



afromaha™

afro Fest Omaha

Afro Fest by Afromaha

Is a festival that showcases live Music, Dance, Arts and Crafts, authentic African cuisine, a Children's and Educational Village with activities, and more! It hosts a variety of organizations, businesses, student groups, and individuals from the community who are working every day to connect with others, creating a vision for themselves and their community, and inspiring others to join them in their efforts.

Benefits of being a Sponsor

Afromaha's leadership and partners have a social media reach of more than 450,000 followers that will see your company's brand.

Afromaha will have your logo on all of its printed and digital marketing materials promoting the festival which are shared on multiple platforms for optimum visibility.

You have an option to be mentioned as sponsor in on-air media for the premium sponsorship package.

Supporting Afro Fest Omaha offers your organization recognition as a supporter of the diverse and vibrant cultures that make Omaha a wonderful place to live.

With support of the local community, Afro Fest by Afromaha has grown to become a key cultural event in Omaha drawing thousands, including local and regional tourists, and a destination for performers from around the country and world.





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- ▶ Recognition as the Presenting Sponsor for the festival
- ▶ Included in press releases, and mentioned as Presenting Sponsor on all television and radio ads
- ▶ Sponsor presence as Partner at other Afromaha events during the year:
AFRO FEST Dallas, Minneapolis, Houston, Nashville, African Fashion Week Omaha, and the Afro Excellence Gala
- ▶ Mention by MC throughout the Festival and speaking opportunity on stage
- ▶ Prominent logo displayed on all signage at the festival, Afromaha social media platforms and website, and on printed marketing collateral

PRESENTING SPONSOR

\$60,000 (Exclusive)

10X20 Tent Included upon request

- ▶ Prominent signage at the ticket entrance, water stations, and photo booth co-branded with Afromaha for instant social media posts
- ▶ Speaking opportunity on Main stage
- ▶ Customized merchandise co-branded with Afromaha
- ▶ 90 Days specially customized Facebook and Instagram paid partnership ads highlighted as Festival Presenting Sponsor
- ▶ Featured in the official festival recap video shared on YouTube and all social media platforms
- ▶ Signage on event badges and physical tickets
- ▶ 50 VIP, and 100 General Admission (GA) tickets



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- ▶ Large sized logo on banner running across Main Stage and on backdrop in artists' backstage tent
- ▶ Sponsor presence as Partner at other Afromaha events during the year:
AFRO FEST in the next two cities
- ▶ Logo on Main Stage co-branded with Afromaha
- ▶ Large-sized logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- ▶ Photo booth co-branded with Afromaha for instant social media posts

MAIN STAGE SPONSOR

\$25,000 (Exclusive)
10X20 Tent Included upon request

- ▶ Acknowledgment as Artists Sponsor before artists' performances
- ▶ Mention by Headliner artist(s) in on air media interviews
- ▶ Customized merchandise co-branded with Afromaha
- ▶ 60 Days specially designed Facebook Instagram paid ads
- ▶ Post-event report with Festival highlights and data insights
- ▶ Opportunity to introduce headliner act
- ▶ Mention by MC throughout the Festival and speaking opportunity on main stage
- ▶ 30 VIP and 60 General Admission (GA) tickets



- Prominent logo featured on VIP area entrance banner, and on all Afromaha social media, website, and printed marketing collateral
- Large sized logo on banner running across Main Stage and on backdrop in artists' backstage tent
- Sponsor presence as Partner at other Afromaha events during the year:
AFRO FEST in the next two cities
- Customized social media posts highlighting VIP Sponsor leading up to the Festival
- Backdrop in VIP area with company logo co-branded with Afromaha for instant social media posts

VIP EXPERIENCE SPONSOR

\$15,000 (Exclusive)

2 10X10 Tent Included upon request

- 30 Days specially designed Facebook and Instagram paid/sponsored ads.
- Meet and Greet with headliner Artist(s).
- 20 VIP, and 50 tickets with complimentary food and drink tickets.
- Access to an exclusive VIP only cash bar.
- Customized merchandise, co-branded with Afromaha.



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CHILDREN'S and EDUCATIONAL VILLAGE SPONSOR

- ▶ Lead programming in Children's and Educational Village with Afromaha that aligns with education, art, music, and youth empowerment
- ▶ Prominent sized logo on banner at entrance of children's and educational village area
- ▶ Sponsor presence as Partner at the Afro Excellence Gala
- ▶ Speaking opportunity on Rising Star stage
- ▶ Medium-sized logo on signage for the Festival and on all Afromaha social media platforms and website

\$15,000 (2 spots)

2 10X10 Tent Included upon request

- ▶ Backdrop with company logo co-branded with Afromaha for instant social media posts
- ▶ 15 VIP and 50 General Admission (GA) tickets
- ▶ Customized merchandise, co-branded with Afromaha
- ▶ Mention on mic by MC during the festival
- ▶ 30 Days specially designed Facebook and Instagram paid/sponsored ads



