

AFROKC



By Tivona

Is a festival that showcases live Music, Dance, Arts and Crafts, authentic African cuisine 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

AfroKC's leadership and partners have a social media reach of more than 125,000 followers that will see your company's brand.

AfroKC 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 AfroKC offers your organization recognition as a supporter

of the diverse and vibrant cultures that make Kansas City a wonderful place to live.

With support of the local community, AfroKC by Tivona, is destined to become a key cultural event in the Kansas City drawing thousands, including local and regional tourists, and a destination for performers from around the country and world.





AFROKNC



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PRESENTING SPONSOR

\$25,000 (Exclusive)

- ▶ 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 AfroKNC events during the year
- ▶ Mention by MC throughout the Festival and speaking opportunity on stage
- ▶ Prominent logo displayed on all signage at the festival, AfroKNC social media platforms and website, and on printed marketing collateral

- ▶ Prominent signage at the ticket entrance and co-branded with AfroKNC for instant social media posts
- ▶ Speaking opportunity on Main stage
- ▶ 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
- ▶ VIP, and General Admission (GA) tickets



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- ▶ Large sized logo on banner running across Main Stage
- ▶ Sponsor presence as Partner at other AfroKC events during the year
- ▶ Logo on Main Stage co-branded with AfroKC
- ▶ Large-sized logo on signage for the Festival and on all AfroKC social media, website, and printed marketing collateral



MAIN STAGE SPONSOR

\$15,000

- ▶ Acknowledgment as Artists Sponsor before artists' performances
- ▶ Mention by Headliner artist(s) in on air media interviews
- ▶ 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
- ▶ VIP and General Admission (GA) tickets



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VIP EXPERIENCE SPONSOR

\$15,000

30 Days specially designed Facebook and Instagram paid/sponsored ads.

- ▶ Prominent logo featured on VIP area entrance banner, and on all AfroKOC social media, website, and printed marketing collateral
- ▶ Large sized logo on banner running across Main Stage
- ▶ Sponsor presence as Partner at other AfroKOC events during the year
- ▶ 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

- ▶ Meet and Greet with headliner Artist(s).
- ▶ VIP, and General Admission 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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VENDOR MARKET AND FOOD SPONSOR

\$7,500

- ▶ Prominent logo featured on African Market and Food Row entrance banner, and on all AfroKc 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 AfroKc for instant social media posts
- ▶ VIP, and General Admission (GA) tickets
- ▶ 20 Days specially designed Facebook and Instagram paid/sponsored ads

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COMMUNITY SPONSOR

\$5,000

- ▶ Logo on signage for the Festival and on all Afromaha social media, website, and printed marketing collateral
- ▶ 60 seconds speaking opportunity on Main Stage
- ▶ VIP, and 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
- ▶ 20 Days specially designed Facebook and Instagram paid/sponsored ads



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HOSPITALITY SPONSOR

\$5,000

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

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- ▶ Prominent logo placement on all event materials, Event banner, on AfroKC.com website and digital/social media advertisements.

Address the audience during the Cultural Day, showcasing your business and commitment to inclusivity and cultural celebration.

PLATINUM SPONSOR

AFROKOC



\$5,000

- ▶ Showcase your business or services in a high-traffic area at the main event.
- ▶ Regular mentions on AfroKOC's social media platforms leading up to and during the event.
- ▶ Mention in pre- and post-event press coverage and sponsorship appreciation articles.
- ▶ Includes 10 VIP Tickets with exclusive perks and early access.





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\$2,500

- ▶ A great opportunity to showcase your business during the event.
- ▶ Featured in AfroKFC's promotional posts.
- ▶ Recognition in the event program and during opening remarks at the event.
- ▶ Includes 2 VIP Tickets with exclusive perks and early access.

▶ Logo place on all event materials, sponsorship banners, AfroKFC.com, and in the event program.

GOLD SPONSOR



IG @afrokansascity | afrokansascity@gmail.com | afrokc.com



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SILVER SPONSOR

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\$1,000

- ▶ Logo featured on the sponsorship banner, event program, and AfroKFC.com
- ▶ Acknowledgment in one dedicated post thanking Bronze Sponsors.
- ▶ Recognition during the event as a key supporter of AfroKFC.
- ▶ Includes 2 VIP Tickets with exclusive perks and early access.



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BRONZE SPONSOR

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250

- ▶ Opportunity to showcase and sell your products or services at the main event.
- ▶ Business name and logo included in the event program and sponsorship banner.
- ▶ Acknowledgment in a community-focused post.
- ▶ Includes 2 VIP Tickets with exclusive perks and early access.



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VOLUNTEER T-SHIRT SPONSOR



\$2,500

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



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MEDIA SPONSOR



\$1,500

- ▶ Be featured as the exclusive media partner for AfroKOC. Your logo and name will be highlighted in all press materials, brochures, back drops, and media promotions, giving your business exposure throughout Kansas City.



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AFROKCC



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EVENT SPACE SPONSOR



\$2,500

- Your sponsorship can help secure and brand the venues used for AfroKCC events throughout the week, ensuring a seamless and impactful experience for all attendees.



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Thank You!

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AfroKC Sponsorship Application Form



Thank you for your interest in sponsoring AfroKC! Your support helps us celebrate African culture, fashion, and community engagement in Kansas City. Please complete the form below to express your interest in sponsoring this event.

Organization Information:

Organization Name: _____

Contact Person: _____

Title/Role: _____

Email: _____

Phone Number: _____

Website (if applicable): _____

Social Media Handles: _____

Sponsorship Level: (Please select your preferred sponsorship tier)

- Platinum Sponsor (\$10,000+)
- Gold Sponsor (\$5,000+)
- Silver Sponsor (\$2,500+)
- Bronze Sponsor (\$1,000+)
- Community Partner (\$500+)
- Custom Sponsorship (Specify Amount: \$_____)

Sponsorship Benefits: Please check the benefits you are most interested in:

- Logo placement on event materials and website
- Booth space at the event
- On-stage mention and recognition
- Featured sponsor spotlight on social media
- VIP tickets to the event
- Exclusive networking opportunities
- Other (please specify): _____



AfroKC.com

afrokansascity@gmail.com

(816) 705-6199

Why are you interested in sponsoring AfroKC? (Briefly describe your organization's interest in partnering with AfroKC and how it aligns with your mission)

Additional Comments or Special Requests:

Payment & Submission Details: Upon approval, an invoice and payment instructions will be sent to the contact person listed above. Sponsorship benefits will be activated upon receipt of payment.

Please submit this form by [05/20/25] to: afrokansacity@gmail.com

For any questions, feel free to contact us at (816) 705-6199. Thank you for supporting AfroKC and helping us create a meaningful cultural experience!

Signature: _____

Date: _____



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