

Pan Afrikan Festival Sponsorship Proposal

Rochester A.B.O.V.E.



Pan Afrikan Festival Mission

To honor and celebrate rich heritage and vibrant culture of individuals from African diaspora.

To foster a sense of unity, pride, and self-esteem within the community through artistic expressions such as music, dance, art, spoken word, and educational literature.

To contribute to an enhanced quality of life for all members, nurturing a more inclusive and harmonious society.



Value proposition



The Pan Afrikan Festival, held annually in Rochester, New York, presents a unique opportunity for sponsors to engage with a diverse and passionate audience. The festival celebrates culture and heritage of all members of the Afrikan diaspora through music, dance, art, spoken word, and educational literature. Attendees are primarily from the Afrikan diaspora, representing a wide range of ages and socioeconomic backgrounds. They are passionate about celebrating their culture and heritage and seek an opportunity to connect with others who share their interests.

The Pan Afrikan Festival offers sponsors several key benefits. Firstly, it provides an opportunity to reach a large and engaged audience of potential customers. Secondly, it enhances brand visibility and awareness among a diverse and multicultural community. By associating with the festival, sponsors can align their brands with a positive and uplifting event that celebrates culture and heritage of the Afrikan diaspora.

Sponsors also gain access to various marketing and promotional opportunities, including on-site activations, social media campaigns, and more. These channels provide sponsors with platforms to engage with attendees and build relationships with potential customers. The festival offers a unique opportunity for sponsors to connect with a passionate and engaged audience, enhance brand visibility, and positively impact the community.

Who will Attend

Afrikan Diaspora Community

- **Demographics:** Individuals of Afrikan descent.
- **Psychographics:** Strong cultural identity, interest in Afrikan heritage.
- **Behavioral:** Attend cultural events and workshops.

Families

- **Demographics:** Families with children.
- **Psychographics:** Interested in family-friendly and educational activities.
- **Behavioral:** Seek events with varied activities for all ages.

Cultural Enthusiasts

- **Demographics:** All backgrounds and age groups.
- **Psychographics:** Passionate about arts, music, dance, and diversity.
- **Behavioral:** Attend cultural festivals, concerts, and educational events.



2000+
Attendees



Who will Attend

Health and Wellness Advocates:

- **Demographics:** Health-focused individuals.
- **Psychographics:** Maintain healthy lifestyles and seek wellness information.
- **Behavioral:** Visit health fairs and participate in fitness activities.

Educators and Students:

- **Demographics:** Teachers, students, and educational professionals.
- **Psychographics:** Interested in history and cultural studies.
- **Behavioral:** Participate in educational events and workshops.

Local Businesses and Vendors:

- **Demographics:** Small business owners and entrepreneurs.
- **Psychographics:** Promote products/services and network with the community.
- **Behavioral:** Engage with customers at local events and seek vendor opportunities.



2,000+
Attendees



**A.B.O.V.E. Presents
18th Annual Pan Afrikan Festival
Stronger Together**

SAT August 1, 2026

12 PM – 7 PM

- **Featuring - TBD**
- **Hosted by TBD**

\$10 Before 8/1/26 | \$15 day | Kids under 12 FREE

Highland Bowl

1137 South Avenue, Rochester, NY 14620

<https://www.panaffestival.org/>

Our Festival Market



Artful Creations and Educational Insights

An array of vibrant **arts and literature** at our vendor booths.

Discover the profound contributions of **African American historians to American society** through captivating displays and informative literature.

Family Reading

Children's Play Area

(including inflatables,
carnival games, face
painting and more)

Health and Wellness

And A Variety of Vendors

(Food, Service, Education & Retail)

An opening and
closing performance
of the Black National
Anthem and the
American National
Anthem.





Performances

On Stage

@ Pan Afrikan Festival

Music

Afrikan rhythms
Jazz tunes & Blues
Gospel
R&B and Hip Hop

Dancing

Afrikan style dance &
a variety of dance
ensembles

Poetry Reading
Step Shows





ABOUT A.B.O.V.E.

A.B.O.V.E is an acronym for Achieving and Bringing Our Vision to Excellence.

