



2015 - 2024
INTERNATIONAL DECADE FOR PEOPLE OF
AFRICAN DESCENT



AFRICAN DESCENT FESTIVAL



2024

**10TH ANNIVERSARY
SPONSORSHIP PACKAGE**



WELCOME TO ENGLISH BAY - JOE FORTES' BEACH

The African Descent Festival (ADF) was held on August 12 and 13, 2023 -two full days of celebrating the cultural diversity of people of African Descent.

The festival was a live event, taking place in person at its new venue of English Bay Beach, Vancouver. Aside from the breathtaking scenery, the ADF came home to Joe Fortes' beach: Vancouver's legendary lifeguard and hero. Bringing the ADF to this venue created an opportunity for festival goers to learn more about Vancouver's African Descent history and create more awareness of the Black pioneers who helped found our city and province.

The ADF was a great success with over 30 live performances, providing local and international artists the opportunity to perform live, through our African Descent Live Music Tours in Vancouver, BC, as well as Africa - Canada Live Music Tour.

There were close to 20,000 visitors in 2023. The event is a family friendly and fun-filled extravaganza consisting of five main areas: The Main Stage, Youth Stage, Fashion Show stage, Seniors Engagement, Drum Circle Zone, Children Village, Youth Stage, and Vibrant marketplace, which included a delectable selection of food vendors from across Metro Vancouver.

There was an estimated audience of close to 20,000 guests who attended the two-day event. The event had a reach of over 500,000 people on Facebook.



WHO WE ARE

The African Descent Festival is one of Vancouver's leading arts festivals, bringing together communities from across Vancouver and Canada, promoting tourism, and reflecting Vancouver's values as a harbour for celebrating diversity, arts, ideas, and culture. Two full days of the festival celebrate the cultural diversity of people of African Descent.

The African Descent Festival is directed by Yasin Kiraga Misago, Frontline Productions/ Frontline Public Relations, and presented by the African Descent Society of British Columbia, a non-profit organization dedicated to promoting African Descent arts, culture, heritage, and tourism in Vancouver, BC, and Canada. Our programs include African Descent Youth Engagement, Africana School of Performing Arts, and African Descent Live Music.

The festival aims to reinvigorate the history of African Descent in British Columbia, and Vancouver, notably in areas like African Descent Communities in Vancouver which include Strathcona and Hogan's Alley - the once thriving African Descent Community from 1858-1859-1900 until 1972 following the construction of Georgia Viaduct.

The ADF is the product of Mr. Misago's vision, as a young African refugee-immigrant in Vancouver, who wanted to not only promote arts and culture for people of African Descent, but to raise awareness for/of:

- The history of the first black people to settle in Vancouver in the 1880's.
 - The people of African Descent community that thrived in the Vancouver from 1900-1971 and were desecrated by the City of Vancouver in 1972 with the construction of the Georgia and Dunsmuir Viaducts.
 - The United Nations' International Decade for People of African Descent, 2015-2024 and UNESCO General History of Africa Project. Promote the arts and culture of people of African Descent in Vancouver and BC.
- Arts and Culture of people of African Descent.
 - The first exodus of Black settlers in British Columbia who were invited to Salt Spring Island and Vancouver Island by Sir Douglas in 1858.





OUR VISION

Drawing from Canada's Decade for People of African Descent (2015-2024), the African Descent Festival is a Vancouver-based global leader in the presentation of education and culture. We have created an innovative and exceptional musical experience, using both outdoor and indoor stages, representing a wide variety of musical genres. From traditional percussions, reggae, drumming, Afrobeat, Soukous, Rhumba, Dance Hall and so many more, the African Descent Festival speaks to professional artists, internationally acclaimed stars and emerging artists alike - hailing from across the globe. The ADF aims to spread awareness and build a strong, sustainable community for people of African Descent in British Columbia.

We want to bring all people together while showcasing our unique culture in Vancouver as a blueprint for building a healthy community. We are the largest African Descent Festival

across Western Canada, BC, and Metro Vancouver. We are diverse, multicultural and leaders in promoting Heritage and cultural diversity in the Vancouver African Descent Community. We educate and raise awareness and showcase Vancouver African Descent Pioneers since 1859 - extraordinary people who made Vancouver the entertainment and music centre that it is today - and pay tribute to their legacy. We are the largest representation of people of African Descent and different cultural identities in Western Canada and we are one of the top biggest events of African Descent in Canada.

The ADF is a Vancouver-based event, presented by the African Descent Society BC and is registered under the BC Society Act as S-0063022.

