



ODUNDE FESTIVAL

WWW.ODUNDE365.ORG

SPONSORSHIP REQUEST 2018



ODUNDE 365

WHAT IS THE ODUNDE FESTIVAL?

ODUNDE was created in 1975 by Lois Fernandez and Ruth Arthur. The festival attracts UP TO 500,000 people annually and is the largest African American street festivals held in the country. The festival, whose concept originates from the Yoruba people of Nigeria, West Africa, celebrates the coming of another year for African Americans and Africanized people around the world. It is an occasion highlighted by a colorful procession from 23rd and South Streets to the Schuylkill River where an offering of fruit and flowers is made to Oshun, the Yoruba goddess of the river. ODUNDE is also known for its authentic African marketplace featuring vendors from around the world selling merchandise from many African nations, the Caribbean and Brazil.



ODUNDE'S ECONOMIC IMPACT



ECONOMIC IMPACT AT A STATE LEVEL

\$30.6 million within the Commonwealth of PA, supporting **380** jobs with a **\$13.3** million in earnings and creates **\$740,000** in tax revenue



ECONOMIC IMPACT AT A CITY LEVEL

\$28 million within the City of Philadelphia, supporting **345** jobs with a **\$12.5** million in earnings and creates **\$480,000** in tax revenue



All data was collected and analyzed by: Econsult Solutions

Each year, the second Sunday in June, ODUNDE takes place covering 12 city blocks. ODUNDE will be celebrating its 43rd year in the traditional south Philadelphia location near 23rd and South streets. The festival started in 1975 with a \$100.00 grant and neighbors from Fernandez's south Philadelphia community. In just two years the ODUNDE Festival exploded. The eclectic mix of vendors, entertainment and music started to draw people from around and beyond the region and each year continues to be no different.

ODUNDE IS FOR EVERYONE, WE LOOK FORWARD TO SEEING YOU AND YOUR FAMILY THIS YEAR!!!

SPONSORSHIP

“BE APART OF OUR WINNING TEAM”

Title Sponsors - \$30,000.00

Exclusive banner at activity presented.
Prominent exhibit booth near sponsored activity.
Exclusively in customized product or promotional category.
Continuous audio announcements on both stages.
Live radio announcements at festival.
Company recognition and display at VIP Reception.
Prominent company logo on Festival Newspaper Supplement & brochures.
Prominent company listing in all promotional materials.
Full page ad in Festival Newspaper Supplement.



Supporting Sponsors - \$20,000.00

Banner on sponsored stage.
Prominent exhibit booth near sponsored stage.
Every half- hour audio announcements on both stages.
50 live radio announcements.
Company recognition at VIP Reception.
Company logo on Festival Newspaper Supplement.
Company listing in all promotional materials.
Half page ad in Festival Newspaper Supplement.



Event or Product Sponsors - \$10,000.00

Banner display or promotional product display opportunity.
Company recognition at VIP Reception.
Coupon giveaway and/or sampling opportunity.
Company logo on Festival Newspaper Supplement.
Company listed in all promotional materials.

FOR A SPONSORSHIP PACKET:

CONTACT: Oshunbumi Fernandez-West

PHONE: 267-320-4364

EMAIL: ODUNDEFESTIVAL@GMAIL.COM

FACT SHEET

WHAT: ODUNDE IS THE LONGEST-RUNNING AND LARGEST, AFRICAN-AMERICAN STREET FESTIVAL IN THE UNITED STATES OF AMERICA.

- ATTRACTS UP TO 500,000 PEOPLE.
- COVERS OVER 14 CITY BLOCKS.
- MORE THAN 100 ARTS & CRAFTS AND FOOD VENDORS.
- TWO STAGES OF LIVE ENTERTAINMENT.
- OVER 3 MILLION VISITORS TO WEBSITE.

WHY: CREATED AND FOUNDED BY LOIS FERNANDEZ TO CELEBRATE THE DIVERSIFIED AFRICAN AND AFRICAN-AMERICAN CULTURE AND TO EDUCATE THE REGIONAL COMMUNITY THROUGH A FUN-FILLED FESTIVAL.

WHEN: THE FESTIVAL WILL TAKE PLACE ON SUNDAY, JUNE 10, 2018. WE WILL HAVE A WEEK OF EVENTS THROUGHOUT THE CITY CELEBRATING OUR 43rd ANNIVERSARY.

