

Culture, Enlightenment & Entertainment

Sept 2th-5th



AFRICAN FESTIVAL

OF THE ARTS  **CHICAGO**



About Africa International House & Our Mission

AFRICA INTERNATIONAL HOUSE USA, INC. (AIH)

Mission: “To expose and educate all people to the collective and individual contributions of African culture.” Africa International House is a 501c3 not-for profit organization in Illinois and is the producer of the African Festival of the Arts – since 1989 as its flagship program. AIH is overseen and advised by a group of prominent and influential citizens representing a wide spectrum of backgrounds - serving as a Volunteer Board of Directors.



TARGET DEMOGRAPHICS

Past Average 4 Day Attendance – 150,000
Generating over 500,000 Social Media Impressions

Target Audience

Diverse, sophisticated, educated, community involved, urban professional, loyal, and interested in many cultures.

Festival Site

Has taken place in Washington Park in the heart of the historic Hyde Park, a multicultural community near the University of Chicago...**Walking distance from Former President Barack Obama's home in Hyde Park.**



Gender

68% - Female

32% - Male

80% - College Educated

Age

12% - 12 - 35

32% - 36 - 50

36% - 51 - 65

20% - 65 and Over

Income

13% - 25k - 49k

29% - 50k - 64k

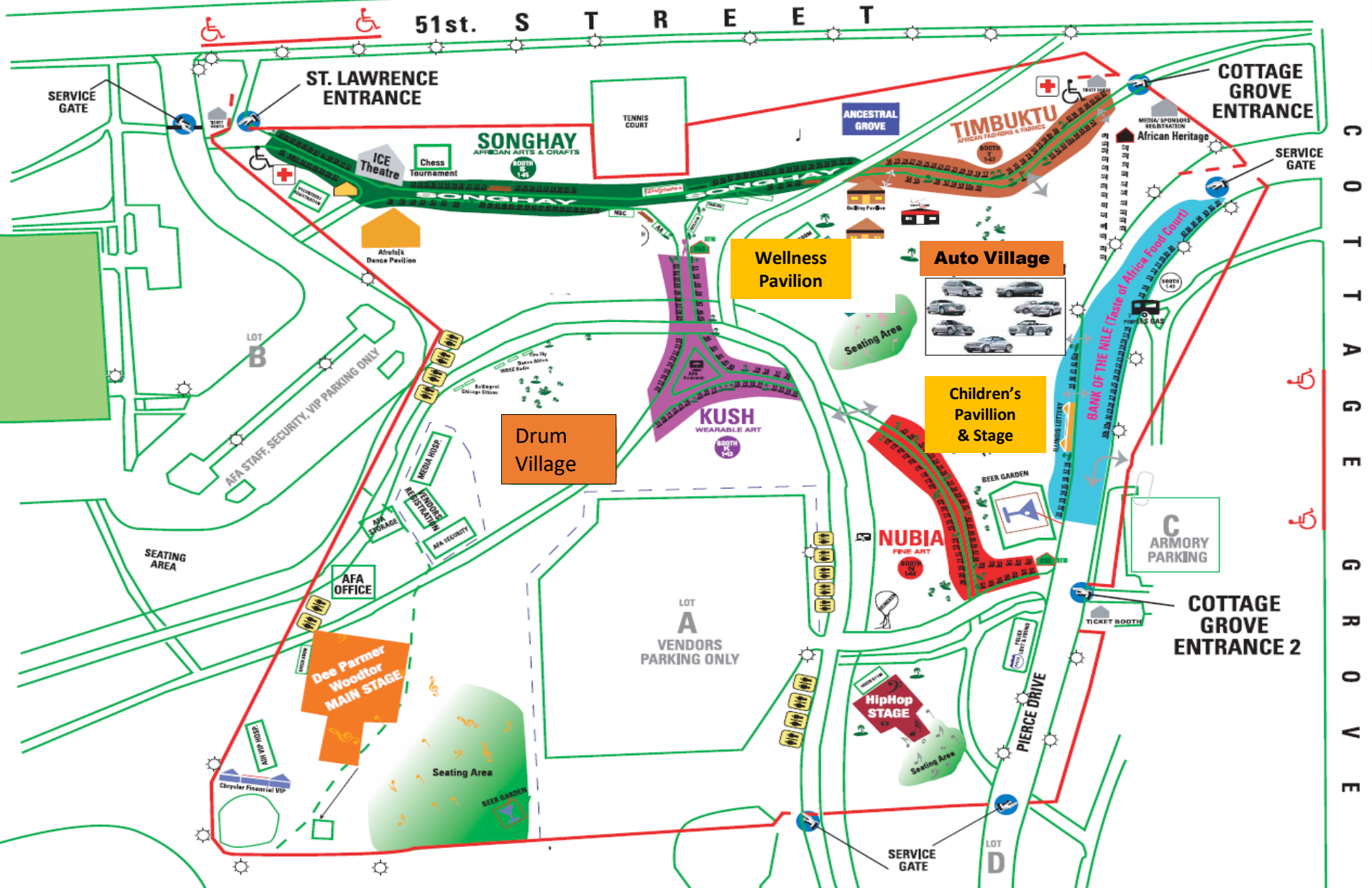
36% - 65k - 79k

22% - 80k and Over

African Festival of the Arts – Logistics and Layout

An Amazing Experience

Each year, the African Festival “Transforms” the Northeast quad of Washington Park, into a replica of an authentic African Village. We enclose the area and bring in essential needs and comforts (electric, toilets, etc..) Fill it with colorful tents with hundreds of Artisans Sponsors, & Vendors to create a unique experience for ***over 150,000*** attendees to enjoy.



Dr. Nuruden Olowopopo

Health & Wellness P A V I L I O N

Diabetes Screenings
Dental Screenings
Health Education
Behavioral Health Services
Vaccinations

HIGHLIGHTED ACTIVITIES INCLUDE

