

Website: www.friendsofallensworth.org
 Toll Free: 877-245-6232
 Cell: 310-948-5524

2022 SPONSORSHIP *Package*

ALLENSWORTH HISTORIAL TOWN

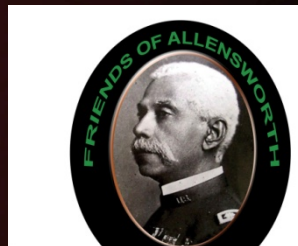
Produced by Friends of Allensworth

ALLENSWORTH STATE CULTURAL FESTIVAL



“The very best experience of the influences of African American culture takes center stage “

—Produced by FRIENDS OF ALLENSWORTH



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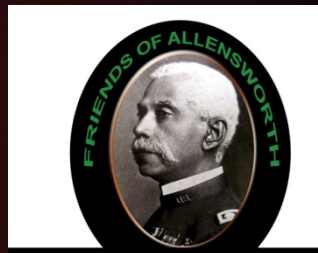
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FRIENDS OF ALLENSWORTH

- ▶ Who Are the “*Friends of Allensworth*”
- ▶ 2022 Cultural Festivals
- ▶ Festival Areas of Interest
- ▶ Marketing Benefits
- ▶ Sponsorship Branding Opportunities
- ▶ Media Benefits
- ▶ Attendance Demographics
- ▶ Accomplishments
- ▶ Contact Us



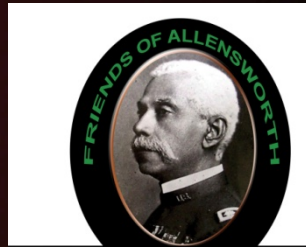
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FRIENDS OF ALLENSWORTH

Founded in 1984, the Friends of Allensworth (FOA) is a 501(c)(3) non-profit cooperating association that works with the State of California's Department of Parks and Recreation. The mission of the FOA is to support, promote, and advance the educational and interpretive ...



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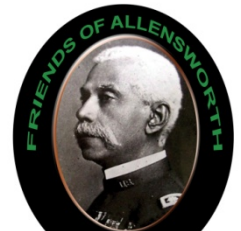
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WHO WAS COLONEL ALLENSWORTH



Col. Allen Allensworth, former slave and military hero, founded the colony of Allensworth, California in 1908 as a utopian community where African-Americans would achieve independence and self-sufficiency.

Allensworth is the only California town to be founded, financed and governed by [African Americans](#). The small farming community was founded in 1908 by Lt. Colonel [Allen Allensworth](#), Professor William Payne, William Peck, a minister; John W. Palmer, a miner; and Harry A. Mitchell, a real estate agent, dedicated to improving the economic and social status of African Americans. Colonel Allensworth (1842–1914) had a friendship with [Booker T. Washington](#) and was inspired by the [Tuskegee Institute](#) and development in its neighboring town. Allensworth hoped to develop the "Tuskegee of the West".



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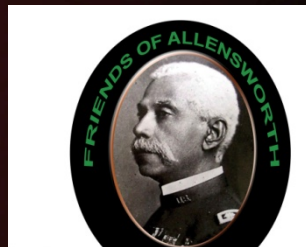
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2022 FRIENDS OF ALLENSWORTH Historical Cultural Festivals

The Friends of Allensworth in conjunction with California State Historical Parks is producing year-round Cultural Festivals in the Historical Black Town of Allensworth.. This Historical site is a popular local and international attraction that has drawn thousands of visitors since it opening . Over the past decades this township has produced 4 major events. Beginning in 2022 we are proud to add 4 additional events, (1) The Gospel Festival (2) The Blues Festival (3) The Scat to Rap festival (4) Allensworth African Market Place. These new event were events produced as special events and are now included as a Friends of Allensworth annual events.

This new enhanced elements of Edu-tainment will add to an increased audience that will attract additional audiences, that will meet the needs and expectations of all generations. This assumption is predicated on the crowds that attended the Blues Festival, The Gospel Festival and the Scat to Rap Festival.

▶ This year, we are partnering and collaborating with other community based Organization committed to bringing communities together through creative ideas. While uplifting the value and significance and value cultural pride and legacy in Our Black Community.



