



**PAN
AFRICAN
FESTIVAL**

EXPERIENCE THE CULTURE

3rd Annual

August 10, 2019

SPONSORSHIP PACKET

Dear Manager:

The Pan African Festival is an organization dedicated in creating new opportunities for historically marginalized communities in Oregon. In the past two years, we hosted the Annual Pan African Festival, an exhilarating celebration of performing arts, outdoor entertainment, and community spirit. It is a one-day gathering that offers dozens of performances, activities, exhibitions, health screenings, dance, drumming, comedy, street arts, and family entertainment. It is also a platform for Black Owned businesses to sell their goods outside their retail spaces. In 2018, over 13,000 people got on/off Trimet at the festival venue, Pioneer Courthouse Square of which over 3, 000 individuals bought something from the 15 participating businesses.

We are currently in the early stages of planning our 3rd annual Pan African Festival scheduled on August 10, 2019 at 12pm-8:30 at Pioneer Courthouse Square, please see the attached save the date flyer. As witnessed two years in a row, the festival is becoming a cultural and social destination, rather than a specific concert going experience. The projected growth of the festival in size and range of offering, parallels its growth in reputation as a major cultural event in the Pan African (African, African American, Caribbean, and Afro Latinix) community, and as a premier artistic enterprise in the local festival presenting arena.

The success of our organization and our outreach is dependent entirely upon the financial support of corporations, nonprofits and public sponsors. We have been fortunate in the past two years to have the support from organizations like yours and we are hopeful that this year will be no exception.

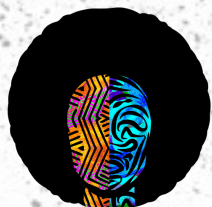
We would like to ask that you consider becoming one of our top three sponsors. As a sponsor, you will receive positive media attention from your association with Pan African Festival, a 501©(3) non-profit. In addition, you will help to introduce new dynamic tools for fostering new ventures with the objective of economic development and job creation; you are an ideal partner for us and for our community.

We have included an impact summary report from 2018 Pan African Festival and detailed sponsorship packet for your review. If you are interested in sponsoring the 2019 Pan African Festival, please don't hesitate to contact us. In addition, I will follow up via phone within a week or two to see if you have any questions that I can answer about the sponsorship packet or our organization. Thank you in advance for taking the time to review our sponsorship packet.

Please make checks payable to Pan African Festival and note on the check it is specifically for the 2019 Pan African Festival.
Mail it to Pan African Festival: PO BOX 2341, Beaverton, OR 97075.

Sincerely,

Nafisa Fai and the Pan African Festival Steering Committee
503-752-2102



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.



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.**



**PAN
AFRICAN
FESTIVAL**

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 , Afro Latinx 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

2017

2017 was our first ever Pan African Festival in Oregon. 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 Black owned businesses.

2018

In 2018, over 13,000 people got on/off Trimet at the festival venue, Pioneer square. Over 3,000 people made purchases from our 15 Black owned businesses that participated and over 300 people stopped by the North By Northeast Community Health Center in partnership with Kaiser Permanente of which 120 people received free blood pressure check services.

2019

In 2019, the festival will bring together **over 7,000 Pan Africans and supporters in Oregon to Portland's Pioneer Courthouse Square** for a day to enjoy live performances, dance, food, health education, career awareness, and relevant other opportunities for people to get involved and take action to solve problems in their community. We will also be hosting the first ever **Black Business Summit** that's part of our Black Business Initiative.

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.

THE SPONSORSHIP LEVELS

Investor Sponsor \$25,000

- Named as an Investor Sponsor in Pan African Festival issued press release at the beginning of the partnership
- Prominent on our website recognition with link to Investor Sponsor's website for one year
- Sponsor profile on our website
- Recognition at the 2019 Pan African Festival with speaking opportunity
- Recognized as an Investor Sponsor to establishing the first ever Pan African Small Business Incubator, like the Portland Mercado
- Recognized as a sponsor of Six (6) Black Owned Businesses to participate free of charge in the 2019 Pan African Festival at the Pioneer Square
- Recognized as a sponsor of the first ever in Oregon, Black Business Summit; includes speaking opportunity and signage (Event will be open to larger audience, including non-summit participants)
- Feature article in Pan African Festival of Oregon quarterly e-newsletter sent to over 2,000 supporters
- Logo in quarterly e-newsletter for one year
- Feature article in Annual Report
- Use of Pan African Festival of Oregon logo for one year to promote partnership
- Company recognized in all advertisements
- Minimum of five(5) social media posts on our Facebook and Twitter pages promoting sponsorship
- Logo/name recognition in pre-event email and post-event video
- Five complimentary tickets to Black Business Summit
- Full-page advertisement in the Business Summit Program
- 10-by-20 square-foot area for your organization's information booth at the summit and the festival

THE SPONSORSHIP LEVELS

Visionary Sponsor \$20,000

- Named as a Visionary Sponsor in Pan African Festival of Oregon issued press release at the beginning of the partnership
- Prominent on our website recognition with link to Visionary Sponsor's website for one year
- Recognition at the 2019 Pan African Festival with speaking opportunity
- Recognized as a sponsor of Three (3) Black Owned Food Businesses to participate free of charge in the 2019 Pan African Festival at Pioneer Square
- Recognized as a sponsor in our Culturally Specific Food Safety Training program for minority food businesses
- Logo in quarterly e-newsletter sent to over 2,000 supporters for one year
- Recognized in Annual Report
- Meet and greet meeting with sponsored businesses with lunch on site for all meetings
- Use Pan African Festival of Oregon logo for one year to promote partnership
- Company recognized in all advertisements
- Minimum of three (3) social media posts on Pan African Festival of Oregon Facebook, and twitter pages promoting sponsorship
- Logo/name recognition in pre-event email and post-event video
- Three complimentary tickets to Black Business Summit
- 10-by-10 square-foot area for your organization's information booth at the summit and the festival