Steppin' Dance Instructions
Mental Health Services & Information
Zumba Fitness Demonstrations
HIV Screenings & Information
Nutritional Information & Demonstrations

At our Wellness Pavilion, we provide a variety of educational and entertaining presentations. Each designed to engage and enrich our guests knowledge of how to integrate wellness activities into their daily lives.

We can help your organization develop and execute your wellness mission goals.

Also, we can ensure your presentations will not conflict with the other sponsor presentations at the pavilion.



Bernice Gardner Children & Family Pavilion



We would like to connect and it's various missions with the Grandparents, Caregivers and family members who attend activities in our **Children & Family Pavilion**. The Pavilion includes Picnic Table and Bleacher seating surrounding a large performance stage.

Activities include: Face Painting, Doll & Jewelry Making, creating African Masks, Bounce Houses, Fitness, Nutrition demos,

Performances include: African Dance and Drumming, Poetry Slams, Singing, Rapping, all within a clean and safe environment.

FEATURES & BENEFITS:

**logo on all stage signage,
branded announcements,**

Onstage programming & member drive

World Class Entertainment

Sponsorship enables us to provide thrilling performances from Local and International Artists



AFRICAN FESTIVAL AFRICANFESTIVALCHICAGO.COM

WASHINGTON PARK 51ST COTTAGE GROVE
SPRIT OF AFRICA AUG 30TH-SEPT 2ND



WALE | ROTIMI | OHIO PLAYERS
AFRO B | DONNIE MCCLURKIN | TERISA GRIFFIN
HOST: DAMON WILLIAMS | SHEILA O | PAM MORRIS



These are additional programs that the revenue from the festival fuels throughout the year.

Soccer Tournament
Music in the Park
African language lessons
Doll Crafting
Photography & Film classes
Quilt Making



ADVERTISING AND MEDIA COVERAGE

African Festival of the Arts uses a mix of Traditional Media and a robust Social Media Suite, to promote our Sponsors messages.



