



PAN AFRICAN FESTIVAL

EXPERIENCE THE CULTURE

PDX, 2018

SPONSORSHIP PACKET

INTRO

Our goal from the very beginning has been to put on a fantastic Pan African Festival that brings people together to celebrate and reconnect with their roots.

Beyond the day of the festival itself, in addition to a strong showing of Pan African culture, we provide a space for local community based organizations to come share their important work and connect our communities to their programs and services. It creates a strong opportunity for the Portland Metro Area to show its support for growing Pan African communities.

We ask for your commitment as a sponsor, which is needed to help fulfill this mission. The benefits are many, the opportunity is great, and with your help, all things are possible. The Pioneer Courthouse Square is the most visited place in Portland, with over 50,000 people visiting daily, your presence and sponsorship to our Pan African Festival of Oregon will generate substantial publicity for your company/organization and opportunity to reach and connect with The Pan African communities in Oregon.

Please review our sponsorship packet. We are looking forward to developing our partnership with you and to make your sponsorship package valuable in a way that generates your passionate support and involvement for years to come. We look forward to the opportunity to follow up and speak with you directly about this important event.

Please make checks payable to Pan African Festival.

Mail it to Pan African Festival: PO BOX 2341, Beaverton, OR 97075



PAN AFRICAN FESTIVAL

THE ORGANIZATION

The Pan African Festival Committee members bring a wealth of experience in public health, entertainment business, marketing and event production.

Our wonderful friends, volunteers, sponsors, and patrons bring a very heartfelt and passionate mission to showcase the wonderful Portland Metropolitan Area and to support the arts, music, entrepreneurship and community development, through your sponsorship. The Pan African Festival is a registered nonprofit 501(c)(3), **your donations and sponsorship are not only appreciated, but also tax deductible.**

THE OVERVIEW

The Pan African Festival is a signature platform that is dedicated to educate, integrate and unify families and build stronger communities. It is an annual festival that brings people together to celebrate and enhance and achieve cultural awareness and sensitivity. More importantly, the festival combines the diversity in the African, Caribbean and African American communities within a Pan African framework to achieve Pan African unity.

The need for an Annual Pan African Festival in Oregon arose in part because of the increasingly disproportionate racial and ethnic disparity rates in health care in the Pan African community. Also to connect these diverse African communities to each other, and to the existing African American community. Research on the matter indicates that lack of understanding, attitudes, perceptions, and prejudices may be related to the problem of immigrants and refugees and Oregonians being estranged from each other. **Because of this, it is important to develop a mechanism that galvanizes, empowers and mobilizes Pan Africans and others in Oregon to increase other's knowledge, empathy, respect, and understanding for this emerging cultural diversity.**

THIS BUILDS ON THE ADAGE THAT THOSE CLOSEST TO THE PROBLEM ARE ALSO CLOSEST TO THE SOLUTION.
But, we need your help to accomplish this, to bring African people together to celebrate and connect with their new Oregon home, and at the same time reconnect with their roots.

THE NUMBERS

ESTIMATED FESTIVAL DRAW

In 2017, the community hosted Oregon's first Pan African Festival. Over 3,000 people came together that day to celebrate and reconnect with their roots. Of which 2,500 individuals purchased goods from the participating African owned businesses. Ten African-owned businesses had their best summer sales ever. This was a huge success for the Pan African community in Oregon. Our vendors are already looking forward to a bigger festival in 2018.

In 2018, the festival will bring over 5,000 Pan Africans and supporters in Oregon to Portland's Pioneer Courthouse Square for a day to enjoy live performance, dance, food, health education, career awareness, financial literacy, and relevant other opportunities for people to get involved and take action to solve problems in their community. Next year we anticipate 7,000 participants and our plans include growing bigger and better each year.