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2022 ADDITIONAL EVENTS




SAT
MARCH 12, 2022
10am to 4pm

Website: www.friendsofallensworth.org
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GOSPEL Festival

Music
Arts and Craft
Food
Ed-du-tainment
Presentations

JOIN US AS WE CELEBRATE THE SPIRIT OF ALLENSWORTH IN SONG

LOCATION
Colonel Allensworth
State Historic Park
Grant Dr
Earlimart, CA 93219



Blues/Jazz Festival

Website: www.friendsofallensworth.org
Toll Free: 877-245-6232
Cell: 310-948-5524

SAT
JULY 9, 2022
10am to 4pm

Music
Arts and Craft
Food
Ed-du-tainment
Presentations

LOCATION
Colonel Allensworth
State Historic Park
Grant Dr
Earlimart, CA 93219






Scat to Rap Festival

Website: www.friendsofallensworth.org
Toll Free: 877-245-6232
Cell: 310-948-5524

SAT
AUG 13, 2022
10am to 4pm

Music
Arts and Craft
Food
Ed-du-tainment
Presentations

LOCATION
Colonel Allensworth
State Historic Park
Grant Dr
Earlimart, CA 93219





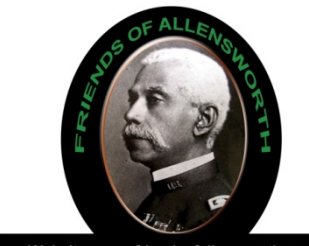
African Market Place Festival

SAT
MAY 21, 2022
10am to 4pm

Music
Arts and Craft
Food
Ed-du-tainment
Presentations

LOCATION
Colonel Allensworth
State Historic Park

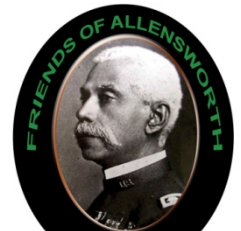




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MARKETING BENEFITS

- ▶ Ad Space
- ▶ Media Mentions
- ▶ Banner Placement
- ▶ Product Placement
- ▶ Free Booth
- ▶ Internet Exposure



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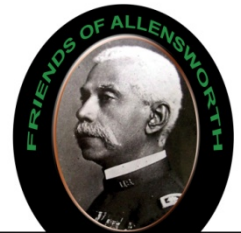
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2022 BUDGET

Cost For 1 Event

1. . Major Artist	(2)	\$5,000.00
2. Independent Artist		\$1 100.00
3. Musicians for Independent artist		\$ 750.00
4. Host and MC		\$650.00
5. Program designer Consultant		\$700.00
6 Advertisement, flyers, mailings, media		\$ 2550.00
7. Sound System and Engineers (Video staff)		\$ 450.00
8. Venue and Insurance		\$1,000.00
8. Rental of tables and chairs (500) 20' 20 booths (\$ 1200.00
9 refreshments for Staff 60 @ \$12		\$ 720.00
10. Project Manager's		\$ 675.00
11. Venue staff		\$ 525.00
12. Misc, (portable stage)&		\$1500.00
13. Transportation sponsor inner city youth		\$ 3000
TOTAL		\$19,820



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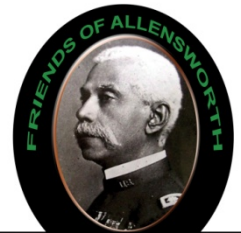
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SPONSORSHIP OPPORTUNITIES

CORPORATE SUPPORTER:

Friends of Allensworth would like you to be one of the sponsors for Event in Colonel Allen Allensworth State Historic Park. Please review the project budget and consider funding all or part of it. There are 4 types of sponsorship Diamond, Gold , Silver, Bronze . There are 8 events scheduled for 2022

Support 1 events	Budget cost	\$19,820.00
Support 2 events	Budget cost	\$ \$39,640.00
Support 4 events	Budget cost	\$ 79,280.00
Support 8 events	Budget cost	\$ 158,560.00



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SPONSORSHIP OPPORTUNITIES

▶ Diamond SPONSOR – \$50,000+

- *VIP BOOTH; Recognition*
- *Company banner placement at festival entrances and exits*
- *Premium Pavilion Space*
- *Media Mentions (List of media partners available upon request)*
- *Company name and logo placement on collateral materials*
- *Program listing*

▶ SILVER SPONSOR – \$15,000

- *Company banner placement at the festival*
- *Special 20 X 20 Retail Booth Space*
- *Media Mentions (List of media partners available upon request)*
- *Company mentions on collateral materials*
- *Event announcements*

