



KowTeff's

13TH ANNUAL

JUNETEENTH CELEBRATION

Sponsorship Proposal

Powered By :
KowTeff School of African Dance

2023
Brooklyn., NY



About Us

KowTeff School of African Dance is a non-profit, 501(c)(3) organization with the mission of preserving and perpetuating the diverse folklore of African peoples through quality education and entertainment. The organization artistically and creatively uses dance, music (song and drum), and the spoken word to keep alive the cultural values, principles, and customs of African tradition. We are committed to excellence in training cultural artists, disseminating knowledge related to African, Caribbean, and African American history, delivering performances that celebrate related art forms, and developing community-based programs that uplift through the cultural arts. Learn more at www.KowTeff.org.





What We Do

KowTeff has powerfully curated 12 consecutive Juneteenth Celebrations in the heart of Brooklyn, uniquely using the African Diasporic cultural arts to celebrate Freedom Day. One of our goals is to utilize the arts as a tool to provide inspiring opportunities for African Diaspora people to unify, gain knowledge of their rich heritage, and reclaim traditional values and customs that promote healthy development of body, mind, spirit, and community. Additionally, KowTeff uses the Juneteenth Celebration to share African Diasporic history and culture with the newer members of the community who have less familiarity, thereby helping to bridge the cultural divide and promote group cohesion. The Juneteenth Celebration is marketed to all community residents, with special attention to long-term Bed-Stuy residents as members of a traditionally underserved community that has experience educational, economic, health and an array of other social adversities. KowTeff uses the Juneteenth Celebration to combat the lasting effects of slavery that are most visible in African Diaspora communities.





Over 30 Years of Excellence! ◀

KowTeff School of African Dance was awarded a Proclamation by Assemblymember Stefani Zinerman, 56 A.D. in 2021 in recognition of 30 years of community service!



Meet Our Team

KowTeff's Board of Directors is comprised of a intergenerational, multi-disciplinary team of educators / historians, mental health, and health professionals. Each Board member has a longstanding history with the organization and the Brooklyn community served.



Sewaa Codrington
Co-Founder & President



Dr. Jamila Codrington
Secretary



Laura Ayesah Soaries
Community Liaison

About The Event

KowTeff's 13th Annual Juneteenth Celebration will bring together cultural performers, teaching artists, health and wellness experts, local artisans/vendors and a live DJ with community residents to celebrate the historic Juneteenth holiday, which commemorates the ending of slavery in the United States. The event will be an intergenerational, fun-filled, and educational day of cultural celebration, learning, health and movement in the heart of Bed-Stuy – all free of charge to the community! Given that 2023 marks 50 years of Hip-Hop, KowTeff plans to celebrate this milestone in African-American history through highlighting this genre within our Juneteenth Performance and classes.

KowTeff's Juneteenth Celebration uses African Diasporic arts and culture as a vehicle for community building. Given the influx of more affluent and diverse racial /ethnic groups into an already existing cultural community, the event goal is to preserve African Diaspora traditions for those within the culture and share it with those that have less familiarity through a free Juneteenth celebration accessible to all. The celebration is a unique opportunity to teach about African American history, particularly within the historically Black community of Bedford-Stuyvesant, and preserve the cultural traditions, values, and art forms of African-descended peoples.

June
17th,
2023

Bedford-Stuyvesant Restoration Plaza

12pm-8pm

1368 Fulton Street, Brooklyn NY

Last Year's Juneteenth Celebration was a huge success!



KowTeff's 12th Annual Juneteenth Celebration
A Cultural Explosion Like No Other!

SAT JUN 18 2022
12pm-8pm

FEATURING:
Cultural Performances
Adult and Children's Dance Classes
Fitness Class & Demonstrations
Health Screenings & Resources
Sip & Paint (Non-alcoholic)
African Marketplace Vendors
Natural Hair Show
House Music & Dance Celebration w/ DJ Juwandi
Special Activities for Children & Seniors
and more!

FREE!