OUR MANDATE

The African Descent Festival and African Descent Society BC are Dedicated to:

- Promote a spirit of unity and cordial relations among Canadians of African descent through multiculturalism and cultural diversity
 - Promote and facilitate the participation of Canadians of African Descent in Canadian society through live music, culture, and educational history presentations
 - Produce and present cultural, heritage, education, and social events that profile and celebrate Canadians of African descent
 - Research, educate, and provide information and consultation to the community as a whole with respect to people of African Descent heritage, culture, and immigration
 - Creating relationships and networking with government agencies and departments to provide music, culture, heritage, and education about people of African Descent, as well as services that support the quality of life of Canadians of African Descent
 - Procure or acquire such funds as may be necessary for the fulfillment of said purposes through voluntary contributions, grants, bequests, provision of services, entertainment, and other means
 - Provide similar and related services as determined by the membership
 - Building and nurturing an appreciation for the vibrant history of African Descent music and culture in Vancouver, British Columbia, Canada, and beyond
- Presenting the finest African, Canadian, and international superstars coming to perform and tour Canada through diverse live music concerts, cultural, music genres, and cultural educational activities
- Supporting and promoting the development of arts, through local and international talent who tour Canada and other cities to showcase their work, mentoring artists and creating unique artist collaborations via cross-cultural music genres with the ability to cross geographic and cultural boundaries
 - Building Vancouver as a destination for World and African Descent live music
 - Promoting youth engagement and supporting emerging African Descent Artists about the history of African Descent music across all different creative arts and music genres
 - Increasing audiences through education, high quality live performances and productions, and education and community engagement
 - Promoting the Canada International Decade for people of African Descent and its theme of recognizing Justice and Development





SOME OF OUR PAST PARTNERS INCLUDE:



MARLOSS LIVE INC

FRONTLINE RECORDS

AFRO MUSIC EMPIRE

PAN-AFRICAN FESTIVAL

OTTAWA AFRICAN FESTIVAL

BCAH PROGRAM

OPEN MIC PRODUCTIONS

OPEN MIC PRODUCTIONS

VANCOUVER SPECIAL
FILMING EVENTS

VANCOUVER SOUND
AND LIGHTS

EP PROMOTIONS

AFRICAN INDEPENDENT
MUSIC



FESTIVAL SUCCESSES

Our team was so proud of the 2023 festival, despite the early morning rain on both days. There was rainfall during the morning to almost midday, which destabilized the decoration and early morning festival-goers, but this later cleared, bringing the festival back to normal.

Cultural activities, vendors and live music continued until closing time. This success is attributed to the many community sponsors, funders, artists, volunteers, and the professional production team.

The ADF had a great financial year as it managed to achieve close to 90% of the planned budget, obtaining community support from all levels of government, corporate sponsors, volunteers, and local businesses. The festival's success can also be attributed to a large group of dedicated volunteers and staff members, as well as committed board

members of the African Descent Festival and other community partners.

The festival's success can also be attributed to a large group of dedicated volunteer team leaders and staff members, as well as committed board members of the African Descent Festival who spent hours recruiting and training new volunteers to work in various festival positions.

A Festival is a special event that requires a community's participation. This requires a great contribution for volunteers to engage with community members such as food vendors, community booths, logistics, artists, and many more components of the festival. We thank our volunteers for their time, compassion, and dedication!



