



**AFRIFEST™**  
**A PAN AFRICAN ARTS, CULTURE, AND MUSIC FESTIVAL**  
**COMING AUGUST 6-7<sup>th</sup> 2010**  
**TO THE**  
**TWIN CITIES, MN**

AFRIFEST 2010 MEDIA  
SPONSORSHIP & SUPPORT PROGRAMS

**AFRIFEST™**

• **An Annual Non Profit Pan African Summer Festival in the Twin Cities, MN**

Bringing together diverse African, American, and Int'l vendors, musicians, entertainers, and cultural performers to the Twin Cities. This festival promotes education, showcases diversity, enlightens audiences, and brings together Africans, African-Americans, Hispanics, Asians, and other diverse cultures.

• **Difference is Key**

Our objective is to offer audiences a unique and culturally diverse experience unlike any other festival or event in the twin cities or US for that matter. **AFRIFEST™** promises to be the BIGGEST Pan African festival in the Twin Cities; with diverse artists, music, food, culture, etc. but sticking with the theme of "**Enlightenment, Diversity, and Unity.**"

• **Special Promotions and Sponsorships**

This event will be promoted and advertised throughout the USA, making it a destination event in the summer. This will increase tourism to the Twin Cities and boost spending to local and immigrant businesses. This event will also offer local corporations and sponsors a chance to connect to and serve underserved and emerging markets.

• **Vendors and Exhibitors**

Afrifest 2010 will have opportunity for local and national artists, merchandise and food vendors, and companies to display and sell their goods throughout all the festival days and activities. This will provide valuable exposure, marketing opportunity, and sales for immigrant and local businesses and organizations. Non-profit organizations and partners will get discounted booth rates and other exposure opportunities. This festival will also give local government and non-profit agencies a chance to reach out to immigrant and international communities with their programs, services, and benefits.

**AFRIFEST™ Preliminary Program/Activities for 2010:**

- Pan African Arts and Culture Shows
- Showcase Africa 2010- Pan African Talent, Music, and Fashion Showcase
- Pan African Historical Display & Exhibit
- A Taste of Pan Africa

\*Please note: This is preliminary info on Afrifest 2010, which is subject to change. All venues, performers, and events will be finalized closer to the event.



Afrifest 2010

**AFRIFEST FOUNDATION**

816 21<sup>st</sup> Ave North, Suite 335 Minneapolis, MN 55411 Phone: 612-281-6318

Web site: <http://www.Afrifest.org>

E-mail: [Info@afripest.org](mailto:Info@afripest.org)

## AFRIFEST™ Community Sponsorship Summary

In return for media sponsorship, Afrifest 2010 will provide the following benefits to our media sponsors depending on sponsorship levels:

### Public Service Announcements

Major sponsors included in all public service announcements sent to all area radio and cable stations.

### Publicity

Major sponsors will have the opportunity to participate and design major publicity campaigns for Afrifest 2010.

### 1,500 Program Books

Ad space and articles in our program booklet to be distributed at Afrifest 2010.

### 25,000+ HTML Emails and Flyers

Major sponsors and their logos and web link will be included in all HTML Email campaigns and on promotional flyers.

### Print Advertisements

Major sponsors and their logos will be included in all **Full Page Color Ads**.

### Thank you from the Stage

Major sponsors will receive special acknowledgment from the stage as an Afrifest 2010 sponsor.

### Web site Listing

Banner Ad and logo linked to sponsors website from [Afrifest.org](http://Afrifest.org) (official festival website) as well as in the [African Marketplace](http://African Marketplace) on [Afrifest.org](http://Afrifest.org).

### Event Promotions

Major sponsors will receive logo recognition on all promotional print pieces created for the festival, ex. T-Shirts, souvenirs, etc...

### Press Releases

Major sponsors will be included in all press releases to all major media outlets in state and nationally.

### Banner Signage

Banner signage at the event stages and the event is available depending on sponsorship level.

### VIP Tickets

All our sponsors will receive VIP Tickets to access VIP tent and festival gala(s).

### Vendor Booth

All our sponsors will receive a FREE booth space to exhibit, promote, or sell their products and services.

