

Pan Afrikan Festival Sponsorship Proposal

Sponsorship Proposal



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.

1500
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
17th Annual Pan Afrikan Festival
One Tribe

SAT AUG 2.25

11 AM – 7 PM

- Featuring - TBD
- Hosted by TBD

\$10 Before 8/2/25 | \$15 After 8/2/25 | Kids under 12 FREE

Highland Bowl

1137 South Avenue, Rochester, NY 14620

www.abovepanafrikanfestival.org

HTTPS://ROCABOVE.TICKETSPICE.COM/PAN-AFRIKAN-FESTIVAL', 'FOR MORE INFORMATION VISIT: HTTPS://PANAFFESTIVAL.ORG/FAQ', 'SPONSORS' with logos for WOLFE, Health, YOR, and ESL, and 'HIGHLAND BOWL 1137 SOUTH AVENUE, ROCHESTER, NY 14620' with a QR code."/>

A.B.O.V.E. PRESENTS

SAT AUG 3.24

HEADLINER
WILL HOLTON

HOSTED BY
-GRAND TONE
-BAABA LYN
-THERESE LOTT
AND
-CHRIS SUMNER

SPOKEN WORD
DOMONIQUE SMITH

16th Annual PAN AFRIKAN FESTIVAL
ONE TRIBE

PERFORMANCES BY
JAMALL YOUNGBLOOD AND SOUL OF THE CITY
FREDDY COLON AND THE LATIN JAZZ QUARTET
OMANYE MUSIC • KT THEGANGSTERRAPPER • BAABA LYN
ASOEBAND • DANE JAH • L. E. D. • AH-BLIVIAN • CHRIS KONIG
JANLUV GUY • LA NUEVA SECUENCIA • AMORE LIVE BAND
ROCKNITS FASHION SHOW • PURPLE DIAMONDZ

11 AM TO 8 PM

\$10 AND FREE FOR CHILDREN 12 YO & UNDER - VIP: \$40
MUSIC BY DJ SHAWN ESTRICH AND DJ SADE

DJ SADE

TIX SOLD @ CEE CEE DAVINE HAIR DESIGNS, 501 THURSTON RD, STE 4, ROCHESTER, NY 14619
ONLINE @ HTTPS://ROCABOVE.TICKETSPICE.COM/PAN-AFRIKAN-FESTIVAL
FOR MORE INFORMATION VISIT: HTTPS://PANAFFESTIVAL.ORG/FAQ

SPONSORS

WOLFE
Health
YOR
ESL

HIGHLAND BOWL
1137 SOUTH AVENUE, ROCHESTER, NY 14620

QR CODE

Our Festival Market



Artful Creations and Educational Insights

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

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 African 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

2024 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.



Jimmie Highsmith, Jr.

Volunteer Coordinator



Eric Kittles, Sr.

Chief Financial Officer



Evans Buntley

Entertainment Dir.



Shai Sizer

Executive Assistant

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 30,000+ 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. Exhibitions & Installations

- **Community Art Gallery** - A curated exhibition showcasing diverse works by local artists, including painting, sculpture, photography, and mixed media. The gallery will foster dialogue about social issues, celebrate cultural heritage, and offer artists a chance to sell their work.
- **Interactive Installations** - Engaging installations will be created in public spaces, inviting community members to participate in the creative process. These installations could include games, murals, sculptures, sound installations, or interactive digital displays.
- **Youth Art Showcase** - A dedicated space for young artists to display their work, encouraging creative expression and building confidence in their artistic abilities.

2. Organizational Capacity Building

- **Artist Workshops** - A series of workshops led by experienced professionals will empower local artists with new skills and techniques. Topics could include grant writing, marketing, public speaking, and various artistic mediums.
- **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

- **Main Stage Performances** - A diverse lineup of professional musicians, dancers, and theater groups will perform on the main stage, attracting a wide audience and showcasing the richness of local talent.
- **Street Performances** - Smaller, spontaneous performances will take place throughout the festival grounds, creating a lively and engaging atmosphere.
- ***Open Mic Night** - A platform for emerging artists and community members to share their talents in a supportive environment.

4. Project Support - Community-Based Learning

- **Youth Mentorship Program** - Established artists will mentor young participants, fostering creative development and encouraging future arts involvement.
- **Community Storytelling Project** - A collaborative project will gather and share stories from community members, celebrating their unique experiences and perspectives. This project could take the form of oral histories, written narratives, or even a short film.
- **Cultural Exchange Programs** - We will facilitate cultural exchange between different communities, promoting understanding and appreciation of diverse traditions.



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