**PROMOTIONAL
MATERIALS
Distributed across
Chicago Area**

200,000 – 4 Color Book Marks

100,000 – 4 Color Brochures

100,000 - 4 Color Program Tabloid

YOUR IN GOOD COMPANY...

CHECK OUT SOME OF OUR FEATURED SPONSORS



TITLE SPONSORSHIP-\$100,000 (NET)

Sponsorship Recognition of the Annual African Festival of the Arts

Prominent Sponsor Tent placement, including (20 by 20-ft tent, tables, chairs, electricity, lighting)

Banner placement @ ALL Main Festival Entry Gates (Banners provided by Sponsor)

Corporate LOGO inclusion in ALL Contracted Media Relations and Publicity

Full Social Media Suite (FACEBOOK, INSTAGRAM, TWITTER, TickTok) for Logos, Ads, & website.

Inclusion of your :30 video/ad at the Main Music Stage Jumbotron with full rotation for the 4-days

Sponsor Logo prominently displayed on the official Main Stage Festival banners

FULL INSIDE OR BACK COVER Ad in 50,000 program tabloids (Run of book)

Representative to make 2-minute remarks on Main Music Stage – Saturday, Sunday & Monday

Logo/Link displayed on AFA website

(20) VIP Silver Badges

(20) Daily VIP Hospitality Wrist Bands

(20) Daily passes

(20) Sponsor Badges

(10) VIP Parking Passes (Parking contingent upon space availability)

(10) Sponsor Parking Passes (Parking contingent upon space availability)

(20) Festival Gala Tickets

Opportunity to include premium item in Gift Bags for Festival Gala

(30) complimentary official Festival t-shirts and posters



PRESENTING SPONSORSHIP-\$75,000 (NET)

Sponsorship Recognition of the Annual African Festival of the Arts

Prominent Sponsor Tent placement, including (20 by 20-ft tent, tables, chairs, electricity, lighting)

Banner placement @ ALL Main Festival Entry Gates (Banners provided by Sponsor)

Corporate LOGO inclusion in ALL Contracted Media Relations and Publicity

Full Social Media Suite (FACEBOOK, INSTAGRAM, TWITTER, TickTok) for Logos, Ads, & website.

Inclusion of your :30 video/ad at the Main Music Stage Jumbotron with full rotation for the 4-days

Sponsor Logo prominently displayed on the official Main Stage Festival banners

FULL INSIDE OR BACK COVER Ad in 50,000 program tabloids (Run of book)

Representative to make 2-minute remarks on Main Music Stage – Saturday, Sunday & Monday

Logo/Link displayed on AFA website

(15) VIP Silver Badges

(15) Daily VIP Hospitality Wrist Bands

(15) Daily passes

(15) Sponsor Badges

(8) VIP Parking Passes (Parking contingent upon space availability)

(8) Sponsor Parking Passes (Parking contingent upon space availability)

(10) Festival Gala Tickets

Opportunity to include premium item in Gift Bags for Festival Gala

(20) complimentary official Festival t-shirts and posters



PRESENTING SPONSORSHIP-\$50,000 (NET)

Sponsorship Recognition of the Annual African Festival of the Arts

Prominent Sponsor Tent placement, including (10 by 20-ft tent, tables, chairs, electricity, lighting)

Banner placement @ ALL Main Festival Entry Gates (Banners provided by Sponsor)

Corporate LOGO inclusion in ALL Contracted Media Relations and Publicity

Full Social Media Suite (FACEBOOK, INSTAGRAM, TWITTER, TickTok) for Logos, Ads, & website.

