

# SIP, STEP, & Shop

Sip, Step, & Shop is designed to become a flagship community event that uplifts culture, commerce, and connection in Columbus. This partnership between Soul Session and Line Dancers Unlimited brings together young adults, professionals, families, and long-time residents for a safe, vibrant day-party experience celebrating Black excellence and local entrepreneurship.



## THE IMPACT OF COLLABORATION

Soul Session, a culture-forward pop-up series born in Atlanta in 2024, celebrates creativity and community at its core. LDU, now stepping into its second year of spreading joy through line dancing, is the perfect partner. Together, we're creating a block-party experience designed for young professionals, community leaders, creatives, and families—an effortless blend of movement, music, and meaningful connection.

This experience blends shopping Black-owned, line dancing, live performances, voter engagement, and community building into one unforgettable cultural moment.

Attendees can enjoy curated vendors, wellness activations, food and beverages, giveaways, and interactive "Get to Know Your Candidate" segments that promote civic awareness in an approachable way.

Join us in creating something unforgettable — **let's talk!**



sip



step



shop

**BARBARA SHARPE | BRANDY PITTS**  
Soul Session, Co-Founders

**PAULA DEAN**  
Line Dancers Unlimited, Founder

[soulsessionpops@gmail.com](mailto:soulsessionpops@gmail.com)

# SIP, STEP, & Shop

Thankfully, this isn't our first time around the block.



- 2 Annual Popup Shops
- 6 Media Outlets in Attendance
- 40+ Black-Owned Vendors Featured Throughout Our Events



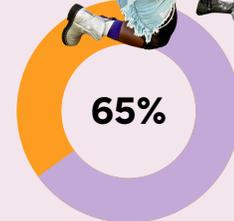
- 5 Sold Out Sip n' Step Events
- 20 Community Partnerships and Performances
- 1,200 Tickets Sold Throughout Our Events

Countless

Countless Connections Made, Giving Us an Incredible Community to Activate And Make This Next Event a Major Success.



## ATTENDANCE DEMOGRAPHICS



Women

Men

## Online Engagement Rate

Organic Reach when promoting through social media platforms

No ad spend\*

Views

15K

Interactions

4.5k

LEARN MORE



ON YOUR PHONE?  
SCREENSHOT THIS AND  
CLICK THE LINK FROM  
YOUR PHOTOS

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Exclusive Sponsorship Opportunity

**TITLE SPONSOR**

**\$5,500**

We are seeking a select partner to join us as the exclusive title sponsor, gaining unparalleled visibility and impact, and be front and center at an unforgettable cultural experience.

**Contributions will directly contribute to:**

#### **Line Dance Activations**

- High-energy line-dance sessions
- Integrated sponsor shout-outs and optional product placement

#### **Community Engagement Panel**

- Moderated conversation featuring local leaders, candidates, and influential community voices
- Sponsor logo and verbal recognition on panel screens and event signage

#### **Vendor Marketplace (40+ Vendors)**

- Curated selection of Black-owned brands
- High foot-traffic shopping experience
- Opportunities for sponsored vendor awards, branded tote bags, or vendor grants

#### **Event Promotion & Marketing Execution**

- Paid social and digital advertising
- Branded backdrops and step-and-repeat installations
- Banner and on-site signage placements
- Sponsor product integration
- Full video coverage and event photography



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