



The annual Afro-Caribbean Canadian Cultural Festival AfroFesta London 2012 will take place at Victoria Park in London on the weekend of August 11th and 12th, 2012.

Designed to celebrate the diverse and rich black culture of the African and Caribbean community, the festival will feature a varied display of African and Caribbean food, clothing, art, artifacts, history, music, entertainment and personalities.

AfroFesta wouldn't be possible without the help of corporate sponsors. It is only through partnerships with local companies that we are able to provide such high-energy entertainment and community awareness.

In return, the Festival is able to offer high-profile advertisement to corporations on a variety of levels.

This year's Festival will have three levels of corporate sponsorship available. Each level has varying amounts of exposure and advertisement designed and catered to your companies specific business needs.

Gold - \$5000

Your company name/logo featured in all print advertisements and Main sponsor for the back of all AfroFesta T-shirts:

- **Sole** corporate sponsoring of the **MAIN stage** with large banner, in Victoria Park for the duration of the festival
- **Main sponsor** of the back of AfroFesta T-shirts, worn by our volunteers and also available for sale at the Festival in our AfroFesta information tent
- Information tent for company and positioning near the front of the main stage area. **20 x 20 tent area or larger**
- Posters and Flyers posted in and around the City of London, Online and within the Festival itself.
- **Web** advertisement as a sponsor on our AfroFesta.org website. Business logo featured on our AfroFesta.org website. **Social Media updates, Twitter, Facebook etc (Daily)**
- Volunteers will distribute any promotional material for the company throughout the weekend
- **50+ live MC** mentions throughout festival from both stages all weekend
- **Complimentary** full page ad space in brochure, to be distributed the weekend of

Silver - \$2500

Your company name/logo to be featured in all print advertisements:

- Medium size banner hanging from bottom level of stage
- Complimentary ad space in our brochure, to be distributed weekend of
- Posters and Flyers posted in and around the City of London, Online and within the Festival itself.
- **Web** advertisement as a sponsor on our Afrofesta.org website. **Social Media updates, Twitter, Facebook etc (Daily)**
- **Co-op** advertising as a sponsor on the back of our Afrofesta T-shirts, worn by volunteers and also available for sale at the Festival in our Afrofesta information tent
- Vendor space 10 x 10 in park
- 25+ live MC mentions throughout festival from both stages all weekend
- Business logo featured on our Afrofesta.org website, and ALL print media

Copper- \$500

Your company provides Afrofesta with a cash contribution or monetary prize worth \$500 dollars, or multiple prizes totaling \$500 dollars total for use within our Festival.

i.e. Gift certificates, uses include:

- Prize giveaway for the best dancer on featured nights i.e. Motown night
- Prize giveaway to the winner and runner up for the Limbo contest on Saturday afternoon
- Your company will receive 5 live MC mentions through out the day the prize will be given away
- Business logo featured on our Afrofesta.org website

Would your company be interested in participating as a partner at one of the above sponsorship levels?

Please contact,

Patricia Kiwanuka
President / Web Co-ordinator / Entertainment Committee

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info@afrofesta.org

OR-

Representative Contact below:



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