### Ads and Sponsorship Deadlines:

May 15th for June Ads  
June 15th for July Ads  
July 15th for August Ads

National Magazine Ads have earlier deadlines, so the sooner we get info and final agreements the better.  
ALL SPONSORS AND FEES HAVE TO BE FINALIZED BY July 25<sup>th</sup>

## Sponsorship Opportunities

(Please see chart below for a complete list of sponsorship benefits)

(Graph Format)

Media Sponsorship Types	Presenting Media Sponsor \$15K Ad Dollars	Platinum Media Sponsor \$10k Ad Dollars	Gold Media Sponsor \$2.5k-5k Ad Dollars	Silver Media Sponsor \$1.5k-2.5k Ad Dollars	Supporting Media Sponsor Up to \$1.5k Ad Dollars	Local Community Media Sponsor
Official Media Partner Title	•					
Industry Exclusivity	•					
Official Media Sponsor Title	•	•				
Supporting Title	•	•	•	•	•	•

Afrifest 2010

AFRIFEST FOUNDATION

816 21<sup>st</sup> Ave North, Suite 335 Minneapolis, MN 55411 Phone: 612-281-6318

Web site: <http://www.Afrifest.org>

E-mail: [Info@afriest.org](mailto:Info@afriest.org)

<b>Media Placement</b>						
TV/Cable/Print/ Outdoors	•					
Logo treatment in Mass Emails and Flyers	•	•	•			
Full-Page Ad in the Program Guide	•					
½ Page Ad in the Program Guide		•				
¾ Page Ad in the Program Guide			•	•		
Article in the Program	•	•	•	•	•	
Banner Ad on Event Website (Placement varies on level)	•	•	•	•	•	•
<b>Event Promotions</b>						
Main Stage Promo	•					
Community Stage Promo	•	•				
Product Sampling /Banner Display	•	•	•			
Data Gathering	•	•				
Press Releases	•	•				
Promo Items/Merchandise	•	•	•			
Booth @ Event	•	•	•	•	•	•
<b>Special Event /Perks</b>						
Exposure @ the Gala	•	•	•	•		
6 VIP & Gala Tickets	•					
4 VIP & Gala Tickets		•				
2 VIP & Gala Tickets			•	•		
VIP & Gala Ticket					•	•

**Afrifest™ 2010 Sponsorship Details:** Media donations provided for sponsorships will go directly to produce Afrifest 2010. Media donations will be used to promote Afrifest 2010, its sponsors, supporters, and partners. If these packages do not fit your needs, we can customize or create a package to suit your event marketing needs.

**1. OFFICIAL MEDIA PARTNER TITLE**

This sponsorship level comes with industry exclusive rights. All promotional campaigns will be carried out on sponsor’s network and not with direct competitors. Sponsor is free to use **“Official Media Partner Afrifest 2010”** tagline on any advertising and will have first choice of sponsoring following year’s event. This sponsorship really shows sponsor’s commitment to reaching out and being a part of diverse and growing communities. This sponsorship level comes with complete customization, tracking, and every effort to ensure sponsor’s return on investment is met. Please see chart above for what’s included.

**2. OFFICIAL MEDIA SPONSORSHIP TITLE**

Official sponsorship titles are available through Platinum media sponsorship levels. Sponsor is free to use **“Official Media Sponsor Afrifest 2010”** tagline on any advertising. Official sponsorships will give sponsor exposure to Africans and other immigrant groups. Some customizations are available and sponsor’s needs and overall goals will be factor into packages.

**3. SUPPORTING MEDIA SPONSORSHIP TITLE**

Supporting media sponsorship titles are available through all sponsorship levels. Sponsor is free to use **“Media Supporter of Afrifest 2010”** tagline on any advertising.

**4. INDUSTRY EXCLUSIVITY**

This gives sponsor exclusive rights in any industry category. For example, sponsor will be the only designated **“Official Radio Station”** of the event and marketed as such.

**5. MEDIA PLACEMENT**

**a. Billboard/Outdoor Ads**

Presenting media sponsors will be included in any outdoor ads-Billboards, street banners, buses, etc... Sponsors free to provide and approve all marketing materials prior to use.

**b. TV/Cable/Print Ads**

Presenting media sponsors will have logo treatment and info included in all such ads. Sponsors free to provide and approve all marketing materials prior to use.

**c. Emails/Flyers (25,000+ HTML Emails and Color Flyers)**

Presenting-Gold level sponsors will get logo treatment on event emails and flyers (25,000+) and where possible linked to their websites. Sponsors responsible for providing logos on a timely basis in order to meet print deadlines.

**d. Event Program Guide (1,500+Guides)**

A program guide detailing activities, schedules, event info, artists, and general festival map and directions will be put together. Depending on sponsorship level, ads are available in different formats and sizes. Articles can also be written by sponsors to showcase their organizations and reach out to event attendees.

**e. Banner Ad on Event Website**

Banner ads will be available on event's website ([Afrifest.org](http://Afrifest.org)) and will link back to sponsor's website or product info. Sponsor will have to provide banner ad in size and dimensions needed. Placement on website will differ according to sponsorship levels, with top-level sponsors getting first choice and prime visibility.

**6. EVENT PROMOTIONS**

**a. Main Community Stage**

The main performance stage will be reserved for Presenting Sponsors logos, banners, etc... Presenting-platinum media sponsors will have exclusive branding rights to this stage with their logos, banners, etc... We will work with presenting sponsors to ensure proper branding and exposure.

