

Festival Committee

Sponsorship

Toun Olumide
(Nigerian Youth Association)

Inez Saki-Tay
(Ghanaian)

Miriam Campbell
Pan-African Economic
Development

Vendors

Bola Akerele
(Nigerian Youth Association)

Motunrayo Apata
(Nigerian Youth Association)

Entertainment

Raymond Paris
(Zanzibar Club- Sierra Leone)

Tolu Olumide
(Nigerian Youth Association)

Shoboy
(Kicking It Live Inc.)

Chinonso Okheie
(Nigerian Youth Association)

Nenelwa Tomi
Tanzania

Rasikat Okedey
(LilSoso.com)

Publicity

Richard Ahwireng
Ghanaian Association of
Baltimore

Charles Sarbeng
Ghanaian Association of
Baltimore

Muyiwa Olumide
(Nigerian Youth Association)

Oumar Cisse
(Mali Society of Baltimore)

Massama Dogo
(Elikeh Band- Togo)

Charles Anye
(Muma Juju – Cameroon)

Nunu Wako
Ethiopia

Adeaze Nwosu
Nigeria

Logistics

Eniola Olumide
(Nigerian Youth Association)

P.O. Box 4642
Lutherville, MD 21094

Phone: 410-608-0420

E-mail:
info@festafricausa.com

Website
www.festafricausa.com



Dear Vendor,

Vendor Package for “FestAfrica 2010”

The 8th annual African Festival, “FestAfrica 2010” will be held on Saturday & Sunday August 14-15, 2010 at Patterson Park in Baltimore. We invite you to be a vendor at FestAfrica 2010.

The 2-day event will welcome **more than 5,000 attendees** in the MD/DC/VA area. Last year just over 4,000 people attended. This is the official African festival for Baltimore City, co-sponsored by Mayor Sheila Dixon, the Baltimore Office of Promotions & the Arts and the Maryland State Arts Council. The festival will feature over 40 musical performances by African bands and artists, cultural dances, fashion shows, African foods, vendors, children’s games, storytelling, art & craft exhibits, a soccer tournament, a health fair, tourism fair and a career fair.

The theme for the festival is “*Serving & Touring Africa.*” Through the festival, we will promote positive areas of attraction in African countries, travel and tourism opportunities. We will also promote community service opportunities by highlighting non-profit organizations doing good work in Africa and supporting their cause with donations from the festival’s proceeds.

The festival is a wonderful opportunity to promote your business and sell your goods and services to the community in the MD-DC area. Don’t miss this opportunity!

VENDOR FEES: – Final Deadline July 18, 2010

\$500: Food and Beverage Booth and half price program ad.

\$300: Ice cream, Smoothies, Snacks – Booth and half price program ad.

\$250: Retail (non-food) – Booth or Tent, table and chairs

\$200: Retail (non-food) Provide your own tent, table and chairs.

Space is Available on a first come first serve basis, so early registration is advised.

Buy Program Ads in Festival Program Booklet: (Half Price Discount for Vendors)

Regular Price: Half Page \$100

Full Page \$200

Vendors Discounted Price: Half Page \$50

Full Page \$100

To finalize your commitment please complete the vendor form and send a check or money order to Nigerian Youth Association of MD P.O. Box 4642 Lutherville, MD 21094. Pay pal Payment available on www.festafricausa.com.

Sincerely,

Bola Akerele
443-570-6947

Motunrayo Apata
443-851-9527

Email: info@festafricausa.com

Vendor Participation Contract

I, _____ (hereinafter Exhibitor) enters into this Agreement with the Nigerian Youth Association of Maryland, Inc. and agree as follows:

- A. Exhibitor hereby agrees to participate as a vendor at FestAfrica 2010.
 - B. NYA 'FestAfrica' hereby agrees to provide exhibitor space for vending or exhibition area on the festival date (August 14 & 15, 2010).
 - C. Describe in detail items to be sold in your booth space. (I.e. types of food, novelty, arts and craft, etc.)
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- D. Exhibitor agrees to pay the amount of \$ _____ for exhibition space payable by check or money order to Nigerian Youth Association of Maryland or NYA on or before festival days.
 - E. **Exhibitor hours at the festival are Saturday & Sunday from 12 p.m. to 8 p.m.** Exhibitor agrees to dismantle its display and move its property from the exhibition area no later than 9p.m on Saturday & Sunday. Extra fees incurred by the festival will be charged to vendors exceeding this time frame.
 - F. Items left on premises overnight on Saturday are not the responsibility of NYA 'FestAfrica' or its sponsors.
 - G. Exhibitor understands and agrees that NYA 'Fest Africa' & its sponsors are not responsible for loss of, or damage to goods or property of Exhibitors or personal injuries to the Exhibitors and/or its' employees and Exhibitor, upon signing the Agreement expressly releases NYA 'FestAfrica' and its' sponsors from all such claims.
 - H. Vendors will not be allowed on the grounds unless paid in full or for any other reasons deemed appropriate by the FestAfrica Committee.
 - I. Vendors cannot sell any **Alcoholic Beverages**.
 - J. Exhibitor agrees to abide by all instructions given by designated identified FestAfrica committee and vend only in the same area assigned. Exhibitor warrants that it will obey all rules, regulations, and laws of the State of Maryland.
 - K. Exhibitor agrees that any violations of regulations, which are hereby incorporated into this agreement or provisions of this agreement occurring during FestAfrica will result in immediate termination of said Agreement and Exhibitor removal from the exhibition area. In case of vendor removal, all fees are forfeited. Music vendors, be aware of new pirating laws.
 - L. **Exhibitor understands and agrees that should they cancel space reserved under the Agreement after July 27, 2010 they are not entitled to a refund and all fees are non-refundable.** Exhibitor agrees to the terms of this Agreement and is consistent with the laws and the courts of Maryland.
 - M. Food vendors: Responsible for acquiring all necessary food service permits. Food inspectors will be on the premises during the festival. Exhibits must clearly post all prices.
 - N. Limited spaces with access to electricity will be filled on a first come, first served basis.
 - O. Exhibitors must clean up their space at the end of the day, leaving no grease or hazardous materials.
 - P. Absolutely no selling of Bootleg DVDs, CDs, VHS, or any other illegal materials on the festival premises.
 - Q. **This is a rain or shine event.**