WHERE: HISTORIC SOUTH STREET IN THE HEART OF PHILADELPHIA

- 15 – CITY BLOCKS
- FROM 23RD AND LOMBARD TO GRAYSFERRY & CHRISTIAN
- FROM 19TH AND SOUTH STREET TO 24TH AND SOUTH STREETS

TIME: WEEK OF EVENTS (JUNE 4th to JUNE 10th). FESTIVAL TAKES PLACE ON SUNDAY.

ATTENDANCE: UP TO 500,000 PEOPLE ATTEND

- FESTIVAL ATTENDEES COVER ALL DEMOGRAPHICS
- 35% (18-25), 30% (25-40), 35% (40 and over) AGE GROUPS
- 68% from Tri-State Area; 32% from outside Tri-state area
- 24% stay overnight(95% with family ; 5% in hotel)
- 58% travel to festival by car; 24% by SEPTA; 18% walk
- 67% of attendees have been to festival before

DID YOU KNOW.....

- Has as many ATTENDEES as:
 - An Eagles, Phillies, Sixers and Flyers game combined.
 - The best month of the year for the Philadelphia Zoo, Franklin Institute or the Philadelphia Museum of Art.
 - A full year of visitors at all but the top 10 tourist attractions.

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 **ODUNDE**

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FESTIVAL ORGANIZER



Celebration, Passion and Persistence...

are the words that come to mind when describing the life of Os-hunbumi Fernandez, CEO of ODUNDE, Inc. ODUNDE, Inc. is a world-renowned cultural organization whose mission is to serve the need for cultural enrichment in the African American community.

The organization is known for its “staple event” - the ODUNDE festival which attracts up to 500,000 attendees, covers 12-city blocks, has over 100 arts & craft/ food vendors and has two stages of live entertainment. The festival is the largest African-American street festival in the country. The festival is known throughout the world as one of the original models for African-American festivals, hosting many internationally known African and Caribbean performers, dignitaries, folk artists and cultural leaders.

Ms. Fernandez was named by The Philadelphia Tribune as one of the TOP 10 People Under 40 to watch in 2011 and was recently named one of Philadelphia’s most influential African American leaders of 2012, 2013 and 2014. Her education includes a BA in Biology from Temple University and a MBA from LaSalle University. Her dedication to cultural awareness and expression has dominated her professional life. She has been invited to lecture on her personal achievements and the accomplishments of ODUNDE by regional and national organizations.

In October 2011, she created ODUNDE365 to provide year round African and African-American cultural programming in schools, community centers and public venues. ODUNDE365 consists of 4 programs: ODUNDE365 AFRICAN DANCE & DRUMMING CLASSES, I AM B.U.M.I. PROJECT, MY STORY AND ODUNDE365 ARTS & CRAFT CLASSES. Currently these programs have culturally impacted the lives of thousands of people.

She is the owner of BUMI PRODUCTIONS an event planning company whose clients’ list includes: PECO JAZZ, SUNOCO WELCOME AMERICA, LFGA & associates, UNIVERSAL companies and many more.

In April 2013, she was a member of Governor Tom Corbett’s Trade Mission delegation to Brazil and Chile. In October 2013, she created KWANZAABRATATION with Music Icon Kenny Gamble a festival whose mission is to educate and increase awareness of the Kwanzaa Holiday to the public.

FOUNDER



LOIS FERNANDEZ, THE CO-FOUNDER OF PHILADELPHIA'S ODUNDE FESTIVAL, THE LARGEST AND LONGEST RUNNING AFRICAN-AMERICAN STREET FESTIVAL ON THE EAST COAST.

Born in 1936, Lois Fernandez, a South Philadelphia resident, along with her friend Ruth Arthur came up with the concept for the ODUNDE Festival after being inspired by a trip to Nigeria, West Africa in 1972. The name means “Happy New Year” in the Yoruba language native to Nigeria. Fernandez wanted to create an event that celebrated diversified African culture and educated the greater Philadelphia community about the African roots in the area.

After receiving a \$100 grant from Philadelphia's Southwest Center City Community Council and gaining support from her neighbors, Fernandez and Arthur held the first ODUNDE Festival in 1975. The festival, which celebrates the new year for Africans in America and the diaspora, quickly grew in size and popularity.

The festival currently attracts up to 500,000 people each year and covers 12 city blocks in South Philadelphia. The event also draws hundreds of vendors each year from several countries, including Ghana, Nigeria, Senegal and Guinea. It also features live music and entertainment.