Inclusion of your :30 video/ad at the Main Music Stage Jumbotron with full rotation for the 4-days

Sponsor Logo prominently displayed on the official Main Stage Festival banners

FULL INSIDE OR BACK COVER Ad in 50,000 program tabloids (Run of book)

Representative to make 2-minute remarks on Main Music Stage – Saturday, Sunday & Monday

Logo/Link displayed on AFA website

(10) VIP Silver Badges

(10) Daily VIP Hospitality Wrist Bands

(6) Daily passes

(6) Sponsor Badges

(6) VIP Parking Passes (Parking contingent upon space availability)

(6) Sponsor Parking Passes (Parking contingent upon space availability)

(6) Festival Gala Tickets

Opportunity to include premium item in Gift Bags for Festival Gala

(15) complimentary official Festival t-shirts and posters



PLATINUM SPONSOR-\$20,000 (NET)

Platinum Sponsorship Recognition of the Annual African Festival of the Arts

Prominent Sponsor Tent placement, including (10 by 20-ft tent, tables, chairs, electricity, lighting)

Banner placement @ Main Festival Entry Gates (Banners provided by Sponsor)

Corporate LOGO inclusion in all Contracted Media Relations and Publicity

Full Social Media Suite (FACEBOOK, INSTAGRAM, TWITTER, TickTok) for Logos, Ads, & website.

Inclusion of your :15 video/ad at the Main Music Stage Jumbotron with full rotation for the 4-days

Sponsor Logo prominently displayed on the official Main Stage Festival banners

(1) Quarter-Page, Ad in 50,000 program tabloids (Run of book. Copy Deadline: August 5TH)

Representative to make 2-minute remarks on Main Music Stage – Saturday, Sunday & Monday

Logo/Link displayed on AFA website

(6) VIP Silver Badges

(6) Daily VIP Hospitality Wrist Bands

(8) Daily passes

(6) Sponsor Badges

(3) VIP Parking Passes (Parking contingent upon space availability)

(3) Sponsor Parking Passes (Parking contingent upon space availability)

(6) Festival Gala Tickets

Opportunity to include premium item in Gift Bags for Festival Gala

(6) complimentary official Festival t-shirts and posters



GOLD SPONSOR-\$10,000 (NET)

Prominent Sponsor Tent placement, including (10 by 10-ft tent, tables, chairs, electricity, lighting)

Banner placement @ Main Festival Entry Gates (Banners provided by Sponsor)

Corporate LOGO inclusion in all Contracted Media Relations and Publicity

Full Social Media Suite (FACEBOOK, INSTAGRAM, TWITTER, TickTok) for Logos, Ads & website.

Inclusion of your :15 video/ad at the Main Music Stage Jumbotron with full rotation for the 4-days

Sponsor Logo prominently displayed on the official Main Stage Festival banners

(1) Quarter-Page, Ad in 50,000 program tabloids (Run of book. Copy Deadline: August 5TH)

Representative to make 2-minute remarks on Main Music Stage – Saturday, Sunday & Monday

Logo/Link displayed on AFA website

Four (4) VIP Silver Badges

Four (4) Daily VIP Hospitality Wrist Bands

Six (6) Daily passes

Four (4) Sponsor Badges

Two (2) VIP Parking Passes (Parking contingent upon space availability)

Two (2) Sponsor Parking Passes (Parking contingent upon space availability)

Four (4) Festival Gala Tickets

Opportunity to include premium item in Gift Bags for Festival Gala

Six (6) complimentary official Festival t-shirts and posters





SPONSORSHIPS

For All Missions & Budgets

Health & Wellness
PAVILION



GREEN LIVING

SMALL BUSINESS SPONSOR

10x10 Tent, 6ft. Table, 4-Chairs, Electric,
Event Liaison, Facebook Interactions,
Banner Placement @ Main Entrance,
4-Daily CREW Passes...

Only \$5,000.00

****Limited Availabilty****

(10x10 SPACE ONLY \$3,500.00)

**Beer, Wine,
Craft Cocktail
& Cigar Lounges**

autovillage



Digital Village

It takes a village to close the divide

AFRICAN FESTIVAL - CONTACT



It is our pleasure to craft a Sponsorship position with your organizational goals in mind, and to provide you with maximum exposure and effectiveness.

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