

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 Okechie
(Nigerian Youth Association)

Nelelwa 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)

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Lutherville, MD 21094

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E-mail:
info@festafricausa.com

Website
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Sponsorship Proposal for 8th Annual African Festival- Aug. 14-15, 2010

Dear Prospective Sponsor,

On August 14 - 15, 2010, the African community across Maryland, Washington D.C. and Virginia will come together to celebrate African arts and culture during the 8th annual African festival, "FestAfrica 2010" at Patterson Park in Baltimore. We invite you to become a sponsor supporting this non-profit community event and leverage your marketing exposure to the African-Immigrant, and African-American communities in the MD/DC/VA area.

The 2-day event will welcome **more than 6,000 attendees** in the MD/DC/VA area. Last year, approximately 4,000 people attended. In the past 8 years, the festival has been successful in connecting sponsors with their target audience and achieving successful marketing results. This is the official African festival for Baltimore co-sponsored by Mayor Stephanie Rawlings-Blake, the Baltimore Office of Promotions & the Arts and the Maryland State Arts Council. The festival will feature over 40 musical performances, cultural dances, African foods, vendors, children's games, arts, crafts, a health fair, tourism fair, and a career fair.

The theme for the festival is "**Serving & Touring Africa.**" Promoting travel and tourism opportunities to various African countries as well as promoting community service opportunities by highlighting non-profit organizations doing good work in Africa and supporting their cause with donations from the festival's proceeds.

Demographics: 80% of the festival attendees are African-immigrants or African Americans living in the MD/DC/VA area. FestAfrica is an ideal opportunity to connect to the lucrative consumer market in the African immigrant and African-American communities of this region. As a major sponsor of FestAfrica, your company will be provided with pre-event marketing exposure and face-to-face interaction during the event that will generate sales and successful results towards your company's objectives.

Sponsorship Benefits: Pre & Post- event Promotions will reach over 100,000 people through extensive media, online coverage and grassroots promotions over the course of 3-5 months. Sponsors will be recognized in the festival's promotional materials, media, website, email blasts, banner signage, visibility on location, and vendor booths to interact with attendees.

In these difficult economic times, we understand your goal is to maximize marketing benefits and exposure for every dollar spent. Thus, we offer flexible sponsorship packages that can be customized to best meet your marketing, branding, and philanthropic goals. FestAfrica remains the largest African gathering in the MD/DC/VA area and a key outlet for companies to reach African-immigrant and generally Black audiences. If you have any questions or are ready to sign up, please contact me at 443-742-2331. For more information, visit our website www.festafricausa.com.

Sincerely,

Toun Olumide
(443) 742-2331
Email: info@festafricausa.com

Sponsorship Levels

Title Sponsor: (excess donation of \$5,000)

- ◆ Publicly recognized as the Title Sponsor for “FestAfrica 2009” on any advertising
- ◆ Exclusive rights in their industry category
- ◆ Exclusive company name branded on main stage (highest bidder)
- ◆ Corporate Logo on all festival promotional/advertisement items:
 - (Newspaper, Magazine Ads, Radio, E-blasts, Fliers, Posters and Pre-Event Street Banner)
 - Exclusive E-Flier and Press Release of Title sponsor and company’s products & services.
- ◆ 4 Company banners prominently displayed on the Main Stage and Festival Entrances
- ◆ Logo and banner on website home page, website link listed on festival website for 1 year
- ◆ Full Page color (5.5 x 8.5) Ad in event program book (Back cover given to the highest bidder)
- ◆ Booth space (any size) in a prime location at sponsor’s choosing
- ◆ MC announcements of sponsor throughout the program
- ◆ Logo branded on give-away items given to all attendees
- ◆ Free admission for (10) and VIP Tent access and seating for (10) at concert

Gold sponsors: (excess donation of \$3,500)

- ◆ Publicly recognized as the Gold Sponsor for “FestAfrica 2009” on any advertising
- ◆ Promotional tent and name branded as sponsor in the Tourism and Career Fair area
- ◆ Corporate Logo on: Print advertisement, E-blasts, Flyers, and Posters
- ◆ Company Signage at the Festival (1 Corporate banner)
- ◆ Logo and website link listed on festival website
- ◆ Full Page black & white (5.5 x 8.5) Ad in event program distributed to festival attendees
- ◆ Booth (10’ x 10’) to display product
- ◆ Free admission for (7) and VIP Tent access and seating for (7) at concert

Silver sponsors: (excess donation of \$2,000)

- ◆ Publicly recognized as the Silver Sponsor for “FestAfrica 2009”
- ◆ Corporate Logo on, E-Blasts, Flyers, and Website
- ◆ Full Page (5.5 x 8.5) ad in event program distributed to festival attendees
- ◆ Booth (8’ x 8’) to display product
- ◆ Free admission for (5) and VIP Tent access and seating for (5) at concert