BOARD MEMBERS



FOUNDER OF PHILADELPHIA INTERNATIONAL RECORDS: KENNY GAMBLE



In tandem with his partner Leon Huff, producer and songwriter Kenny Gamble was the principal architect behind the lush and seductive Philly Soul sound, one of the most popular and influential musical developments of the 1970s. Born in Philadelphia on August 11, 1943, he first teamed with Huff during the late '50s while a member of the harmony group the Romeos, a unit which also included another aspiring area musician named Thom Bell, who would become crucial to Gamble's later success. "The 81," a 1964 single by the little-known Candy & the Kisses, was the inaugural Gamble-Huff co-production, and three years later the duo scored their first Top Five pop hit with the Soul Survivors' "Expressway to Your Heart." Soon recruiting the aforementioned Bell as arranger, they subsequently scored with smashes including Archie Bell & the Drells' "I Can't Stop Dancing" and Jerry Butler's "Only the Strong Survive," gradually forging their own distinctive sound.

Gamble and Huff's success on labels including Atlantic and Chess -- as well as their own Neptune and Gamble imprints -- spurred them to contact Columbia in the hopes of opening a new affiliate company, one inspired by the continued success of Berry Gordy and Motown. Columbia agreed, and in 1970 the duo's Philadelphia International Records was born. Given a \$75,000 advance for 15 singles, with LPs budgeted at \$25,000 apiece, Gamble and Huff soon exploded into the national musical consciousness, selling some ten million records in the span of nine months thanks to monster hits including Billy Paul's "Me and Mrs. Jones," Harold Melvin & the Blue Notes' "If You Don't Know Me by Now" and the O'Jays' "Back Stabbers" and "Love Train." Their signature aesthetic -- an intoxicating combination of sweeping strings, smoky horns and insistent rhythms -- emerged as the definitive soul sound of the early '70s, also becoming the blueprint for the rise of disco during the latter half of the decade.



CEO OF UNIVERSAL COMPANIES: A. RAHIM ISLAM

Rahim Islam is a National Speaker and Writer, President/CEO of Universal Companies, a Community Development and Education Management Company headquartered in Philadelphia, PA and Convener of Philadelphia Community of Leaders.

Philadelphia native Rahim Islam was raised in the Tioga Section of North Philadelphia where he attended Cleveland Elementary School, Gillespie Jr. High and Gratz High School. Mr. Islam is a graduate of LaSalle University with dual degrees in accounting and finance. A proponent of life-long learning, his educational background also includes specialty areas of tax accounting, oil refining, investment banking, marine transportation, community development and real estate development. In 1993, Mr. Islam successfully completed the Pennsylvania Certified Public Accounting exam and holds a Pennsylvania real estate license.

An accomplished accountant and financial analyst with vast experience in business and economics, Mr. Islam has more than 25 years of experience in both marine and inland transportation as well as accounting and financial reporting and analysis having worked with Sun Oil Company for approximately 17 years.

Mr. Islam is a founding member of Universal Companies (Universal) and has served as President and CEO since its inception in 1993. Universal is a comprehensive community development and education management corporation founded by Kenneth Gamble, accomplished singer, songwriter, music composer and philanthropist. Universal is also the largest community-based, private manager of public schools in the country.

Under his direct leadership, Universal has been the conduit for over \$1.5 Billion of real estate development and investment and currently educates over 5,500 students in 12 schools (K-12). The company is also one of the largest African-American led businesses in Philadelphia, employing nearly 650 professionals across disciplines such as education, real estate, community development, social work, technology, finance, and preventive health.



CHAIRMAN OF THE MAYOR'S COMMISSION OF AFRICAN AND CARRIBEAN AFFAIRS: STAN STRAUGHTER

Dr. Straughter is a specialist in International Business Development with nearly 40 years of experience in international development he has lived and worked in several countries on the continents of Africa, Central Asia, the Caribbean, Latin America and Russia. As a finance specialist, Dr. Straughter has provided services to foreign governments in governance and transparency, worked with Finance Ministers and provided advice and counsel to governments on trade policy, foreign direct investment and economic growth and cooperative economic development.

Dr. Straughter has considerable experience working with bilateral and multilateral financial development entities such as The World Bank, USAID, African Development Foundation, African Development Bank, Eastern Caribbean Investment Promotion service and U.S. Trade and Development Administration, OPIC, Export Import Bank. Dr. Straughter has experience in the following countries: Cameroon, Egypt, India, Cote d'Ivoire, Ghana, Guinea, Haiti, Jamaica, Kenya, Israel, Niger, St. Lucia, St. Kitts, Senegal, Togo, Virgin Islands, South Africa, Russia, Uzbekistan, Zambia, Zimbabwe, Brazil, Liberia, Nigeria, Denmark, Sweden, Holland and Nigeria.