A.B.O.V.E is a non-profit corporation founded by Sonya A. Kittles (President/ CEO.) and was established on January 10, 2006.

OUR MISSION...

To be a recognized leader in the community for implementing successful and strategic methods of social, cultural and economic empowerment and making a positive impact in the lives of the community as a whole.



Sonya Kittles

CEO / Founder

The CEO, Sonya A. Kittles had a vision to empower the community through education and awareness of Afrikan (both as a continent and as a people) and Afrikan American Heritage in Rochester, NY and the surrounding areas. On January 10, 2006, Sonya founded what is now the Pan Afrikan Festival (formerly Afrikan American Festival).

The festival has since grown to an attendance of approximately 6,000 people. Sonya has also been a major (and in past years) sole contributor to the Festival. As a result of her continued hard work, dedication and commitment to the community, she received the John W. Thompson Community Service Award presented by Eureka Lodge #36 on November 6, 2010.





Our Initiatives

2026 Schedule

**Some Proceeds From Our Event Fund our community programs
such as:**

- Our Youth Achievement Program
- Our Social/Emotional wellness programs in collaboration with youth agencies and the David F. Gantt Rec Center
- Open Door Mission - provided food insecurities to those in need

Our Youth Programs

Youth Achievement Program

The Youth Achievement Program is designed to support **high school seniors as they transition successfully from high school to college, working to prevent college dropout rates**. Program components include mentorship, advocacy, and guidance for college readiness. The program aims to equip seniors with the skills and resources necessary to navigate college life and persist in their educational journey. Impacts of the program are measured through college enrollment and retention rates, mentorship effectiveness, and advocacy impact.

Mental Wellness Youth Summit

The Mental Wellness Youth Summit addresses the alarming issue of mental health and wellness among youth in America. The summit recognizes that suicide is a priority health crisis, with depression, social anxieties, and trauma being the primary culprits. Social media usage is also suggested as a contributing factor to the decrease in social-emotional learning skills.

The summit offers workshops to support and assist in mental health development. Youth can choose two workshops to attend, including "Paint & Identify" (art therapy) and "Cook & Process" (stress management).

The summit emphasizes the importance of creativity and play in self-healing and provides strategies for children to cope with stress.



OUR TEAM



Diane Sheffield

Curator & Education Coord.



Kennisha Stewart

Volunteer Coordinator



Eric Kittles, Sr.

Chief Financial Officer



Taryn Highsmith

Entertainment Dir.



Shai Sizer

Executive Assistant



Wayman Harris

Program Coordinator

MARKETING

- ✓ Social Media
- ✓ Media (TV & Radio)
- ✓ Print
- ✓ Billboard
- ✓ Press Release
- ✓ Email Marketing

100k

Marketing Reach
within the Western New York area

2,000+

Attendance



Engagement Opportunities



Community Interaction

Learn and share first hand of the experiences between members in the community.



Cultural SHaring

Facilitate cultural exchange moments where attendees share the culture with each other.



Educational Workshops

Conduct workshops with the youth in the community beyond the conference.



Storytelling

Share impactful stories of African history and African American History.

Why SPONSOR ?



- ✓ **Show Your Commitment** - Align your brand with a socially conscious event that celebrates diversity and cultural understanding.
- ✓ **Reach a Broad Audience** - Gain exposure to a diverse and engaged audience of 3,000+ potential attendees from across Western New York.
- ✓ **Champion Community Well-being** - Contribute to a platform that uplifts and empowers the community, promoting unity, pride, and positive social engagement.
- ✓ **Build Stronger Relationships** - Enhance your brand reputation and foster positive connections with your target audience.
- ✓ **Foster Cultural Appreciation** - Invest in an impactful event that celebrates the diverse heritage and vibrant traditions of the African diaspora through art, music, dance, and education.
- ✓ **Support Educational Initiatives** - Sponsor enriching experiences like the family reading tent, health and wellness initiatives, and an educational tent focused on African history and culture.
- ✓ **Networking Opportunities** - Forge valuable connections with local businesses, community leaders, and multicultural organizations.

