

SHOP BLACK FEST

Creator Guide

Thank you for helping us spread the word about Shop Black Fest. We are excited to have local creators capture the experience and highlight the amazing businesses that are part of the festival.

What is Shop Black Fest

Shop Black Fest is a free community festival celebrating Black owned businesses, food, music, and culture. The event brings together local entrepreneurs, families, and creatives for a day of shopping, entertainment, and connection.

Expect:

- 50 plus Black owned businesses
- Food trucks and local food vendors
- Music and live entertainment
- Family friendly activities
- A safe and family friendly community atmosphere

Creator Expectations: Tag: @ShopBlackFest

Creators are invited to share content before the event and during the festival.

Before the event

- Share at least 1 story or post that you're attending

At the event

- Capture content throughout the festival

After the event

- Share at least 1 recap post, reel, or story

How to Get Featured

We'll be reposting creators before and after the event.

To increase your chances of being featured:

- Post before the event (this is required)
- Tag @ShopBlackFest in your post
- Show the experience, not just the flyer
- Highlight vendors, food, or your experience
- Use clear, high-quality video

We look for creators who:

- show personality and energy
 - highlight businesses and the community
 - create content people want to watch and share
-

Simple Posting Formula

If you're not sure what to post, keep it simple:

Hook

Say why you're going or why people should come

Middle

Show what the event is or what you're excited about

Close

Invite people to come or follow along

Examples of Strong Content

Focus on:

- “Come with me to Shop Black Fest”
- “Here’s why I’m going”
- “Things to do in [City] this weekend”
- “Black-owned businesses you should know”

Other Examples include:

- A reel or TikTok announcing the event
- An Instagram story inviting people to attend
- A vlog or recap from the event
- Highlighting your favorite vendor or food truck

(Check the examples [here](#) for reference. Scroll to the bottom)

Suggested Hashtags

Creators do not need to use all of these.

Three to five is perfect.

#ShopBlackFest

#SupportBlackBusiness

#BlackOwnedBusinesses

#ShopBlackOwned

#BlackBusinessCommunity

#VendorEvents

Talking Points for Videos

If you are creating video content, here are a few simple things you can mention.

- Shop Black Fest is a free festival celebrating Black owned businesses
- There will be more than 50 vendors to shop from
- Food trucks, music, and family friendly activities
- A great way to discover local entrepreneurs
- A fun way to support the community and find new businesses

Content Ideas for Day of the event

Ideas if you attend the festival:

- Your favorite vendor
- Trying food from a food truck
- A recap of the festival experience
- A business you discovered
- Interviews with vendors or attendees

(Check the examples [here](#) for reference. Scroll to the bottom)

Media Assets : [Open Here](#)

Use the assets in this folder to help create your content. Included in this folder:

- Event flyers
- Photos from past festivals
- Video clips and B roll
- Logos
- Creator content examples