Dr. Straughter is a specialist in the organization, design and financing of consumer cooperatives. He served as the Acting Director, Office of Self-Help Development, National Consumer Cooperative Bank (NCCB). In this position Dr. Straughter managed a \$75 million development fund that provided equity capital and loans to cooperative business enterprises across the United States, the Virgin Islands and Puerto Rico. He has studied for an advanced degree in Cooperative Economics at the Union Graduate School and traveled to Demark, Sweden and Holland to study the success of their cooperative economic systems.



PREVIOUS SPONSORS



ODUNDE THANKS ALL
OF OUR WONDERFUL
SPONSORS



HOME OF SIDNEY KIMMEL MEDICAL COLLEGE

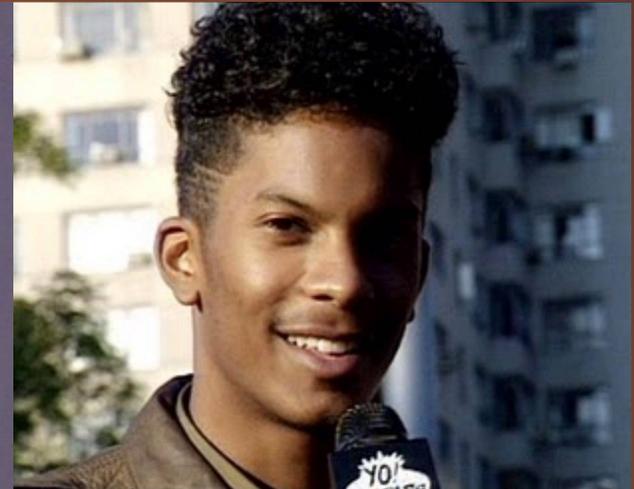


Penn
Medicine

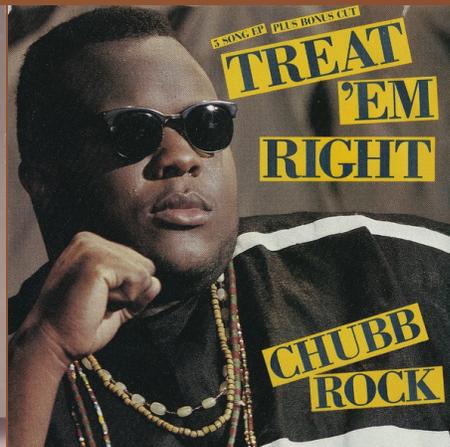


Please visit our website for sponsorship information
www.odundefestival.org

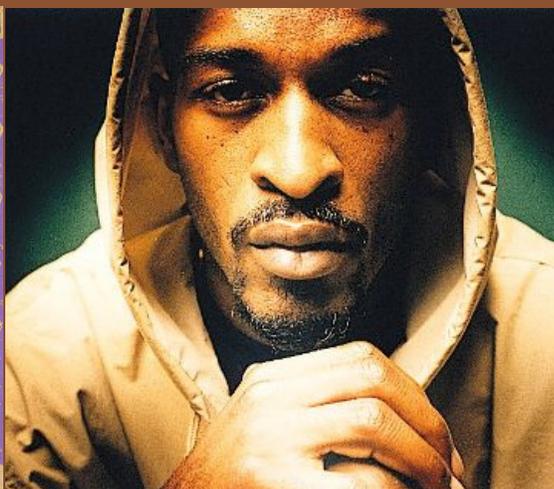
PREVIOUS PERFORMERS



BIG DADDY KANE • DOUG E. FRESH • SPECIAL ED



KWAME • CHUBB ROCK



BRAND NUBIAN • RAKIM • MARSHA AMBROSIUS

ODUNDE AFTERDARK

\$50,000.00

SPONSORSHIP

500,000 FESTIVAL ATTENDEES

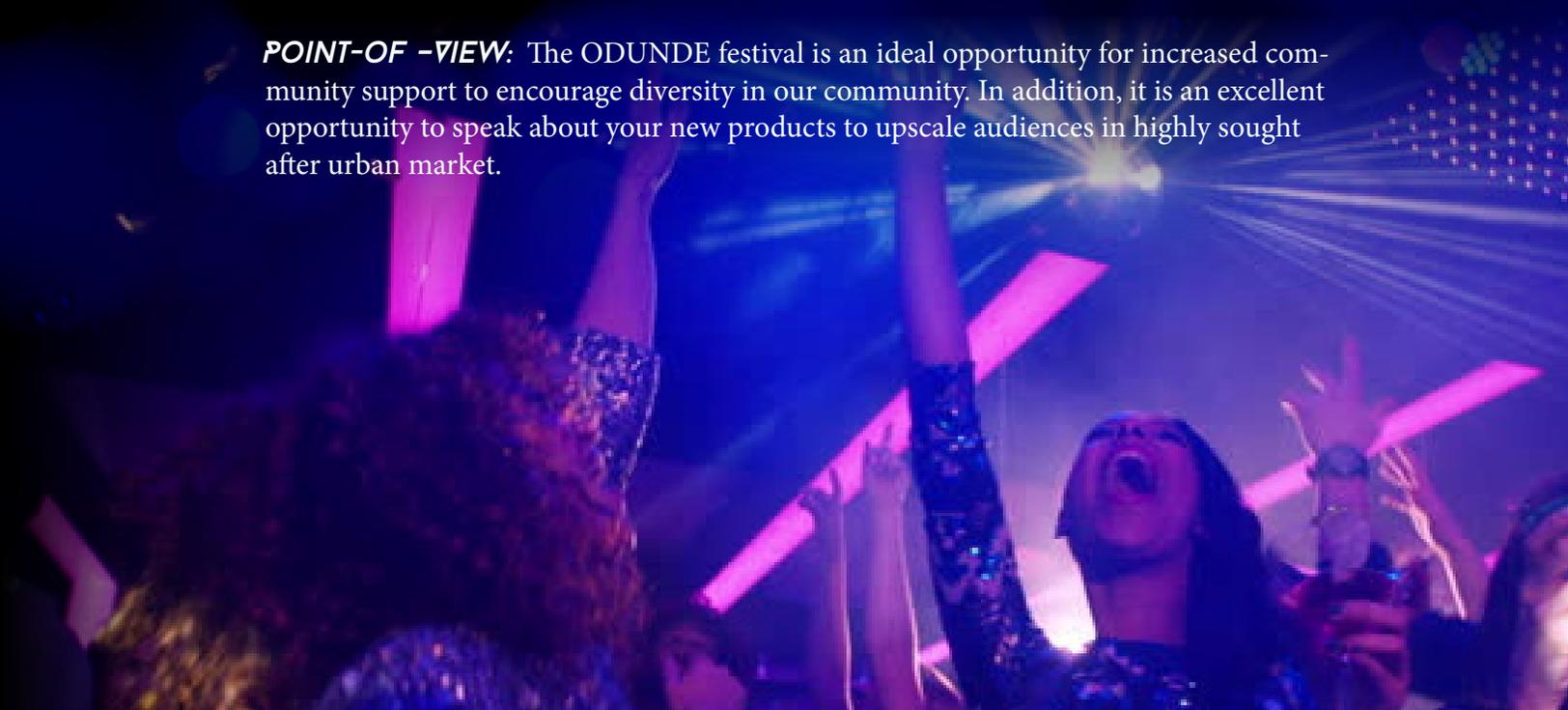
OPPORTUNITY: Official sponsorship of an evening adult party that highlights and welcomes, the ultimate expression in “culture, independence and freedom”. ODUNDE Afterdark represents a unique festival event designed to showcase diversity through a shared enjoyment of world class driving, beverages, food with viewing and discussion of thought provoking and entertaining film.

