

SPONSOR PACKAGE

2022 HOUSTON AFRIFEST *Experience Africa*



SATURDAY, OCTOBER 22, 2022

12PM-7PM

HOUSTON BAPTIST UNIVERSITY

7502 FONDREN RD, HOUSTON, TX 77074

TO SPONSOR, CONTACT:

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ABOUT AFRIFEST

AfriFEST is a family-friendly, open-air, community event hosted by several partnering African organizations, including the Nigerian-American Multicultural Council and the African Students Association at Houston Baptist University, among others. This premier event draws **over 3000 people** to the Houston Baptist University campus where dozens of booths, food, music, and activities await, creating an enticing blend of art, culture, music, and dance and an opportunity for attendees from inside and out of Houston to “**Experience Africa.**”

The objective of AfriFEST is to connect Houstonians to the people groups, arts, history, and cultures of Africa by bringing various groups together to facilitate culture exchanges via informal methods. We believe that by sharing our cultures with Houstonians, we can spotlight the positive values of Africa and foster newfound opportunities for local and global collaborations. The first festival was held in 2012 and has grown to the signature event it is today. The festival will showcase the rich and diverse cultures of various African countries. It will feature a variety of entertainment, including live music, games, fashion, ethnic food, and kids activities. The festival attracts people of all ages from a plethora of backgrounds and is a forum to celebrate and recognize the critical relationships between the United States and African nations.

WHAT TO EXPECT AT AFRIFEST?

- Food vendor booths to get a Taste of Africa’s many countries
- Arts and Crafts Booths
- Displays of traditional African fashion and souvenirs
- Cultural presentations and historical discussions
- Tourism Zone comprised of informational booths from specific countries
- Performances by various entertainers, including dancers, drumming performances, art showcases, and live music
- Kids’ Zone with games, crafts for children, and interactive learning segments



BECOME A SPONSOR

PRESENTING SPONSOR \$10,000

- Presenting sponsor naming rights, e.g., "Houston AfriFEST presented by COMPANY NAME"
- Only one Presenting sponsor and category exclusivity (across all sponsors)
- Opportunity to name Stage + two other activity sites/zones, e.g., "COMPANY Kids' Zone/Africa Zone/Culinary Zone/Field Zone"
- Company-Provided Banner displayed on Festival Stage
- Recognition in all publicity related to event including:
 - Company name/logo printed on event marketing materials (flyers, digital content, social media posters, etc.)
 - Company name/logo printed on all volunteer event shirts
 - Promotion in all NAMC AfriFEST newsletters
 - Acknowledgement in Event Printed Materials and Signage
 - Company linked to Houston AfriFEST webpage through June 2023
 - Company recognition in festival script
- Five-minute speaking opportunity during AfriFEST by Company representative
- 10' x 20' Vendor Booth for your company during event
- Priority Vendor Booth Placement
- Four free VIP guest passes for AfriFEST
- First Right of Refusal for Presenting Sponsorship of Next Year's AfriFEST

KIDS' ZONE SPONSOR \$1,500

- Company-Provided Banner in Kids' Zone
- Recognition in all publicity and promotional materials
- Company name/logo printed on event marketing materials (flyers, digital content, posters, etc.)
- Company name/logo printed on all volunteer event shirts
- Company linked to Houston AfriFEST webpage for 30 days
- 10' x 10' vendor booth for your company in the Kids' Zone
- Vendor Booth Placement in Kids' Zone

STAGE SPONSOR \$5,000 (ONLY 2)

- Stage naming rights (e.g., COMPANY Stage) to First Stage Sponsor
- Category exclusivity (among stage sponsors)
- Opportunity to name one other activity sites/zones, e.g., "COMPANY Kids' Zone/Africa Zone/Culinary Zone/Field Zone"
- Company-Provided Banner displayed on Festival Stage
- Recognition in all publicity related to event including:
 - Company name/logo printed on event marketing materials (flyers, digital content, social media posters, etc.)
 - Company name/logo printed on all volunteer event shirts
 - Promotion in all NAMC AfriFEST newsletters
 - Acknowledgement in Event Printed Materials and Signage
 - Company linked to Houston AfriFEST webpage for 90 days
 - Company recognition in festival script
- Two-minute speaking opportunity during AfriFEST by Company representative
- 10' x 10' vendor booth for your Company during event
- Priority Vendor Booth Placement
- Two free VIP guest passes for AfriFEST

ALL AFRICA SPONSOR \$2,500

- Africa Zone Naming Rights (e.g., COMPANY Africa Zone) to First Africa Zone Sponsor
- Company-Provided Sign Displayed in Africa Zone
- Recognition in all publicity and promotional materials
- Company name/logo printed on event marketing materials (flyers, digital content, posters, etc.)
- Company name/logo printed on all volunteer event shirts
- Acknowledgement in Event Printed Materials and Signage
- Company linked to Houston AfriFEST webpage for 60 days
- 10' x 10' vendor booth for your Company during event
- Vendor Booth Placement in Africa Zone

SPONSORSHIP SUMMARY

SPONSORSHIP BENEFITS	PRESENTING SPONSOR	STAGE SPONSOR	ALL AFRICA ZONE SPONSOR	KIDS' ZONE SPONSOR
Vendor Booth During Festival	10' x 20' with Priority Placement	10' x 10' with Priority Placement	10' x 10'	10' x 10'
Company Name/Logo Printed on Event Marketing Materials	Yes	Yes	Yes	Yes
Company Recognition in Festival Script	Yes	Yes	No	No
Company Name/Logo Printed on Volunteer T-Shirts	Yes	Yes	Yes	Yes
Company Linked to AfriFEST Webpage	Through June 2023	For 90 days	For 60 days	For 30 days
Festival VIP Guest Passes	Yes	Yes	No	No
Opportunity to Name Activity Site/Area	Two Sites/ Areas	Stage	Africa Zone	Kids Zone
Category Exclusivity	Yes	Yes (Among Stage Sponsors)	No	No
Festival Naming Rights	Yes	No	No	No
Contribution Amount	\$10,000	\$5,000	\$2,500	\$1,500

VENDOR ADD-ONS

T-SHIRT SPONSOR \$200



Display your company's name/logo
on all volunteer event shirts
(along with other Event
and T-Shirt Sponsors)

Flyers and posters with sponsor information will be printed at regular intervals.
Companies who commit by print dates will be included in future prints.

If you have any questions regarding sponsorship or require additional
information, please contact Omonikhefe Aghomon at (631) 575-1862
or omonikhefeaghomon@namchouston.org.

We appreciate your consideration and look forward
to counting you as one of our supporters.

2022 HOUSTON AFRIFEST

Experience Africa



SEE YOU AT THE FESTIVAL!

<http://namchouston.org/afrifest>

MAJORITY

NAMC
NIGERIAN-AMERICAN
MULTICULTURAL COUNCIL

MMB
Mixmaster Brown
YOUR DJ'S DJ



haa houstonartsalliance

AfriFEST is funded in part by the City of Houston through Houston Arts Alliance