









FOUNDED IN 1975, IS NORTH AMERICA'S LARGEST AFRICAN AMERICAN STREET FESTIVAL, UNITING 500,000+ ATTENDEES. ROOTED IN YORUBA TRADITION, IT FEATURES A VIBRANT RIVER PROCESSION AND A GLOBAL AFRICAN MARKETPLACE.

#### \$30 MILLION

ECONOMIC IMPACT ON THE STATE OF PENNSYLVANIA

16 CITY BLOCKS

**ON-SITE FOOTPRINT** 

500,000+

**PARTICIPANTS** 

100+

NATIONS REPRESENTED











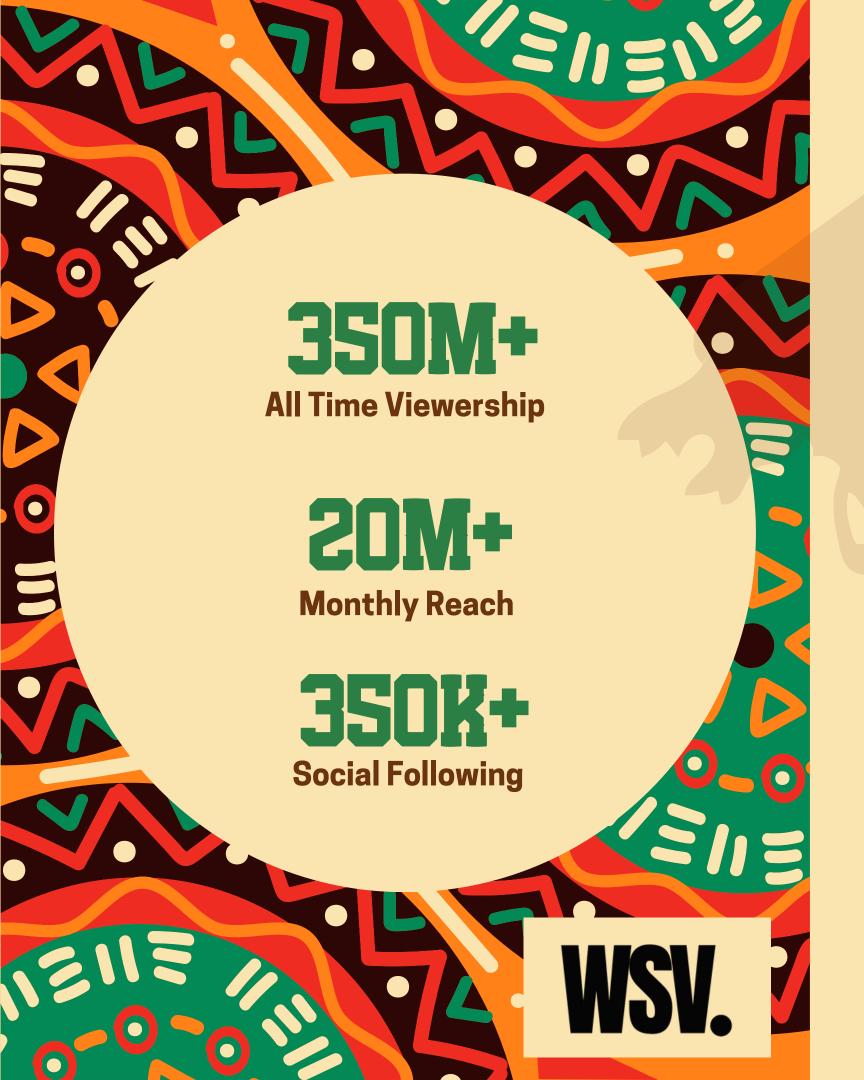
OSHUNBUMI FERNANDEZ-WEST

CEO OF ODUNDE, A GLOBALLY RECOGNIZED LEADER, EARNED TOP HONORS, INCLUDING THE NAACP MOST INFLUENTIAL BLACK WOMAN AWARD.