@KowTeff
@KowTeffafricandance

THIS PROGRAM IS SUPPORTED, IN PART, BY PUBLIC FUNDS FROM THE NEW YORK CITY DEPARTMENT OF CULTURAL AFFAIRS IN PARTNERSHIP WITH THE CITY COUNCIL

Bedford-Stuyvesant Restoration Plaza
1368 Fulton Street, Brooklyn, NY 11216
For more info, visit: www.kowteff.org/events or email: info@kowteff.org



KowTeff's 2022 Juneteenth Celebration
A Cultural Explosion Like No Other!

SAT JUN 18 2022
3:15PM - 4:45PM

Featuring live performances by renowned and community artists & A Natural Hair Show

Omo Eleda
Amma Whatt
deMax
TarBaby Hair Design
Brooklyn United Marching Band

@KowTeff
@KowTeffafricandance

THIS PROGRAM IS SUPPORTED, IN PART, BY PUBLIC FUNDS FROM THE NEW YORK CITY DEPARTMENT OF CULTURAL AFFAIRS IN PARTNERSHIP WITH THE CITY COUNCIL

Bedford-Stuyvesant Restoration Plaza, 1368 Fulton Street, Brooklyn, NY 11216
For more info, visit: www.kowteff.org/events or email: info@kowteff.org



Event Highlights

KowTeff's Juneteenth Celebration, now in its 13th milestone year, features six signature elements that run throughout the course of the day within various parts of Bedford-Stuyvesant Restoration Corporation: the African Marketplace, Health and Wellness Expo, Community Dance Classes, Juneteenth Performance, Children's Zone, and iconic House Music and Dance Celebration. There's something for everyone!

African Marketplace



Health & Wellness Expo



Dance Classes



A Cultural Explosion Like No Other!

Juneteenth Performance



Children's Zone



House Music & Dance Celebration





Event Values

KowTeff's Juneteenth Celebration values diversity, equity, inclusion, and community empowerment. We welcome partnership with business and organizations that maintain similar values. We are intentional in making our festival intergenerational and culturally affirming for diverse community members.





Community Demographics

KowTeff's Juneteenth Celebration is held at the historic Bedford-Stuyvesant Restoration Corporation (or BSRC, referred to locally in short as "Restoration Plaza"). Restoration Plaza is a community development corporation based in Brooklyn, New York, and the first ever to be established in the United States. The venue capacity is approximately 2,500–3,000.

Restoration sits at the Southern end of Bedford Stuyvesant, near the border of Crown Heights, two of New York City's most vibrant and flourishing communities. It is located in the heart of Central Brooklyn on Fulton Street between New York and Brooklyn Avenues. It is accessible by bus (B44, B44 SBS, B43, B25, B26), subway (Nostrand Avenue A/C and Kingston-Throop Avenues C train) and railroad lines (Long Island Railroad Nostrand Avenue stop). Restoration Plaza is home to the Billie Holiday Theatre (BHT), one of the oldest African-American theaters in the United States, as well as multiple gallery spaces, dance studios, and music rooms.

Bedford Stuyvesant

Bedford Stuyvesant Population - 155,117
46% Black, 30% White, 18% Hispanic, 3% Asian
53% Female, 47% Male
Median Household Income - \$55,910
Home Ownership Rate - 24%

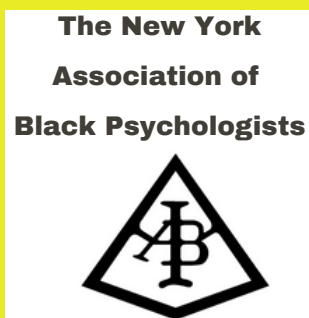
Crown Heights

Crown Heights Population - 136,367
56% Black, 25% White, 11% Hispanic, 4% Asian
54% Female, 46% Male
Median Household Income - \$64,850
Home Ownership Rate - 26.4%



Community Partners

KowTeff greatly appreciates the support from our Community Partners, who are instrumental in making our 13th Annual Juneteenth Celebration possible. In the spirit of "Ujima" (collective work and responsibility), we recognize that it truly does take a village to build and maintain our community!