Bronze sponsors: (excess donation of \$750)

- ◆ Company banner Advertisement on Festival Website,
- ◆ Full Page (5.5 x 8.5) ad in event program distributed to festival attendees
- ◆ Free admission for (4) and VIP seating for (4) at concert

Contributing Sponsor: (excess donation of \$300)

- ◆ Full Page (5.5x8.5) ad in event program
- ◆ MC announcement of sponsor during program
- ◆ Free admission for (2)and VIP seating for (2) at concert

Full Page (5.5 x 8.5) ad in event program booklet **(Excess donation of \$200)**

Half Page (5.5 x 4.25) ad in event program booklet **(Excess donation of \$100)**

Sponsorship Commitment Form

Commitment Deadline is June 4, 2010

Please check the sponsorship package of your choice:

- Title Sponsor - \$5,000
- Gold Sponsor - \$3,500 Silver Sponsor - \$2,000
- Bronze Sponsor - \$750 Contributing Sponsor - \$300
- Full Page Ad - \$200 Half Page Ad - \$100

Company Name _____

Contact Name/Title _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: _____ Fax: _____

Email: _____

My sponsorship contribution has a value of \$ _____

Make checks or money order payable to: Nigerian Youth Association of Maryland (NYA)

Return form and check to NYA, Attn: Tolu Olumide P.O.Box 4642, Lutherville, MD. 21094

Advertising: Electronically created files should be saved in jpeg format at 300dpi. Email your Ad/Artwork to t_olumide@yahoo.com or mail printed Ad along with your completed form & check to the above address.

I/We agree to comply with event rules and regulation. I/We will not hold the Nigerian Youth Association of Maryland, 'FestAfrica' responsible for any injury incurred during this event. This is a rain or shine event.

Authorized Signature: _____ Date: _____

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

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: 84% 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:

Baltimore Office of Promotions and the Arts; Maryland State Arts Council; MoneyGram; African Business Owner Forum; VIGO Money Transfer; Western Union; U.S. Census; FOX 45, Afro-American Newspaper; WEAA 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 WEAA 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:

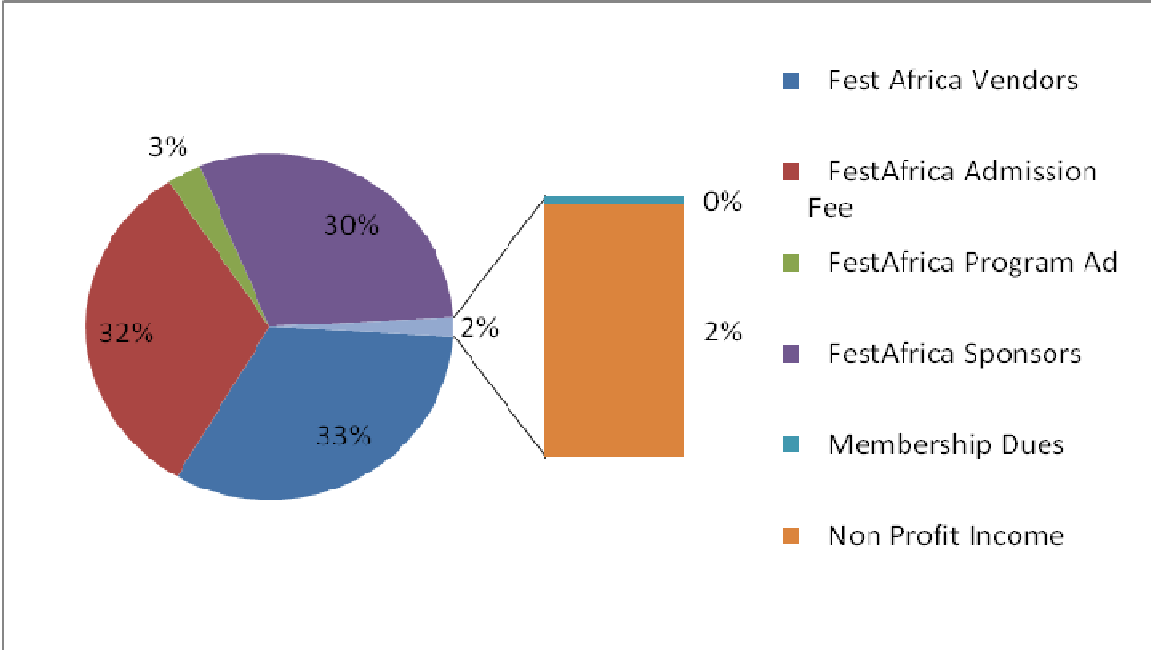
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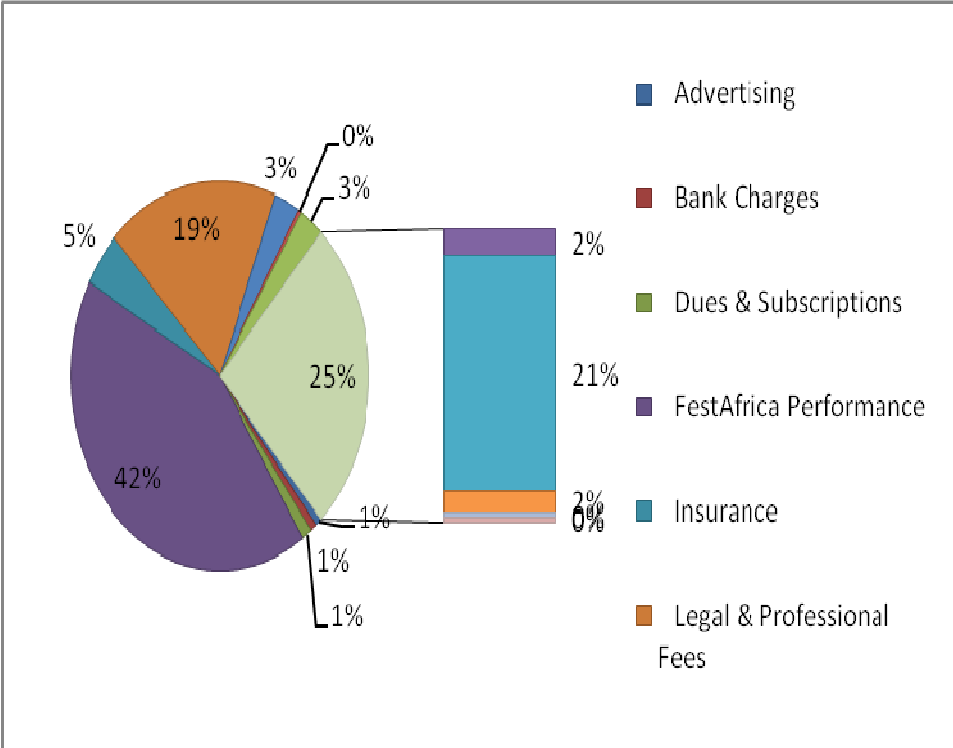