JEREMIAH WHITE III

A VISIONARY ENTREPRENEUR AND FORMER PRO SOCCER PLAYER WITH GLOBAL EXPERIENCE, OWNS ONE OF NORTH AMERICAS LARGEST SOCCER DIGITAL MEDIA PORTFOLIOS,



# WHITE SPORTS VENTURES

- WSV is a sports investment and operating firm dedicated to driving innovation in the sports industry.
- WSV was founded by former US international and professional soccer player Jeremiah White.
- The firm invests in and operates high-growth startups in sports technology, player development, media, and team ownership.

#### **Owned Media Assets**



@footyaccess



@Partminicio



@Dripfc



@Soccerparen tlifestyle



# OUR MISSION

WE BELIEVE EVERY COMMUNITY DESERVES ACCESS TO OPPORTUNITY. AT ODUNDE, OUR MISSION IS TO CREATE EQUAL PATHWAYS FOR YOUTH AND FAMILIES TO THRIVE THROUGH EDUCATION, SPORTS, AND CULTURAL EMPOWERMENT.

# JOIN US

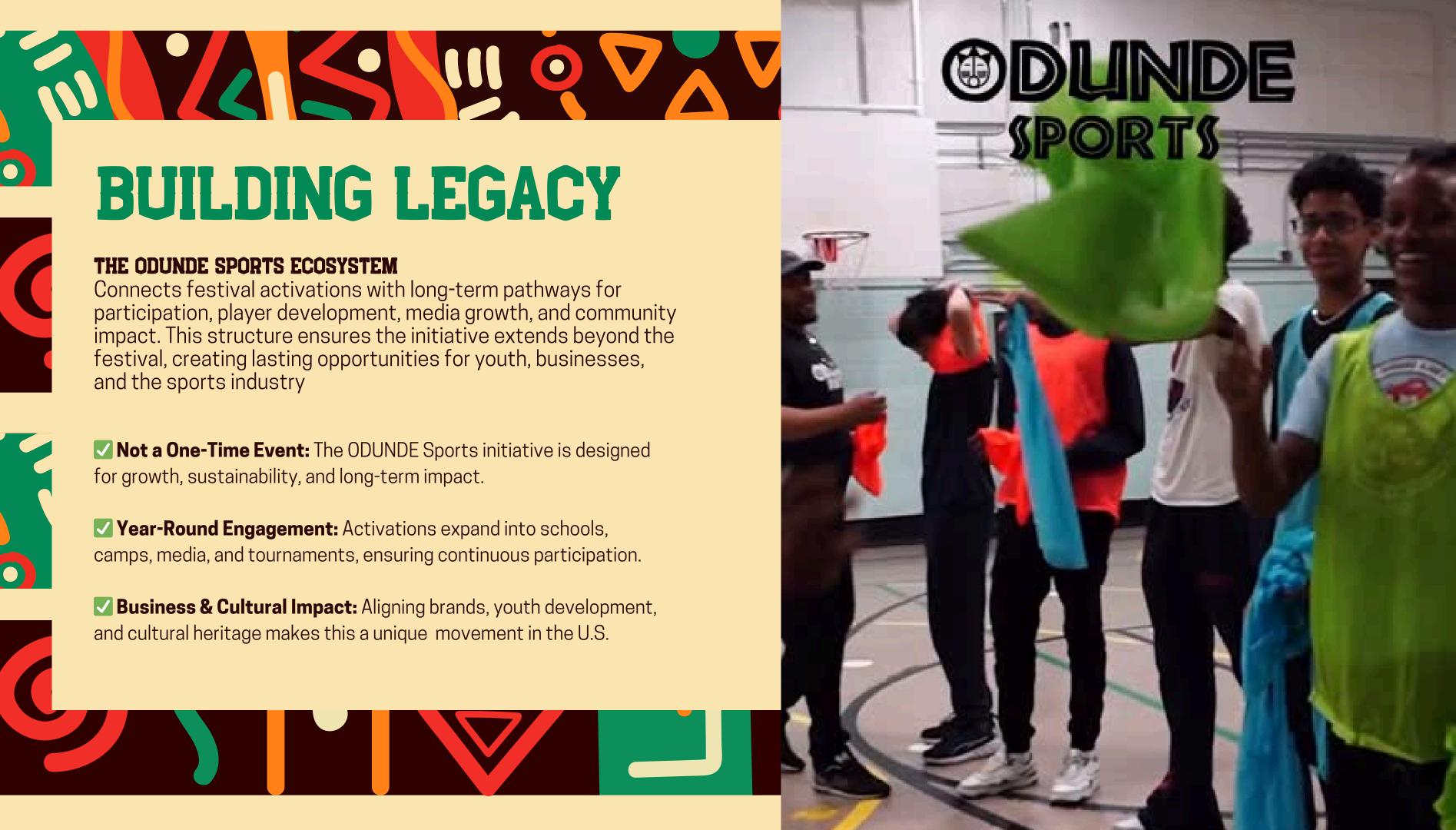
SPONSOR THE CHANGE, FROM CLASSROOMS TO SOCCER FIELDS, WE ARE BUILDING A FUTURE WHERE TALENT AND POTENTIAL, NOT BACKGROUND, DEFINE SUCCESS.

