

AFRIFEST: Taste of Africa

Partnership & Sponsorship Package

Event Overview: **AfriFest: Taste of Africa** is a vibrant, family-friendly festival held annually in the Cincinnati and Northern Kentucky area, celebrating the rich heritage and traditions of African and Caribbean cultures. This dynamic event brings the community together for a day of music, arts, food, and cultural engagement. With lively performances, delicious cuisine, and immersive experiences, AfriFest offers thousands of attendees a unique opportunity to connect with the vibrant spirit of the African Diaspora.

Event Date: Saturday, July 19, 2025 | Noon to 9:00 p.m. EST

Location: Sawyer Point Park, Cincinnati, OH

Expected Attendance: 10,000+ attendees

Event Highlights: Live music, cultural performances, art, fashion, African and Caribbean cuisine, kids' activities, and much more!

Sponsorship Levels and Benefits

1. Title Sponsor – \$50,000

- **Ultimate Naming Rights:** Event prominently billed as “AfriFest: Taste of Africa Powered by [Sponsor Name]” in all marketing and promotions
- **Logo Placement:** Exclusive top-tier logo placement on all event materials, banners, stage backdrops, and entryway signage
- **On-Site Activation:** Premium booth space for product display, activations, and VIP engagement opportunities
- **Digital Promotion:** Dedicated promotional campaign, including featured posts on social media, website banner placement, and custom email marketing to attendees
- **Media Coverage:** Exclusive mentions in press releases, interviews, and partner media channels
- **Event Integration:** Opportunity to present awards or host a segment during the festival (e.g., introduce performances or speeches)
- **VIP Access:** 30 VIP passes with private seating and hospitality area for guests
- **Custom Branding Opportunities:** Branding of a key festival feature (e.g., VIP lounge, performance stage, or cultural showcase)
- **Special Recognition:** Highlighted acknowledgment during opening and closing ceremonies, and in all event materials

2. Platinum Sponsor – \$15,000+

- **Exclusive Naming Rights:** Event billed as “AfriFest presented by [Sponsor Name]”
- **Logo Placement:** Premier logo placement on all event materials, banners, and main stage
- **On-Site Activation:** Large booth space for product display, sampling, and brand engagement
- **Digital Promotion:** Featured on social media, website homepage, and email marketing
- **Media Coverage:** Mentions in all press releases and interviews
- **VIP Access:** 20 VIP passes and private seating area at performances
- **Special Recognition:** Acknowledgment during opening and closing ceremonies

3. Gold Sponsor – \$10,000

- **Logo Placement:** Prominent logo placement on select event materials and stage banner
- **On-Site Activation:** Booth space for product display and brand interaction
- **Digital Promotion:** Featured in social media shoutouts and email newsletter
- **VIP Access:** 10 VIP passes for exclusive festival experiences
- **Special Recognition:** Acknowledgment during opening ceremony

4. Silver Sponsor – \$5,000

- **Logo Placement:** Logo on banners, posters, and select signage throughout the park
- **On-Site Activation:** Booth space to promote products and services
- **Digital Promotion:** Mentioned on social media and sponsor thank-you post
- **VIP Access:** 5 VIP passes
- **Special Recognition:** Acknowledgment in event program and closing ceremony

5. Bronze Sponsor – \$2,500

- **Logo Placement:** Logo on event program and general signage
- **On-Site Activation:** Table setup for product information and displays
- **Digital Promotion:** Mention in sponsor thank-you post on social media

In-Kind Sponsorships

We welcome in-kind contributions that can enhance the AfriFest experience. Examples of in-kind sponsorships include:

- **Media Sponsorship:** Media outlets that provide promotional coverage.
- **Food and Beverage:** Contributions of refreshments or catering services.
- **Event Supplies:** Tents, seating, audio/visual equipment, etc.
- **Volunteer Sponsorship:** Sponsor volunteer T-shirts, water, or snacks. *In-kind sponsors will receive recognition based on the value of their contributions.*

Vendor Opportunities – application form will be posted on January 1

Our vendor spaces offer a unique platform for businesses to connect with the community, showcase products, and engage with a diverse audience. Vendor fees vary based on the space and offerings.

Vendor Types:

- **Food Vendors and Food Trucks** – Showcase authentic African and Caribbean cuisine
- **Artisan and Crafts Vendors** – Sell unique, handcrafted goods and art
- **Non-Food Vendors and Exhibitors** – Engage with festival-goers through interactive booths. [Only available as a sponsor]

Why Partner with AFRIFEST?

- **Exposure to Thousands:** Reach a diverse audience from the local community and beyond, including families, young professionals, and cultural enthusiasts.
- **Cultural Engagement:** Align your brand with an event that celebrates diversity, inclusion, and community engagement.
- **Community Impact:** Your sponsorship directly supports the promotion of African and Caribbean arts, culture, and heritage.
- **Increased Brand Visibility:** Leverage our extensive marketing efforts across digital platforms, print materials, and on-site activations.

Sponsorship Benefits:

- **Brand Visibility:** Gain exposure to thousands of festival-goers through event signage, marketing materials, and social media.
- **Community Engagement:** Show your commitment to cultural diversity, inclusivity, and community development.
- **Networking Opportunities:** Connect with other sponsors, community leaders, and potential clients or customers.