FestAfrica 2009 Budget

Total Income: \$32, 845



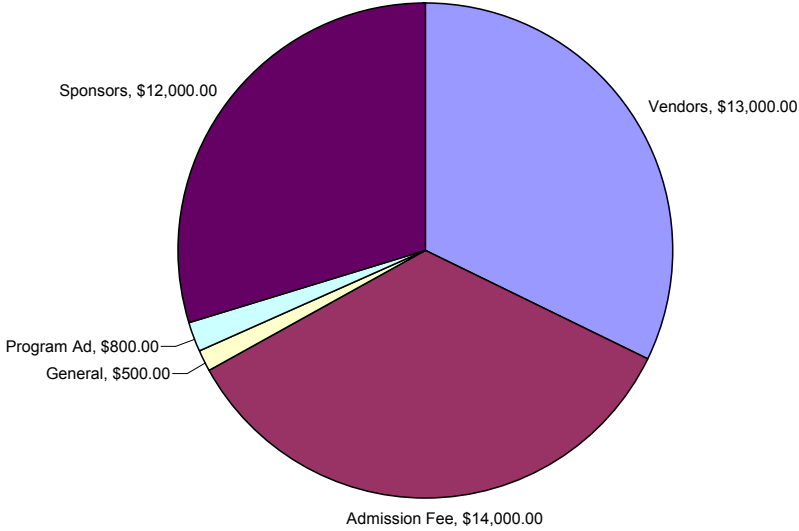
Total Expenses: \$28, 486



Advertising: \$ 1,008
 Performance Fees: \$12,063
 Insurance: \$1,297
 Legal & Professional Fees: \$5,289
 Promotional: \$859
 Equipment Rental: \$6,028
 Stationary & Printing: \$1,634
 General Expenses: \$3,324

FestAfrica Estimated 2010 Budget

Total Projected Income: \$40,300



Total Projected Expenses: \$39,012

- Advertising, 1,000
- Performance Fees: \$9,000
- Insurance: \$1,300
- Legal and Professional Fees: \$5,300
- Promotional: \$1,200
- Equipment Rental or Lease: \$8,000
- Stationary/Printing: \$1,400
- General Expenses: \$2,812
- City Services: \$8,000
- AfriCare Donation: \$1,000