## **BUILDING LEGACY**

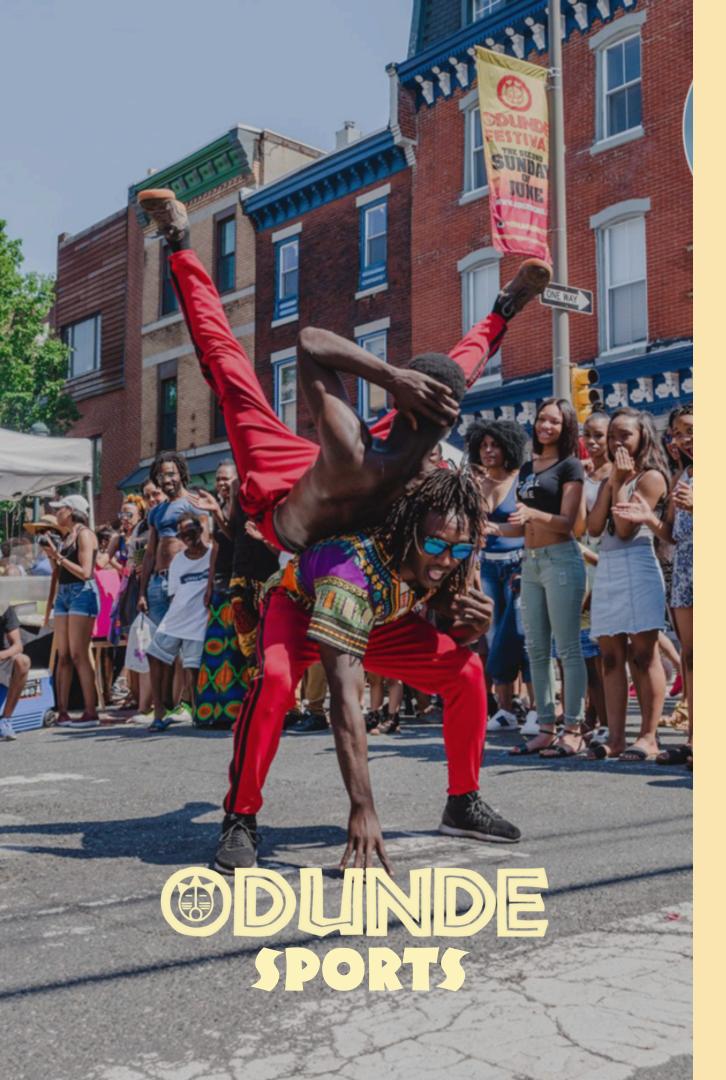
#### THE ODUNDE SPORTS ECOSYSTEM

Connects festival activations with long-term pathways for participation, player development, media growth, and community impact. This structure ensures the initiative extends beyond the festival, creating lasting opportunities for youth, businesses, and the sports industry

- ✓ Not a One-Time Event: The ODUNDE Sports initiative is designed for growth, sustainability, and long-term impact.
- Year-Round Engagement: Activations expand into schools, camps, media, and tournaments, ensuring continuous participation.
- Business & Cultural Impact: Aligning brands, youth development, and cultural heritage makes this a unique movement in the U.S.







