LET'S BUILD TOGETHER

A growing platform powered by community, partners, and shared vision

Jerk & Jollof Festival continues to grow because of the people and partners who believe in it.

We are building something that brings people together, supports businesses, and creates lasting impact.

Let's build together.

TITLE SPONSOR

$15,000

- Prominent logo placement across festival assets
- High-impact on-site visibility and brand activation
- Stage recognition with speaking opportunity
- Inclusion in Media Day and promotional campaigns
- Social media features and brand mentions
- Website and newsletter recognition

JJF FOOD VILLAGE

$8,000

- Naming alignment with JJF Food Village
- Brand presence throughout the Food Village
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

JJF MAIN STAGE

$7,500

- Naming alignment with JJF Marketplace
- Brand presence throughout the Marketplace
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

JJF MARKETPLACE

$5,000

- Naming alignment with JJF Marketplace
- Brand presence throughout the Marketplace
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

JJF KIDS ZONE

$5,000

- Naming alignment with JJF Kids Zone
- Brand presence throughout the Kids Zone
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

MEDIA DAY

$2,000

- Brand presence tied to Media Day
- Visibility across select content
- Social media mentions
- Website and newsletter inclusion
- Stage recognition
- Tent/activation opportunity
- Association with storytelling and pre-event promotion

JJF OLYMPICS

$1,500

- Brand presence tied to JJF Olympics
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

JJF FASHION SHOW

$1,500

- Brand presence tied to JJF Fashion Show
- Tent/activation opportunity
- Stage recognition
- Social media mentions
- Website and newsletter inclusion

COMMUNITY PARTNER

$1,500

- On-site tent/activation space
- Stage recognition
- Social media mention
- Website recognition
- Newsletter inclusion (where applicable)
- Inclusion in partner recognition materials

Jerk & Jollof fest 2026

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