



A.B.O.V.E

(Achieving & Bringing Our Vision to Excellence)

Please allow us to introduce the 14th annual Pan Afrikan festival!!! **The festival is to be held on Saturday, August 6th, 2022 from 11am to 8pm at Highland Bowl Park in Rochester, NY.**

Our Pan Afrikan Festival is one of the major events that is held annually here in Rochester, NY. The purpose of this special day is to celebrate the heritage and culture of people from the Afrikan diaspora through music, dance, art, spoken word and educational literature. In addition, the festival will build unity, pride, and self-esteem to improve the quality of life in our community.

Due to the Covid 19 Pandemic, the festival has been postponed for a couple of years. This year we are excited to announce that we are making positive changes to rebrand the festival. This includes the name change from Afrikan American festival to Pan Afrikan festival to be more inclusive to all members of the Afrikan diaspora. We have also included the family reading tent and expanded the Healthy Community tent with the help of the Rochester Black Nurses Association. Lastly, we will also be including an educational tent as an opportunity for everyone in the community to learn more about our history and culture. A.B.O.V.E. seeks \$30,000 to fund our Festival to defer the cost of entertainment, equipment and production fees.

Activities and Entertainment

- ❖ Music (Afrikan rhythms, Jazz tunes, Blues, Gospel, R&B and Hip Hop).
- ❖ Dancing (includes Afrikan style dance and a variety of dance ensembles)
- ❖ Poetry Reading
- ❖ Step Shows
- ❖ Art/Educational displays (There will be vendors on site selling Afrikan arts, and literature will be given out reflecting Afrikan American historians with a brief description of their contributions to American Society).
- ❖ Health and Wellness Tent
- ❖ Children's play area (including inflatables, carnival games, pony rides, face painting and more).

- ❖ Family Reading Tent
- ❖ Vendors (food, service, informational and retail)
- ❖ An opening and closing performance of the Black National Anthem and the American National Anthem.

For more information about the performers and the festival you can visit the official festival website at <https://panaffestival.org/>.

The advertisement for the event will reach about 30,000 people from Western New York area. This is a free event to the public. We are going to invite a diverse audience including multicultural organizations.

We are hoping that your company will be interested in sponsoring the Pan Afrikan Festival or some of the events taking place that day. I believe that the connection would be of benefit to you in raising the profile of your company to our audience and to your target market.

Event Marketing

SPONSOR CATEGORY 1 (Diamond Package)

- Opportunity to welcome festival goers onstage
- VIP Seating and parking at the festival with 8 VIP tickets
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Prime Logo/Name exposure on stage banners
- Live mention of company's sponsorship at festival; recognition by MC
- Logo/Name on Festival and Volunteer T-shirts
- Listed as sponsor in all ad mediums including social media ads, radio, TV, print, posters and flyers
- Full back page color ad in festival program
- Website identification with link to company's website

SUGGESTED DONATION: \$15,000.000 +

SPONSOR CATEGORY 2 (Gold Package)

- VIP Seating and parking at the festival with 4 VIP tickets
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Logo/Name on stage banner
- Live mention of company's sponsorship at festival; recognition by MC
- Listed as sponsor in all ad mediums including social media ads, radio, TV, print, posters and flyers
- Logo/Name on Volunteer T-shirts
- Full page color ad in festival program
- Website identification with link to company's website

SUGGESTED DONATION: \$10,000.00 to \$14, 999.00

SPONSOR CATEGORY 3 (Tanzanite Package)

- 2 VIP tickets and seating at the festival
- Live mention of company's sponsorship at festival; recognition by MC
- Listed as sponsor in all radio, poster and flyer ads
- Quarter page color ad in festival program
- Website identification

SUGGESTED DONATION: \$5000.00 to \$9,999.00

SPONSOR CATEGORY 4 (Copper Package)

- Recognition by MC at the festival
- Listed as sponsor in all poster ads
- Half page color ad in festival program
- Website Identification

SUGGESTED DONATION: \$2,000.00 to \$4,999.00

SPONSOR CATEGORY 5 (Contributor Package)

- Listed as sponsor in all poster ads
- Half page color ad in festival program
- Website Identification

SUGGESTED DONATION: \$500 to \$1,999.00

SPONSOR CATEGORY 6 (In-Kind Package)

- Business card color ad in festival program
- Website identification

SUGGESTED DONATION: \$500 to \$1,999.00

SPONSOR CATEGORY 6 (Media Package)

- VIP Seating for 2 and parking at the festival
- Opportunity to speak at festival
- 10 x 10 exhibit area at festival for product sampling, giveaways, sales, etc.
- Opportunity to distribute promotional items at the festival
- Live mention of company's sponsorship at festival; recognition by MC
- Logo/Name on Festival and Volunteer T-shirts
- Full page color ad in festival program
- Website identification with link to company's website
- Listed as sponsor in all ad mediums including social media ads, radio, TV, print, posters and flyers

SUGGESTED DONATION: \$2,500.00 (In-Kind/customized barter packages will be considered. Roles and benefits of In-Kind are as follows):

Role of the Media Sponsor

- Promote the Pan Afrikan festival extensively in the related digital media outlets and in print, if print publication.
- Commitment of media coverage of PAF before, during and after the event
- Listing of our PAF pre and post-event on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the PAF e-banner on the company website and other related websites
- Increasing the media exposure of PAF in all media channels and outlets associated with your organization to promote decision makers' attendance
- Interview event organizers

Promotional Benefits of a Media Partner

- Opportunity to expose your media organization to an influential culturally diverse audience.
- Listing as Media Partner on marketing collaterals related to PAF
- Featured on website with dedicated link to your media outlet's website
- Invitation to attend our upcoming events for 2 seated dinner guests

Role of the Media Partner

- Promote PAF extensively in the related digital media outlets
- Commitment of media coverage of PAF before, during and after the event
- Listing of our PAF pre and post-event on all the social media networks where you have a presence (provide event recap via photo story)
- Placing the PAF e-banner on the company website and other related websites

- Increasing the media exposure of PAF in all media channels and outlets associated with your organization to promote decision makers' attendance
- Interview event organizers (interview selection is at media partner's discretion)

Social Media Roles for the Media Sponsor/Partner

- Follow PAF on Twitter [@panaffestival](#) and like PAF on Facebook <https://www.facebook.com/ROCPAFEST>
- Use the hashtag for the PAF #rocpafest
- Share information about the PAF on Facebook, Twitter, and other social media platforms as applicable.

If you have any questions about the organization or sponsorships, please feel free to contact us via e-mail at info@panaffestival.org or by phone to Sonya Kittles @ 585-935-1068.

Thank you in advance for your interest and support of this important community event.

Sincerely,



Sonya Kittles, President



A.B.O.V.E
(Achieving & Bringing Our Vision to Excellence)

Company/Individual Name _____

Contact Information:

Name _____ Title _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____

Signature _____ Date _____

My Signature indicates authorization to make this commitment on behalf of my company

YES! We want to support Rochester A.B.O.V.E. Pan Afrikan Festival on Saturday, August 6, 2022.

Platinum _____

Gold _____

Silver _____

Bronze _____

Contributing _____

In-Kind _____

Media _____

Sponsorship should be paid in full no later than June 1, 2022

Please make checks payable to and mail this form to:

Rochester A.B.O.V.E.
PO Box 1236
Webster, NY 14580

*Thank you for your contribution!
This contribution qualifies for a charitable tax deduction.*