### EDUCATION PROGRAMMES

WE EQUIP THE NEXT GENERATION WITH THE TOOLS, TECH, AND CONFIDENCE TO THRIVE ON AND OFF THE FIELD.

- STAY IN SPORTS BEYOND THE FIELD AND COURT
- UNDERSTANDING MEDIA/SOCIAL MEDIA AND ITS INCREDIBLE LEVERAGE.
- ARTIFICIAL INTELLIGENCE, ULTIMATE LEVERAGE FOR VALUE CREATION.
- NETWORKING, TOOLS FOR BUILDING STRONGER BONDS.

#### COMMUNITY

WE BRING PEOPLE TOGETHER CELEBRATING CULTURE, CONNECTION, AND SHARED PURPOSE THROUGH EVERY TOUCHPOINT.

- FREE YEARLY SPORTS LOUNGE AT THE ODUNDE FESTIVAL
- AWARDS CEREMONY I CELEBRATE OUR ATHLETES, COACHES AND PARENTS
- LECTURE SERIES. ATHLETES, MEDIA AND MORE
- SOCIAL NETWORK

## ON-SITE PACKAGES



PACKAGE	DELIVERABLES	INVESTMENT
PRESENTING PARTNER	<ul> <li>Naming rights for ODUNDE Soccer Lounge &amp; School Program</li> <li>20x20 Premium Activation Space – High-traffic branded area at ODUNDE</li> <li>Full Logo Placement – Event banners, digital screens, and school materials</li> <li>Branded Giveaways – 1,500+ soccer balls, shirts, and bags</li> <li>Custom Skill Challenge Naming Rights – e.g., "[Your Brand] Power Kick Challenge"</li> <li>Live Brand Mentions – On-stage shoutouts &amp; social media spotlights</li> <li>Guaranteed Media Exposure – Featured PR story &amp; coverage</li> </ul>	\$150,000
CHAMPION SPONSOR	<ul> <li>10x10 Branded Space – Presence at ODUNDE Soccer Lounge</li> <li>Co-Branding – Featured on school program materials</li> <li>Branded Giveaways – For 500+ participants</li> <li>Logo Placement – Signage, website, and digital assets</li> <li>Soccer Clinic Opportunity – Host sessions at schools</li> </ul>	\$100,000
COMMUNITY SPONSOR	<ul> <li>Branding at the festival's renowned African marketplace</li> <li>Dedicated vendor showcase for product sampling or sales</li> <li>Sponsored tote bags for attendees featuring the brand's logo</li> <li>QR code integration for digital engagement (discounts, content, etc.)</li> <li>Brand Visibility – Featured in schools &amp; ODUNDE activation</li> <li>Press &amp; Social Media – Recognition in event coverage</li> <li>Branded Giveaways – For youth participants</li> <li>Logo Placement – Event banners &amp; flyers</li> </ul>	\$75,000







- From the heart of the city to the pitch, ODUNDE soccer unites the community through the beautiful game.
- From free lounges and school programs to U12 leagues and summer camps, every moment builds wellness, confidence, and connection.
- Join us at the Odunde Weekend Classic and be part of a movement that empowers the next generation—on and off the field.

- + ODUNDE SOCCER LOUNGE, FREE YEARLY SOCCER LOUNGE ODUNDE, COME TALK SOCCER AND KICK AROUND!
- + SCHOOL PROGRAM, FREE
  TEACHING THE GAME. COMMUNITY
  VALUES. HEALTH. WELNESS
- + RECREATIONAL PROGRAM, FREE U12 AND UNDER
- + SUMMER CAMPS | FEE
- + OUDNDE WEEKEND CLASSIC TOURNAMENT | FEE