Pan African Festival: Grant Application

Amplifying Community Voices Through Arts & Learning

A.B.O.V.E. (Achieving and Bringing Our Vision to Excellence) seeks \$40,000 in funding to host our annual community-based festival.

This multi-faceted event will provide a platform for local artists, performers, and community members to showcase their talents, build skills, and engage in meaningful cultural exchange.



Grant Alignment

The festival aligns with the grant criteria in the following ways:

1. History Tent & Activities

- **Our History Tent-** The History & Education Tent at the offers an engaging journey through the rich history, resilience, and global contributions of the African Diaspora. Through interactive exhibits, cultural storytelling, educational displays, and community discussions, attendees of all ages can explore the legacy, achievements, and enduring impact of African and African American history in a meaningful and inspiring way.
- **Interactive Installations** - The Family Reading Tent at the provides a fun and welcoming space where children and families can enjoy storytelling, literacy activities, and culturally enriching books that celebrate the African Diaspora. Designed to inspire a love for reading and learning, the tent encourages family engagement, creativity, and youth empowerment through education and imagination.

2. Organizational Capacity Building

- **Volunteer Training** - A comprehensive training program will equip volunteers with the knowledge and skills necessary to support the festival's success. This will create a pool of skilled community members who can contribute to future events.
- **Community Partnerships** - We will forge collaborations with local businesses, schools, and organizations to expand the festival's reach and impact.



Grant Alignment

3. Professional Performances

- **Stage Performances** - A diverse line-up of professional musicians, dancers, and African drummers will perform on the main stage, attracting a wide audience and showcasing the richness of local talent.
- ***Open Mic Night** - A platform for emerging artists and community members to share their talents in a supportive environment.

