



# ODUNLE SPORTS



# WHAT IS ODUNDE?

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

**500,000+**

PARTICIPANTS

**16 CITY BLOCKS**

ON-SITE FOOTPRINT

**100+**

NATIONS REPRESENTED

# LEADING CHARGE



**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

**350M+**

All Time Viewership

**20M+**

Monthly Reach

**350K+**

Social Following

**WSV.**

- 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

**SPL**

@Soccerparen  
lifestyle





# 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.





# SOCCER



# BASKETBALL



# BIKING







**ODUNDE**  
**SPORTS**

# 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 | CELEBRATE OUR ATHLETES, COACHES AND PARENTS**
- **LECTURE SERIES. ATHLETES, MEDIA AND MORE**
- **SOCIAL NETWORK**



# ON-SITE PACKAGES



PACKAGE	DELIVERABLES	INVESTMENT
PRESENTING PARTNER	<ul style="list-style-type: none"><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 style="list-style-type: none"><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 style="list-style-type: none"><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

# **SOCCER PROGRAMMING**

- 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**





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