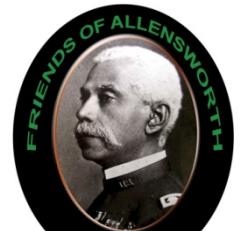
- *Make out check to:*
- *Allensworth Historical Festivals*

▶ GOLD SPONSOR – \$25,000

- *Company banner placement at the festival*
- *Premium 20 x 20 Exhibit Booth Space*
- *Media Mentions (List of media partners available upon request)*
- *Company logo placement on collateral materials*
- *VIP festival passes*

▶ BRONZE SPONSOR – \$10,000

- *10 X 10 Retail Booth Space*
- *Company mentions on collateral materials*



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PAST DONORS

Amazon

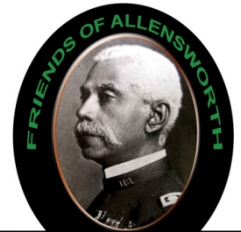
TARGET

WALMART

JERSEY MIKE

Amicore

**Delano Wonderful
Fruit
Company**



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COMMUNITY COLLABORATING PARTNERS

URBAN LEAGUE

Recycling Black Dollars

Lady Like Entertainment

100 black Women

Black Women Of Wellness

Inner City Cycling Connection, Inc.

Our Author Study Club

C.o.r.e-Ca

Jazz Zone

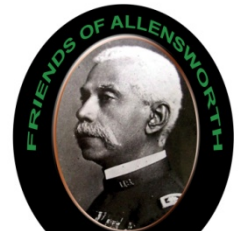
Nappywood

ESO WON BOOKS

WE CAN FOUNDATION

Leimert Park Merchant Association

Healthy African American Families



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DEMOGRAPHICS

Population

In 2015, the Population in Allensworth was 565 (see Table 2).

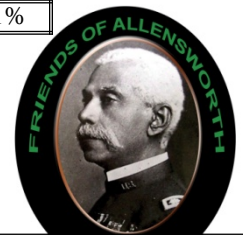
Table 2 - Population

2011-2015 American Community Survey 5-Year Estimates

	California	%	Tulare County	%	Allensworth	%
Male	19,087,135	49.7 %	227,426	50.1 %	281	49.7%
Female	19,334,329	50.3 %	226,607	49.9 %	284	50.3%
Total	38,421,464		454,033		565	

Table 5 - Race & Ethnicity

	California	%	Tulare County	%	Allensworth	%
Total	38,421,464		454,033		565	
Hispanic or Latino (of any race)	14,750,686	38.4%	283,533	62.4%	521	92.3%
White (Not Hispanic)	14,879,258	38.7%	139,581	30.7%	7	1.4%
Black or African American (Not Hispanic)	2,160,795	5.7%	6,448	1.3%	44	7.8%
American Indian and Alaska Native (Not Hispanic)	142,191	0.4%	3,069	0.7%	0	0%
Asian (Not Hispanic)	5,192,548	13.5%	14,546	3.2%	2	0.4%
Some other race (Not Hispanic)	84,477	0.2%	288	0.1%	0	0%
Two or more races (Not Hispanic)	1,072,500	2.8%	6,304	1.4%	6	1.1%



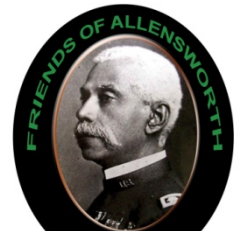
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GOALS FOR THE FRIENDS OF ALLENSWORTH

Our goals for 2022 and the subsequent years are clear. We want to continue to grow and solidify our standing as the *single* most popular and exciting celebration of the influence and legacy of African Americans history though art and entertainment held annually in our historical Black town of Allensworth.



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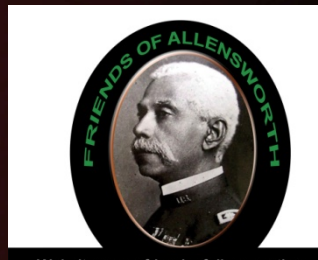
CONTACT US

For additional information on sponsorship packages and levels, or to discuss a tailored package designed exclusively for your specific marketing goals, please contact:

- Delphine Silky Williams**..... Entertainment Director
email ladylikeentgrp@gmail.com
- Don Harris**.....Corporate Sponsorship
email donic3e@yahoo.com
- Regina Kim bell..... Social Media Director
email reginakimbell@gmail.com
- Sasha Biscoe**President
email info@friendsofallensworth.org
- Rev. C. Ezokwu Washington**Vice President
email rev.c.e.washington@gmail.com



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