I UNDERSTAND AND AGREE TO ALL TERMS CONTAINED HEREIN.

Vendor's Name

Signature

Date

FestAfrica finances are managed by The Nigerian Youth Association of Maryland a non profit 501 (c) (3) organization. Federal Id# 86-1065739.

Vendor Participation Form

VENDOR FEES (Check One):

- Food and Beverage Booth.
- Ice cream, Smoothies, Snacks – Booth.
- Retail (non-food) – Booth.
- Retail -- Provide your own tent, table and chairs.

Company/Organization Name

Amount Paid

Vendor's Name

Address, City & Zip

Telephone Number

Email

Arrival Time

Departure Time

Name of Person manning the booth

Name of person Manning the Booth

Contact Cell phone# during the festival

Do you require electricity?

- Make checks or money order payable to: Nigerian Youth Association of Maryland (NYA). **FestAfrica finances are managed by The Nigerian Youth Association of Maryland a non profit 501 (c) (3) organization. Federal Id# 86-1065739.**
- Return completed form and payment to **Nigerian Youth Association, Attn: Tolu Olumide P.O.Box 4642, Lutherville, MD. 21094**
- **Paypal Payment Available on www.festafricausa.com, Vendor Forms must be completed and faxed to 410-853-7244**
- **Advertising for program booklet:** Electronically created files must be saved in jpeg format at 300dpi. Email your ad to t_olumide@yahoo.com or mail printed ad along with ad payment, completed registration form & check to the above address.

Fact Sheet- FestAfrica 2010



Event: "FestAfrica 2010" -- 8th Annual African Festival

Theme: "Serving & Touring Africa" – Promoting Community Service and Toursim to Africa

Location: Patterson Park, Baltimore (Corner of Eastern Ave. & Linwood Ave.)

Dates: Saturday August 14, 2010 -- 12 p.m. - 8 p.m.
Sunday August 15, 2010-- 12 p.m. – 8 p.m.

Website: www.festafricausa.com

Admission: \$5/day Free 10yrs and under

Attendance: 5,000 or more people

Demographics: Black/African American: 83.5% Caucasian: 10% Hispanic: 4% Other: 2%

Ages 22-35 -- 45 % Ages: 36 & above -- 32 % Ages: 21 & below – 23%

Baltimore City Residents: 34% Baltimore County: 29% Washington DC area: 22% Other State: 15%

Income: <\$20k: 25% \$20k-\$30k: 16% \$30k-\$40k: 25% \$40k - \$50k: 16% \$50k-\$75k: 10% >75k: 9%



Description: Featuring music by local African bands, traditional dances, masquerades, *Art exhibits and *Fashion Shows. Attendees enjoy *African Cuisine, *Arts & Craft, *Vendors, *Games and Storytelling for children, *Health Fair, *Soccer Tournament *Career Fair and *Tourism Fair.

Performances: Over 40 performances displaying music and dances from various regions of Africa.

Sponsor benefits: Presenter of Event, Stages or Program Areas, Category Exclusivity Television Promotional Spots *(shared w/ other sponsors) Product Sampling, Product Display, Exhibit Space, On Site Sales, Recognition in Publications, Website Link, Print Ads, and more

Sponsorship Range: \$250 - \$5,000

Vendors: 70 or more Types: Food, arts & craft, clothes, educational materials, community information, real estate, insurance, phone cards, money transfers, face painting, health screenings, non-profits, etc



Past Sponsors:

Mayor Sheila Dixon; Baltimore Office of Promotions and the Arts; Maryland State Arts Council; VIGO Money Transfer; Western Union; Money Gram; Dynamic Corporation; FOX 45, Afro-American Paper WEEA 88.9FM; John C Etoh, CPA; Wazobia Jobs; Career Nation; Frito Lay, Prevent First; Associated Black Charities; Payroll Support Services Law Office of Therese Obot; MD Assoc of Nigerian Physicians

Past Media Coverage :

Newspapers: Baltimore Sun, Baltimore City Paper, Baltimore Examiner, Afro-American; Towson Times, Baltimore Messenger, Penny Saver;
Online: over 1,400 results on Google; Presence on Facebook and MySpace

TV & Radio: PSA on Fox 45 Morning News and WEEA 88.9 fm, Morgan State Radio, Radio Ad on Magic 95.9 FM radio, Nigerian Web Radio

Magazines:

Ebony Magazine, Essence, Live Afrique Ovation, Naija Life, Ariztos,

Contact:

Toun Olumide

443-742-2331

info@festafricausa.com www.festafricausa.com