MEDIA

- **60K** FACEBOOK REACH
- **318** FACEBOOK LIKES
- **400** FB/TWITTER FOLLOWERS



3,000
ATTENDANCE

CONTRIBUTORS

- **16** SPONSORS
- **50** VOLUNTEERS
- **13** ENTERTAINERS
- **18** VENDORS
- **7** COMMUNITY & ELECTED OFFICIALS
- **\$33,000** RAISED
- **2,500** ESTIMATED VOLUNTEER HOURS

2,500



NUMBER OF PEOPLE WHO PURCHASED GOODS



+200

NUMBER OF PEOPLE WHO RECEIVED HEALTH SCREENING



200

NUMBER OF PEOPLE CONNECTED TO EDUCATIONAL RESOURCES

PAN AFRICANS BY THE NUMBERS

- **1788** - Early African Americans settlers arrived in Oregon
- **1850** - Early African Americans in Portland, long before Oregon entered the Union
- **130** - Oregon black population in 1860
- **140,000** - Estimate Oregon black population in 2016.
- **1970s** - Arrivals of Africans from African Nations
- **30,000** - African migrant population in Oregon in 2016
- **28** - African countries represented in Oregon in 2016
- **60%** of African migrant population residing in Multnomah County.

THE OPPORTUNITY

The Pan African Festival seeks to creatively partner with companies looking to engage in a high quality event that brings thousands of Pan Africans together with the broader community for a one-of-a-kind experience.

Being a sponsor of the festival supports the development and improvement of the Pan African community in Oregon for youth and adults alike. It is an effective way to reach your patrons, introduce new products, and inform festival-goers about your company through outreach, advertising and promotion. **Becoming a sponsor of the Pan African Festival positively impacts companies whose products or ideas align with the values and lifestyle of our Pan African community.**

PAN AFRICAN FESTIVAL

THE SPONSORSHIP LEVELS

HOST SPONSORSHIP

Our Host Sponsor enjoys the highest level of promotions and value that the festival has to offer. The Host Sponsor shares in all decision-making activities and works alongside the project manager to make sure that the highest level of production is delivered. **The brand of the Host Sponsor is included in the name and the logo of the festival, as well as represented in all advertising and promotional materials.** Being the largest partner, our Host sponsor is vitally important to the overall success of the festival.

YOUR HOST SPONSORSHIP PACKAGE INCLUDES:

- Title recognition of your company and brand for being a Host Sponsor of the festival
- Featured first in headlines of all festival advertising, newsprint, posters and programs
- Featured first in all online advertising with company links and brand logo
- Premium Vendor booth location at the festival and mic/stage time if preferred
- Prominently featured on the Pan African Festival website
- Company mention in all on-air media such as radio or tv
- Company mention on mic by artist throughout the Festival

HOST SPONSORSHIP INVESTMENT:**\$10,000**

PAN AFRICAN FESTIVAL

THE SPONSORSHIP LEVELS

GOLD SPONSORSHIP

The Gold Sponsor enjoys the second highest level of visibility and exposure to thousands of people throughout the festival. These partners work along with the festival team to ensure their brands are presented in the most effective way. They also assist the team in ensuring that the production meets the highest standard, thus creating the highest level of mutual satisfaction. **Gold sponsors are represented in all forms of promotion and advising for the event.**

YOUR GOLD SPONSORSHIP PACKAGE INCLUDES:

- Company brand/logo will be featured in all festival advertising, newsprint, posters and programs
- Featured second in all online festival advertising with company links & logos
- Vendor booth
- Prominently featured on the Pan African Festival Website
- Company mention on mic by artist throughout the festival

GOLD SPONSORSHIP INVESTMENT:**\$5,000**

SILVER SPONSORSHIP

Silver Sponsors are offered excellent levels of product exposure at a reasonable level of investment. Their support ensures that all the finer production and promotional details for the festival are taken care of.

YOUR SILVER SPONSORSHIP PACKAGE INCLUDES:

- Company brand/logo will be featured in all festival advertising, newsprint, posters and programs
- Featured in all online festival advertising with company links & logos
- Prominently featured on the Pan African Festival Website

SILVER SPONSORSHIP INVESTMENT:**\$3,000**

PAN AFRICAN FESTIVAL

THE SPONSORSHIP LEVELS

BRONZE SPONSORSHIP

This level of sponsorship allows smaller companies a chance to get involved with the festival and have the opportunity to promote themselves to the large audience at the festival, while providing the festival with valuable support and products.