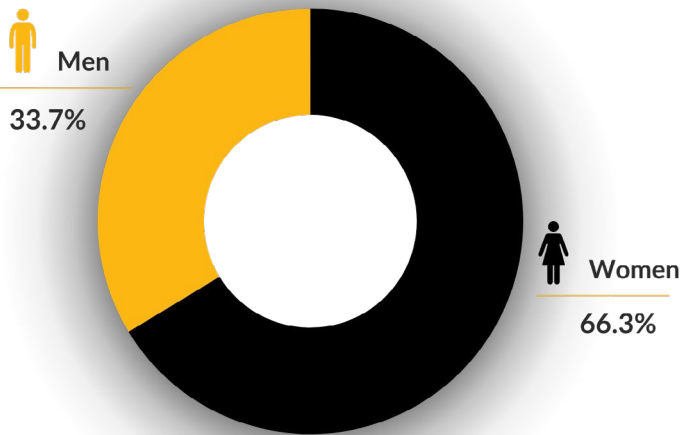
DIGITAL HIGHLIGHTS

- The ADF Facebook page was filled with thousands of audience videos. One video for our headliner, Makhadzi, was viewed by over one million people.
- The festival saw an estimated attendance of 20,000 people at the beach, and over a half a million online, making the event very successful both online and in person.
- The Festival worked with several bloggers and social media promoters who helped the ADF reach a geographically diverse audience.
- The festival partnered with two local Vancouver small businesses for printing and design: East Van Graphics and The Press Room, in order to produce professional media to reach out to our target audience.
- The ADF is considered to be one of the fastest growing city arts and cultural festivals and the leading arts and cultural festival for people of African Descent, attracting high-quality local, national and international artists who made Vancouver their summer destination.
- The festival featured over 35 performers in live bands totaling about two hundred individual participants artists about 98% were Canadian artists.
- Due to live streaming, the ADF attracted a much more geographically diverse audience, which saw people not only from various Canadian cities but the USA, South America, and Africa.
- The ADF garnered in-kind contributions of over \$140,000 which include volunteers in marketing, production, community outreach, research, and development, fundraising, planning, and artists liaison.
- The festival conducted the Black Strathcona Heritage Walking Tour as part of the arts, culture, and historical education of African Descent in Vancouver.
- The ADF presented a number of emerging local artists as part of its Artist Development Program.
- The festival presented four hundred Drums for the African Descent Drum Circle for each day of the two-day festival, led by Munkie and Sarah West Coast Drumming. This brought various multicultural groups drumming together as well as workshops on African drumming.
- The performances were amazing! Because of the support received, the ADF has been able to consistently grow and inspire everyone who experiences it.



PROMOTIONAL & LIVE REACH

ONLINE ENGAGEMENT BY DEMOGRAPHIC



CELEBRATING 10 YEARS IN 2024

To commemorate its 10th anniversary, the African Descent Society BC and African Descent Festival program will be revamped to include more activities and cover a wider geographical area. The ADF also aims to celebrate the ending of the UN International Decade for People of African Descent. Some of the initiatives include:

- Highlighting the key achievements of the African Descent Festival in the past years.
- Keeping the new venue at English Bay Beach, where we continue to build relationship with the City.
- More youth-oriented activities in a designated specialized space.
- Attracting local and international partners, building a strong relationship with major partners around the globe.
- A celebration of the 10th anniversary activities including special guest speakers.

2024 Headlining Talent will include international reggae stars, Nkulee & TK Dube, international sensation Jose Chameleon, Toronto native Emmanuel Jal and Vancouver natives, Mivule

A promotional banner for the African Descent Festival 2024. It features a background image of a man in the ocean. The text is overlaid on the image. On the right side, there is a yellow diagonal shape with orange and white decorative lines.

10TH ANNUAL
AFRICAN DESCENT FESTIVAL
PRESENTED BY
AFRICAN DESCENT SOCIETY BC
LEARN MORE AT WWW.ADSBC.ORG

Welcome to Joe Fortes' Beach!



WHY SPONSOR?

The African Descent Festival has been able to forge strong partnerships with not only provincial and federal organizations such as Creative BC, but also corporate international sponsors like Ethiopian Airlines and local sponsors such as Abantu Hair.

Target your brand and products toward several large demographic markets that are rarely gathered at one time anywhere in the Pacific Northwest! This is a great opportunity to create brand awareness and show that your organization supports community building and culture.

We recognize our sponsors through a number of different mediums, including:

- Our websites, africandescentfestival.com and adsbc.org.
- Social Media (African Descent Festival and African Descent Society BC Facebooks, Youtube, Twitter and Instagram accounts, which have over 310,000 followers and social media reach to over a million people).
- Advertising
- Onsite Signage
- Media
- Print: 35K posters and 15K post cards
- International Artists social media accounts contain over 20 million.
- Local Artist social media post accounts up to 200,000
- Festival program guide recognition
- On stage recognition (LED screen and speech)
- festival t-shirts

The African Descent Festival would not be possible without sponsors like you

SPONSORSHIP LEVELS

We have a sponsorship level to suit every size organization and all types of budgets:

TITLE

SPONSOR: \$50,000+

PLATINUM: \$25,000+

GOLD: \$20,000

EVENT

SPONSOR: \$5,000

MEDIA:

**ADVERTISING &
PROMOTIONAL**

FRIENDS:

**IN-KIND DONATIONS &
DISCOUNTS**



DIAMOND \$50,000

AS OUR TITLE SPONSOR, YOU ARE FEATURED ABOVE ANY OTHER.