THE SPONSORSHIP LEVELS

Platinum Sponsor \$15,000

- Named as a Platinum Sponsor in Pan African Festival of Oregon issued press release at the beginning of the partnership
- Listed as a Platinum Sponsor on our website for one year
- Listing in program at 2019 Pan African Festival
- Recognition at the 2019 Pan African Festival with a speaking opportunity
- On site event to celebrate sponsorship to contribute to job growth with all performers/artist and entertainment hired for the 2019 Pan African Festival
- Name listed in quarterly e-newsletter sent to over 2,000 supporters for one year
- Recognition in Annual Report
- Minimum of two (2) social media posts on our Facebook and Twitter pages promoting sponsorship
- Logo/name recognition in pre-event email and post-event video
- Two complimentary tickets to Black Business Summit
- 10-by-10 square-foot area for your organization's information booth at the summit and the festival

THE SPONSORSHIP LEVELS

Host Sponsor \$10,000

- Named as a Host Sponsor in Pan African Festival of Oregon issued press release at the beginning of the partnership
- Listed as a Host Sponsor on our website for one year
- Listing in program at 2019 Pan African Festival
- Recognition at the 2019 Pan African Festival with a speaking opportunity
- Name listed in quarterly e-newsletter sent to over 2,000 supporters
- Name listed in Annual Report
- Minimum of one (1) social media posts on our Facebook and Twitter pages promoting sponsorship
- Logo/name recognition in pre-event email and post-event video
- One complimentary ticket to Black Business Summit
- Sponsor Pan African Festival t-shirts for all volunteers
- 10-by-10 square-foot area for your organization's information booth at the summit and the festival

THE SPONSORSHIP LEVELS

Gold Sponsor \$5,000

- Company brand/logo will be featured in all festival advertising, newsprint, posters and programs
- Name listed in quarterly e-newsletter sent to over 2,000 supporters
- Name listed in Nannual Reportl
- Festured in all online festival advertising with company links and logos
- Festured on the Pan African Festival website
- Sponsor Pan African Festival t-shirts for all volunteers

THE SPONSORSHIP LEVELS

Silver Sponsor \$3,000

- Company brand/logo will be featured in all festival advertising, newsprint, posters and programs
- Name listed in quarterly e-newsletter sent to over 2,000 supporters
- Name listed in Annual Report
- Featured on the Pan African Festival website

THE SPONSORSHIP LEVELS

Bronze Sponsor \$1,800

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.

- 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

THE LAYOUT

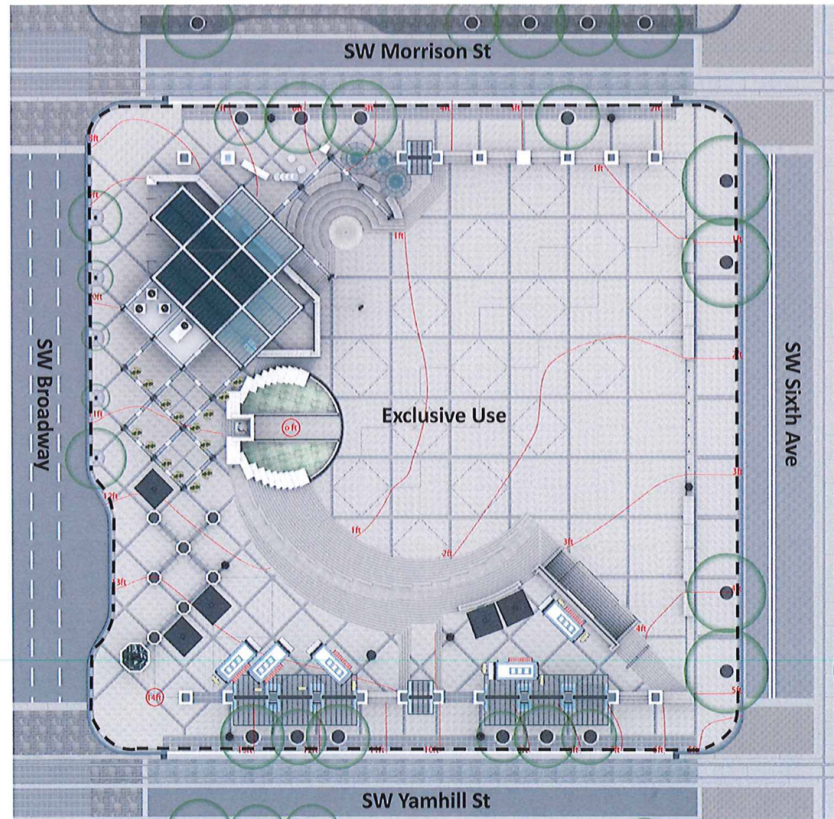


Area Sitemap

Exclusive Use reserved for "Pan African Festival" on August 10, 2019.

My signature below confirms that the authorized area designated by the Use Permit and in this site map is the area we have selected for our event.

AUTHORIZED CLIENT REPRESENTATIVE SIGNATURE



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**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

CONTACT



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www.panafricanfestivalor.org

