



**Juneteenth African World
Music and Dance Festival**
THE DIASPORA
One People-One Cause-One Destiny

Presented by



The Juneteenth World Music and Dance Festival

(“The Diaspora”)

“One People, One Cause, One Destiny”

SPONSORSHIP PACKAGE

JUNE 21, 2020

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The Juneteenth African World Music and Dance Festival Action Plan

The Festival is jointly produced by the African Cultural Alliance of North America Inc. (ACANA) and The Philadelphia Juneteenth Family Inc. **The Juneteenth African World Music and Dance Festival** is designed to create a unifying environment by hosting an annual event of African world music and dance with a universal theme of love through the arts, recognizing that we are one and must unify.

“One People, One Cause One Destiny”.

We must continue to build on the resilience of all peoples of African descent who fought against and survived the horrors of slavery, the harsh realities of colonialism, and continued legacies of exploitation which has demeaned all African people worldwide. The goal is to unify the African diaspora, whether we come from the United States, South America, the Caribbean, or the continent of Africa. The Festival will serve as a transformative venue for social change and will be a watershed cultural event.

The Festival will present three headlining musical artists representing the three epic centers of African cultures: the Caribbean, the continent of Africa, and the African American diaspora. The Festival will also include a host of local talent, vendors of traditional crafts, and cuisine from throughout the African diaspora.

We expect to attract 25,000 people during our celebration. People will experience the beautiful cultures and enduring spirit of the African diaspora. The African Diaspora World Music and Dance Festival is geared towards promoting our message of unity of the African people and is an invitation to the world to experience our stories through music, arts, and dance.

DEMOGRAPHICS & MARKETING

Your organization will be exposed to at least 200,000 regional, national, and international participants at the event and through live broadcasting (such as YouTube, Facebook, Instagram).

The Festival will attract:

- People of all ages
- Music lovers and all people who identify with the struggles of the African peoples and the diaspora

RADIO PROMOTIONS

Informative commercial spots and purchased time buys will be one of the premier promotional resources that will be used to reach participants across the country.

These commercial spots will be strategically placed on syndicated radio outlets in order to reach the optimal amount of listeners

Radio partners to date:

- Radio One
- iHeartRadio
- WURD Radio
- KYW Radio
- African Radio Medium
- Caribbean Radio Medium

TV PROMOTION

- TV Channels 3, 6,10 & 29
- World-wide live streaming - AEMG TV
- My News Philly

MARKETING EFFORTS

Our marketing efforts will be deliberate and pointed to raise maximum consumer awareness. Efforts include, but are not limited to, the following:

- E-Marketing:
 - *E-Blasts*
 - *Media Partners*
 - *AEMG TV*
 - *My News Philly*
 - *iHeartRadio*
 - *Web Banners*
 - *Social Media – Twitter, Instagram, Periscope,*
 - *Press Releases*
- Physical Merchandise:
 - *Palm Cards*
 - *Street Teams*
 - *Posters*
- Community Involvement:
 - *City of Philadelphia*
 - *Mayor’s Commission on African and Caribbean Immigrant Affairs*
 - *Religious Organization Announcements*
 - *African American Chamber of Commerce*
 - *Local Civic & Senior Citizen Organizations*
 - *Local Greek Organizations*
 - *United States Veterans Organizations*

TITLE SPONSOR - \$75,000

- ❖ **CORPORATE SPONSOR’S NAME AS PRESENTING SPONSOR IN EVENT TITLE**
- Prominent corporate logo on all media advertising and listed on website
- Corporate leading advertising on main stage telethon
- Two VIP marketplace 10'x10' booths w/tent, two tables and eight chairs
- Corporate banner on center main stage & selected marketplace areas
- 20 seats in VIP reserved seating area
- Opportunity to speak on Main Stage
- Corporate logo recognition on all printed materials

SIGNATURE SPONSOR - \$40,000

➤ **(EVENT IS ALLOWING ONLY 3 SIGNATURE SPONSORS)**

- Corporate banner on main stage & marketplace areas
- Corporate advertising on main stage telethon
- Corporate mention for all media advertising and listed on website
- One VIP marketplace 10'x10' booth w/tent, one table and four chairs
- Corporate logo recognition on all printed materials and listed on official website
- 10 seats in VIP reserved seating area

YOUTH DRILL TEAM SHOWCASE SPONSORS - \$25,000

➤ **(EVENT IS ALLOWING ONLY 3 SIGNATURE SPONSORS)**

- Corporate banner at the drill team showcase
- Corporate flag flown by each showcase team (minimum of 10 teams)
- On site 10'x10' corporate booth with one table and two chairs
- Corporate logo recognition on all printed materials and listed on official website
- 10 seats in VIP reserved seating area
-

CHILDREN'S VILLAGE SPONSOR - \$10,000

- Corporate signage in children's village.
- Recognition on all printed materials and listed on official website
- 10 seats in VIP reserved seating area

T-SHIRT SPONSOR - \$5,000

- Corporate logo on all staff security and volunteer t-shirts (minimum 200)
- Recognition on all printed materials and listed on official website
- 5 seats in VIP reserved seating area

CONTRIBUTING SPONSOR - \$2,500

- Listed on official website
- Recognition on all printed materials and listed on official website
- 5 seats in VIP reserved seating area

SUPPORTER – \$1,000

- Listed on website
- 2 seats in VIP reserved seating area

SPONSOR CONTACT INFORMATION

BUSINESS:	CONTACT:	
ADDRESS		
CITY	STATE	ZIP
PHONE:	CELL:	
EMAIL:		
FAX:		

Please Select Your Sponsorship Level

- | | |
|---|----------|
| <input type="checkbox"/> Title Sponsor | \$75,000 |
| <input type="checkbox"/> Signature Sponsor | \$40,000 |
| <input type="checkbox"/> Youth Drill Team Sponsor | \$25,000 |
| <input type="checkbox"/> Children's Village | \$10,000 |
| <input type="checkbox"/> T-Shirt Sponsor | \$5,000 |
| <input type="checkbox"/> Contributing Sponsor | \$2,500 |
| <input type="checkbox"/> Supporter | \$1,000 |

Checks payable to:
ACANA
African Cultural Alliance of North America
5530 Chester Ave
Philadelphia, PA 19143