KowTeff is Proudly Endorsed by Local Community Leaders



"I am justly proud to commend KowTeff upon celebrating 30 years of service to Brooklyn...KowTeff has educated and entertained thousands of audience members with free classes and community-based performances in underserved communities such as Brownsville, Crown Heights, East Flatbush, and Bedford-Stuyvesant"

Assemblymember Stefani Zinerman
56th Assembly District



"I would like to compliment KowTeff School of African Dance on the commendable and creative manner in which they utilize Juneteenth Day as a vehicle for community building. Making use of the arts as a tool to share the history and culture of long-term residents helps to cultivate and promote group cohesion between the old and the new. Free and open to the entire neighborhood, the event is enjoyable as well as educational, promoting the development of overall community wellbeing."

Henry Butler
Vice Chair Kings County Democratic Party
District Leader, 56th Assembly District



Sponsorship Opportunities

DIAMOND

Package

**\$ 25,001–
\$50,000**

- a. Named for Annual Event Schedule as “Presented By...”
- b. Headline Placement in all promotional material, recognition in print media, television and on stage.
- c. Sole use of the Sponsor Spaces. Sponsor Spaces are used for all Sponsored-Related installations during every event. Sponsor will have the creative license to utilize the sponsor spaces as best suits their brand.
- d. Brand Logo and links on Event Website, logo and links will accompany ALL promotional and marketing materials.

PLATINUM

Package

**\$ 10,001–
\$25,000**

- a. Headline Placement in all promotional material, recognition in print media, television and on stage.
- b. Use of 50% of Sponsor Spaces. Sponsor Spaces are used for all Sponsored-Related installations during every event. Sponsor will have the creative license to utilize the sponsor spaces as best suits their brand.
- c. Brand Logo and links on Event Website, logo and links will accompany ALL promotional and marketing materials.



Sponsorship Opportunities

GOLD

Package

**\$ 5,001–
\$10,000**

a. 1st Placement in all promotional material, recognition in print media, television and on stage.

b. Access to 25% of the Sponsor Spaces. Sponsor Spaces used for all Sponsored-Related installations during every event. Sponsor will have the creative license to utilize their section of the sponsor spaces as best suits their brand.

c. Brand Logo and links on Event Website, logo and links will accompany ALL promotional and marketing materials.

SILVER

Package

**\$ 1,000–
\$5,000**

a. 2nd Placement in all promotional material, recognition in print media, television and on stage.

b. Access to 10% of the Sponsor Spaces. Sponsor Spaces used for all Sponsored-Related installations during every event. Sponsor will have the creative license to utilize their section of the sponsor spaces as best suits their brand.

c. Brand Logo and links on Event Website, logo and links will accompany ALL promotional and marketing materials.

Juneteenth Patron

KowTeff relies on fundraising to ensure that our Juneteenth Celebrations remain free of charge to the community and accessible to all. We are a registered 501(c)(3) so donations are tax-deductible. Individuals can make donations of any amount directly at: <https://gofund.me/343d3917>. Juneteenth Patrons will be acknowledged with a public listing of their name on KowTeff's website and social media pages, unless they prefer to remain anonymous.



Event Sponsorship A Win-Win!



- KowTeff's Juneteenth is a free, unticketed outdoor festival held at one of the most bustling streets in Central Brooklyn, with a potential reach of **3,080** people!
- Increased brand exposure through the Juneteenth event itself, event advertising, and media coverage.
- In-event speaking opportunities that help boost your brand equity.
- Brand alignment with an organization that is committed to diversity, equity, and inclusion.
- Support the community with an enjoyable, educational, and empowering experience through a tax-deductible donation.



Contact Us For More Information



347-232-7834



info@kowteff.org



www.kowteff.org



www.instagram.com/kowteffafricandance

THANK YOU



For Your Consideration