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INNOVATORS' HUB SPONSOR

- ▶ Lead programming in the INNOVATORS' HUB with Afromaha that aligns with Creativity, Diversity, Learning and Curiosity
- ▶ Prominent logo featured on The INNOVATORS HUB entrance banner, on all Afromaha social media, website, and printed marketing collateral
- ▶ Sponsor presence as Partner at other Afromaha events during the year; African Fashion Week Omaha, and the Afro Excellence Gala
- ▶ Customized social media posts highlighting THE INNOVATORS' HUB Sponsor leading up to the Festival
- ▶ Customized Photobooth area with company logo co-branded with Afromaha for instant social media posts

\$15,000 (Exclusive)

2 10X10 Tent Included upon request

- ▶ Backdrop with company logo co-branded with Afromaha for instant social media posts
- ▶ 15 VIP and 50 General Admission (GA) tickets
- ▶ Customized merchandise, co-branded with Afromaha
- ▶ Mention on mic by MC during the festival
- ▶ 30 Days specially designed Facebook and Instagram paid/sponsored ads



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SPONSOR RISING STAR STAGE

- Large sized logo on banner running across Rising Star Stage
- Medium-sized logo on signage for the Festival and on all Afromaha social media platforms, website, and printed marketing collateral
- Acknowledgment as Artist Sponsor before artists' performances on the Rising Star Stage
- Opportunity to introduce select Rising Star artist(s)
- Mention by MC throughout the Festival and speaking opportunity on the Rising Star stage

\$7,500 (Exclusive)
10X10 Tent Included upon request

- 10 VIP, and 30 General Admission (GA) tickets
- Customized merchandise, co-branded with Afromaha
- 30 Days specially designed Facebook and Instagram paid/sponsored ads



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AFRICAN MARKET & FOOD ROW SPONSOR

\$7,500 (Exclusive)

10X10 Tent Included upon request

- Prominent logo featured on African Market and Food Row entrance banner, and on all Afromaha social media, website, and printed marketing collateral
- Customized social media posts highlighting African Market & Food Row Sponsor leading up to the Festival
- Backdrop in African Market & Food Row area with company logo co-branded with Afromaha for instant social media posts
- 10 VIP, and 30 General Admission (GA) tickets
- Customized merchandise, co-branded with Afromaha
- 20 Days specially designed Facebook and Instagram paid/sponsored ads



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PHOTOBOOTH SPONSOR

\$5,000 (Exclusive)

10X10 Tent Included upon request

- ▶ Logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- ▶ 60 seconds speaking opportunity on Rising Star Stage
- ▶ 10 VIP, and 25 General Admission (GA) tickets
- ▶ Mention on mic by MC during the festival
- ▶ 2 customized Photobooth areas co-branded with afromaha and your company's logo
- ▶ Customized merchandise, co-branded with Afromaha
- ▶ 20 Days specially designed Facebook and Instagram paid/sponsored ads



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CONNECTIVITY

\$5,000 (Exclusive)

10X10 Tent Included upon request

- ▶ Logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- ▶ 60 seconds speaking opportunity on Rising Star Stage
- ▶ 10 VIP, and 25 General Admission (GA) tickets
- ▶ Mention on mic by MC during the festival
- ▶ Social media ad, reel with the your brand or carrier highlighting the current company's message
- ▶ Customized merchandise, co-branded with Afromaha
- ▶ 20 Days specially designed Facebook and Instagram paid/sponsored ads



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HOSPITALITY

\$5,000 (Exclusive)

10X10 Tent Included upon request

- Logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- 10 VIP, and 25 General Admission (GA) tickets
- Mention on mic by MC during the festival
- Customized merchandise, co-branded with Afromaha
- 10 Days specially designed Facebook and Instagram paid/sponsored ads
- Pre-promotional videos and reels by the Afro Culture Champions social media influencer Team. In your space / hotel



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PLATINUM

\$3,500 (4 Maximum)

10X10 Tent Included upon request

- ▶ Logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- ▶ 10 VIP, and 25 General Admission (GA) tickets
- ▶ Mention on mic by MC during the festival
- ▶ Customized merchandise, co-branded with Afromaha
- ▶ 10 Days specially designed Facebook and Instagram paid/sponsored ads



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VOLUNTEER T-SHIRT SPONSOR

\$2,500 (5 Maximum)

10X10 Tent Included upon request

- Company logo on the official Festival Volunteer T-shirts
- 6 VIP and 20 General Admission (GA) tickets
- Logo on signage at the festival
- Recognition on Afromaha website sponsor page

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Gold SPONSOR

\$1,500

10X10 space available when you bring
your own tent (Park rules applied)

- ▶ Logo displayed on sponsor banner at the Festival
- ▶ 4 VIP and 15 General Admission (GA) tickets
- ▶ Included in select social media posting
- ▶ Listed on Afromaha website sponsor page



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Thank You!

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