**b. Community World Stage**

There will also be a 2<sup>nd</sup> performance stage for community groups, cultural shows, and up and coming artists. We will work with sponsors to ensure proper branding and exposure.

**c. Product Sampling/Banner Displays**

Presenting-Gold sponsors will be able to set up branded space, displays, and banners for added exposure and community interaction.

**d. Data Gathering**

Presenting-Platinum sponsors will have access to event sampling and demographic data in event post summary report.

**e. Press Releases**

Presenting-Platinum sponsors will be included in all press releases, media kits, and any public service announcements.

**f. Promo Items/Merchandise**

Presenting-Gold sponsors will be able to participate in any promotional giveaways opportunities and included on promo merchandise, ex. T-shirts, hats, etc...

**g. Booth @ Event**

All sponsors will have access to a free booth at the event and will have first choice in booth assignment in their designated areas.

**7. SPECIAL PERKS**

**a. VIP Tent and Perks**

Our sponsors will have access to a VIP tent during the festival. Free refreshments, beverages, and special giveaways will be provided. Sponsors can entertain employees and guests with these special perks and have a great view of the main stage.

**8. SPECIAL REQUESTS/CUSTOMIZED PACKAGES**

We understand that one size doesn't fit all, so please feel free to contact us regarding any special sponsorship requests and customized packages. Our goal is to ensure your event marketing needs are met.

**9. AFRIFEST EVENT AND DEMOGRAPHIC RELATED INFORMATION**

**Celebrating Afrifest**

<http://www.startribune.com/music/story/1366304.html>

**Mshale News Recap Article**

<http://www.mshale.com/article.cfm?articleID=1561>

**Other Articles & Media**

[http://www.afrifest.org/the\\_buzz.php](http://www.afrifest.org/the_buzz.php)

**Afrifest 2009 Sponsors & Supporters**

[http://www.afrifest.org/our\\_sponsors.php](http://www.afrifest.org/our_sponsors.php)

Afrifest 2010

**AFRIFEST FOUNDATION**

816 21<sup>st</sup> Ave North, Suite 335 Minneapolis, MN 55411 Phone: 612-281-6318

Web site: <http://www.Afrifest.org>

E-mail: [Info@afrifest.org](mailto:Info@afrifest.org)

## ECONOMIC CONTRIBUTIONS OF SUBSAHARAN AFRICANS IN MINNESOTA

**TOTAL BUYING POWER** 708 MILLION DOLLARS  
**TOTAL RENTAL PAYMENTS** 6 MILLION DOLLARS  
**TOTAL REAL ESTATE TAXES** 4 MILLION DOLLARS  
**POPULATION** 68 096

Emerging Market Series *Dr Bruce P. Corrie, 651 641 8226, Corrie@csp.edu*

*Source: Census 2000, Tables from American Community Survey 2005. Buying Power- author estimates.*

[www.ethnictrends.info](http://www.ethnictrends.info)

- a. **When and where:** Scheduled for August 7, 2010 @ MEC Event Center, 5801 John Martin Drive, Brooklyn Center, MN
- b. **Attendance:** Conservative estimates of 5,000+.
- c. **Target Demographic:** Adults ages 25-55 with children. Adults ages 18-35
- d. **Minneapolis/St. Paul Afrifest Demographic info:**

2000 population estimate	382,618
2000 Total minority population	169,788
Median age	31
Population 18 years and over	298,449
Population under 18 years	98,304
2000 Median household income	\$37,974
2000 Median family income	\$48,602

**AFRIFEST FOUNDATION** is the producer of **AFRIFEST™** in partnership with **our non-profit partners** and we look forward to working with all sponsors, local government agencies, community organizations, and the general public to continue work on a very unique and worthwhile festival for the Twin Cities.

Please feel free to contact us at **612.281.6318** or email **info@afripest.org** if you would to inquire about **media, corporate, non-profit**, or **vendor** packages and sponsorships. Thanks!

### PRIVATE AND CONFIDENTIAL

ALL INFORMATION CONTAINED WITHIN IS THE PROPERTY OF AFRIFEST FOUNDATION. THIS INFORMATION IS NOT TO BE COPIED, DUPLICATED, ENACTED, OR CREATED WITHOUT THE EXPRESS WRITTEN CONSENT OF AFRIFEST FOUNDATION.

Afrifest 2010

**AFRIFEST FOUNDATION**

816 21<sup>st</sup> Ave North, Suite 335 Minneapolis, MN 55411 Phone: 612-281-6318

Web site: <http://www.Afrifest.org>

E-mail: [Info@afripest.org](mailto:Info@afripest.org)