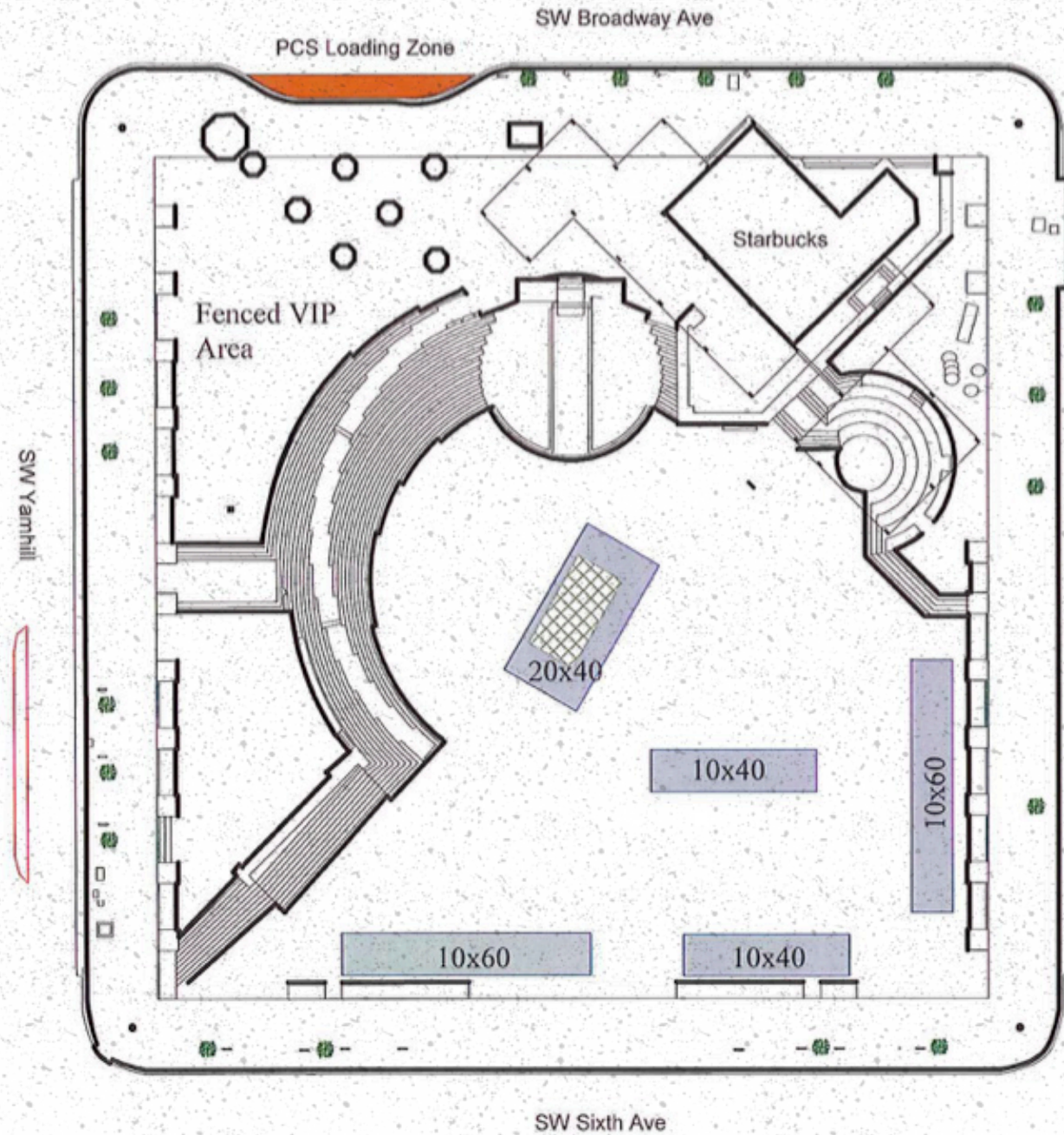
YOUR BRONZE SPONSORSHIP PACKAGE INCLUDES:

- Company name will be listed on the bottom of all festival advertising, posters, newsprint and programs
- Feature in all online festival advertising with company links and logo
- Featured on the Pan African Festival website

BRONZE SPONSORSHIP INVESTMENT:

\$1,800

THE LAYOUT





THANK YOU

To volunteer or for sponsor information, contact:

Nafisa Fai,

Festival Director and Founder

Phone: 503-752-2102

Email: Nafisa@panafricanplanninggroup.org

Laus Mwakalebela,

Outreach, Publicity and Branding Director

Phone: 503-841-0359

Email: Lausmw@gmail.com

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