



SPONSOR PACKET

DATE:

August 6th - 8th, 2026

LOCATION:

**Coahoma County Higher Education
Center • 109 Clark Street
Clarksdale, Mississippi 38614**

WEBSITE:

HigherPurposeFest.com

Raheem DeVaughn
Grammy Award Winner
2026 Fest Headlining Artist



@HigherPurposeFest

OVERVIEW



The 2026 Higher Purpose Fest will be a three day experience August 6th-8th in Clarksdale, Mississippi.

We will celebrate **ten years** of impact during this time with families, businesses, community leaders, and funding partners. Over **2,000 intergenerational attendees** from the Mississippi Delta and across the South will join us over the three-day gathering.

The fest is anchored on three pillars: **food, music, and wellness**. Each day has been curated to highlight the best blend of our economic opportunity work in the Mississippi Delta.



OVERVIEW



COMMUNITY MARKET • FREE

Thursday, August 6th • 3pm - 8pm

The **free community market** will feature locally owned food trucks who have been connected to our procurement initiative. **Retail row** will feature a selection of businesses who align with our mission and values. **Local farmers** will be highlighted in the seasonal farmers market along with chefs providing cooking demos.

Artisans and authors will be present for firechat plus live artmaking sessions.

Dedicated mobile health labs will be onsite to provide preventative healthcare services.

The family zone at the market will have interactive games and business education activities.



[Click below to check out the 2024 Higher Purpose Fest Recap.](#)



OVERVIEW



BUSINESS SUMMIT • FREE

Friday, August 7th • 10am - 1pm



Business ownership is a great way for families to build generational wealth. The #MoneyPurposeSuccess Summit has become a staple in our region. By **leveraging the momentum** gained from previous summits, we are bringing the summit

back to the **original place** it was created in 2018. This year's summit will be open to everyone and include fireside chats, panel discussions, keynote session, art exhibits, and book signings.



Click below to check out the 2024 Money Purpose Success Recap.



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OVERVIEW



AWARDS GALA • FREE

Saturday, August 8th • 7pm – 11pm

HIGHER PURPOSE AWARDS

Our **community recognition event** Higher Purpose Awards, honors Mississippians, allies, and funding partners

who **believe in our work.**

This year we will pay tribute to several individuals and organizations who have made a **tremendous impact** over the past decade.



Click below to check out the 2024 Higher Purpose Awards Recap.



STATS



OFFICIAL HASHTAG

#HIGHERPURPOSEFEST

OUR AUDIENCE
18-65

74% WOMEN • 25% MEN



BENEFITS OF SPONSORSHIPS

The fest gives our sponsors the opportunity to engage with local residents, tourists, national recognized artists, and community stakeholders. Our sponsors invest in building the local economy of the Mississippi Delta while simultaneously creating a positive impact for individuals from various generations. The fest provides a unique opportunity for our sponsors to highlight their products, initiatives, and services.

SPONSORSHIP LEVEL	DIGITAL MARKETING	PRESS MENTIONS	STAGE MENTIONS	COMMUNITY MARKET	KIDS ZONE	BUSINESS SUMMIT	AWARDS GALA
PRESENTING \$25,000	✓	✓	✓	✓	✓	✓	✓
LEGACY \$15,000	✓	✓	✓	✓	✓	✓	
PARTNER \$10,000	✓	✓	✓	✓	✓		
BUILDER \$5,000	✓	✓	✓	✓			
SUPPORTER \$2,500 and below	✓	✓	✓				

SPONSORSHIP INSTRUCTIONS:

Select the sponsorship level for your company and confirm via email, and include a high resolution logo. Send your check to P.O. Box 2148, Clarksdale, MS 38614, or disbursed electronic payment to **Higher Purpose Co** via your grant portal or Bill platform by June 30th, 2026. If you prefer to use a different payment method, please inform us before sending funds. If you have any questions or need additional info, contact me via email tim@higherpurposehub.org or by phone 662-313-1895. We look forward to receiving your sponsorship support.