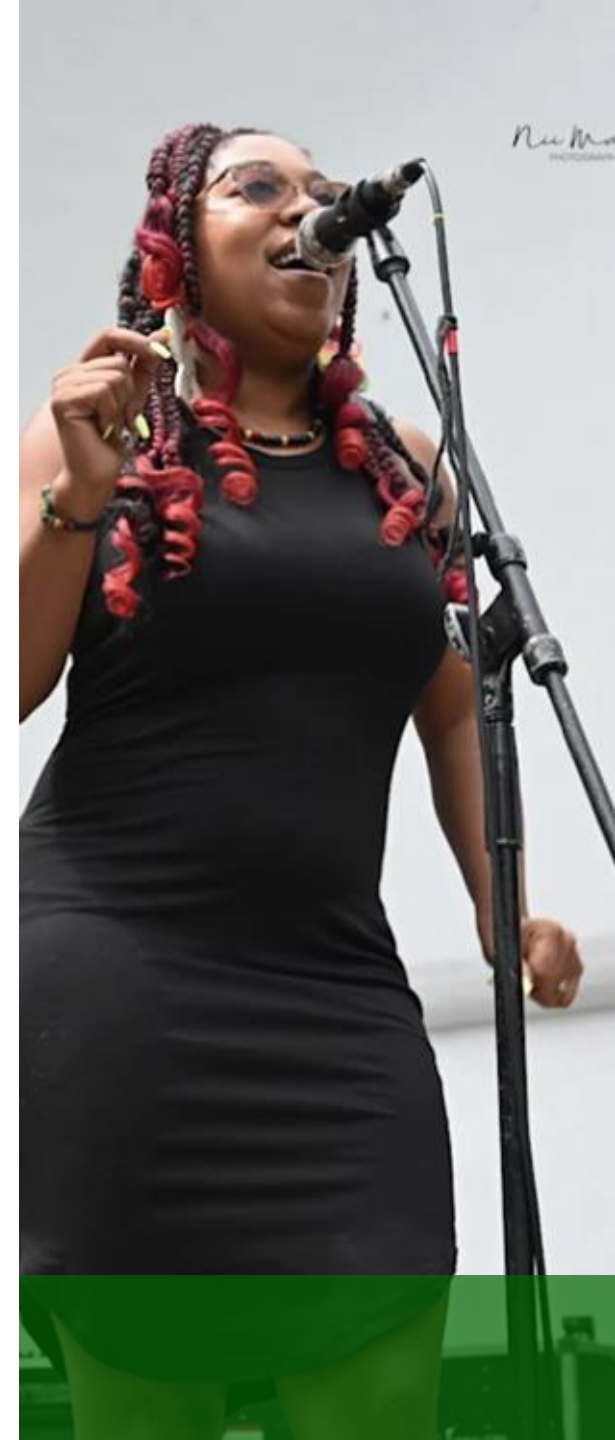
4. Health & Wellness Tent & Youth Zone

- **Health & Wellness** - The Health & Wellness Tent at the promotes healthy living through wellness resources, fitness activities, mental health awareness, and community health education. Attendees can connect with local organizations, receive valuable health information, and explore holistic approaches to physical, emotional, and overall well-being in a supportive family-friendly environment.
- **Kids Play Zone** - The Kids Play Zone at the is a safe and exciting space designed for children to enjoy interactive games, creative activities, inflatables, and family-friendly entertainment. Filled with fun, laughter, and engaging experiences, the area encourages play, creativity, and positive family connection throughout the festival day.



Grant Request

Costs	TOTAL
Artist stipends and honoraria	\$10,000
Exhibition and installation materials	\$8,000
Performance fees and production costs	\$12,000
Marketing and outreach	\$5,000
Volunteer training and support	\$2,000
Administrative and logistical costs	\$3,000
TOTAL	\$40,000



The IMPACT

The Pan African Festival will have a lasting impact on our community by:

- Providing a platform for artistic expression and cultural exchange.
- Empowering local artists with new skills and opportunities.
- Fostering a sense of community pride and belonging.
- Enriching the lives of participants and attendees through arts and learning experiences.

We are confident that the A.B.O.V.E. Festival will be a vibrant and successful event that aligns with the grant's goals of supporting arts, culture, and community-based learning. We are excited to partner with you to bring this vision to life.



~150

young creatives impacted

**150k
Views**



SPONSORSHIP PACKAGES



ad mediums including
social media ads, radio, TV, print, posters, billboards and flyers

COPPER

\$ 5k-10k
SUGGESTED DONATION

Live mentions on stage
Listed as sponsor in all poster ads
Half page color ad in festival
program
Website Identification

TANZANITE

\$ 10k-20k
SUGGESTED DONATION

All Of Copper
2 VIP tickets (seating & parking)
Listed as sponsor in all radio,
poster and flyer ads
Quarter page color ad
in festival program

GOLD

\$ 20k-30k
SUGGESTED DONATION

All of Tanzanite
4 VIP tickets (seating & parking)
10 x 10 exhibit area
Logo/Name on stage banner
Logo on all marketing materials
Logo/Name on Volunteer T-shirts
Full-page color ad
in the festival program

RECOMMENDED DIAMOND

\$ 30k+
SUGGESTED DONATION

All Of Gold
Onstage Welcome Presentation
8 VIP tickets (seating & parking)
Prime Logo/Name exposure on stage
Prime Logo/Name - VIP area banners
On Stage mentions
Branding on Festival T-shirts
Logo on all marketing materials

SPONSORSHIP PACKAGES



Contributor

\$ 1k-5k

SUGGESTED DONATION

Listed as sponsor in all poster ads

Half page color ad in festival program

Website Identification

In-Kind

\$ 0.5k-1k

SUGGESTED DONATION

Business card color ad in festival program

Website identification

RECOMMENDED

Media

\$ 2.5k+

SUGGESTED DONATION

(In-Kind/customized barter packages will be considered)

2 VIP tickets (seating & parking)

2 Mins On Stage Presentation

10 x 10 exhibit area

Distribute promotional items at the festival

On Stage Mentions

Logo/Name on Festival T-shirts

Full page cad in festival program

Link On event website

Logo on all marketing materials



Address

P.O. Box 1236, Webster, NY 14580



Phone Number

(585) 935-1068



Email

info@panaffestival.org

Get In Touch

Thank you for your consideration of this proposal



Thank You

For Your time