HERE'S WHAT YOU HAVE TO LOOK FORWARD TO:

- Dedicated 10 X 20 booth at the festival
- 2 volunteers to assist sponsor's staff during the festival
- 5 minutes on main stage speech by sponsor's representative
- Verbal recognition in festival remarks
- Custom ad on radio to promote sponsor within the African community
- Banner placement on the side of the Main Stage during festival (to be provided by sponsor)
- Promotional video to be broadcasted on the 24' screen on the Main Stage
- Link included under sponsors on our website, africandescentfestival.com
- logo on volunteer t-shirts
- 2x Full page ad in our Festival Program (20K printed)
- Complimentary Information Booth
- Mention in promotional and social media ads
- Listed as a "featured sponsor" on our website and promotional materials



PLATINUM \$25,000

- Verbal recognition in festival remarks by sponsor)
- 3 VIP Backstage passes
- Link included under sponsors on our website, africandescentfestival.com
- Half-page ad in onsite festival guide (Approximately 300,000 printed)
- Banner placement – onstage, throughout the festival, on the street (to be provided
- Custom radio ad, verbal recognition and mention in all radio ads
- Logo displayed in all print and electronic communications, marketing materials, and social media



GOLD \$20,000

- Link included under sponsors on our website, africandescentfestival.com
- ¼ page ad in onsite festival guide (Approximately 20,000 printed)
- Logo displayed in all print and electronic communications, marketing materials, and social media
- Verbal recognition in festival remarks

EVENT SPONSOR \$5,000

- Logo on African descent festival.ca before, during and post-event
- ¼ page ad in onsite festival guide (Approximately 20,000 printed)
- Logo displayed in all print and electronic communications, marketing materials, and social media
- Verbal recognition in festival remarks

MEDIA SPONSOR

- Verbal recognition in festival remarks
- ¼ page ad in onsite festival guide (Approximately 20,000 printed)
- logo on volunteer t-shirts
- Link included under sponsors on our website, africandescentfestival.com
- Logo displayed in all print and electronic communications, marketing materials, and social media



FRIENDS

As a Friend of the Festival, your organization will offer African Descent Society BC members select opportunities and/or discounts.

We are looking for local businesses specializing in promoting African Descent culture and companies offering a valued service to our members in exchange for sponsorship recognition at AfricanDdescent Festival.

- Verbal recognition in festival remarks
- Link included under sponsors on our website, african-descentfestival.com
- 1/4 page ad in our Festival Program





Ready to Partner with Us?

Through your contributions, the African Descent Festival is enabled to create and present a professional production of the highest calibre. Your financial assistance has a large local impact and benefits communities and promotes sustainable strategies for community building.

**Collaborating with businesses and individuals like you, we can bring a positive, sustainable impact on the culture and fabric of our community.
We are extremely excited to work together with you!**

NAME: _____

COMPANY: _____

ADDRESS: _____ CITY: _____

PROV.: _____ POSTAL CODE: _____

I WOULD LIKE TO:

MAKE A GENERAL DONATION: \$ _____

BECOME A SPONSOR.

*Please email a high resolution company logo to
africandescentocietybc@gmail.com*

DONATE AN ITEM FOR OUR PRIZE TENT.
Please contact me

I would like to designate my donation or sponsorship dollars to support community building together and our company will be designated as a Community Builder.

Note: *Selecting the Community Builder designation is optional. If you do not want to be categorized as community builder sponsor or donor, it is an optional honour that we grant to all our sponsors and donors.*

PAYMENT OPTIONS:

PLEASE CHARGE MY CREDIT CARD

MY CHEQUE IS ENCLOSED

I PLEDGE TO PAY AT A LATER DATE. Please contact me to arrange.

SPONSORSHIP LEVEL: (CHOOSE ONE)

TITLE
SPONSOR

PLATINUM

GOLD

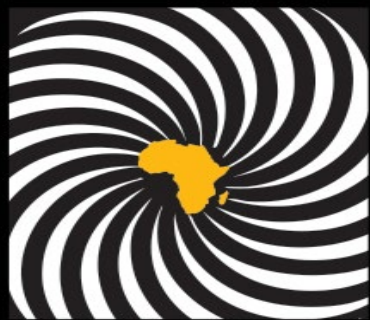
NAME TO BE RECOGNIZED:

EVENT

MEDIA

FRIENDS

Return form with financial commitment to:
African Descent Society BC, #600 - 777 Hornby Street
Vancouver, BC V6Z 1S4 Canada



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WWW.AFRICANDESCENTFESTIVAL.COM