TIMING: June 9th – 10th 2018 Attendance: 1,500 to 2, 500 highly targeted, sophisticated guest who travel, eat, drink and love stylish vehicles, clothing and music will attend ODUNDE Afterdark party.

DEMOGRAPHIC MIX: ODUNDE Afterdark average guest age is between 25- 50; Income mixture is middle income to affluent (\$42,000 to \$300,000); Gender & Demographic mix is very well diverse cross section of society; gender mixture is anticipated to be 60/40 split among female to male; With Latino’s, African-American being the predominate attendees; however 30% of attendees were non-minorities.

VENUES: Main Venue (TBD) - Philadelphia, PA Branding & Media Opportunities: Branding in collateral materials including Official website, guides, poster and promotional flyers, branding (and links) included in web banners with potential flash ads. Booth with be provided throughout the festival.

POINT-OF -VIEW: The ODUNDE festival is an ideal opportunity for increased community support to encourage diversity in our community. In addition, it is an excellent opportunity to speak about your new products to upscale audiences in highly sought after urban market.





PRESS COVERAGE



The Inquirer

DAILY NEWS philly.com



43RD ANNUAL ODUNDE

Health & Fitness Sponsorship

\$20,000.00



Health & Fitness Stage

- Provide 2 (1) hour work sessions to promote health and wellness
- Provide Free Screening Tests such as blood pressure and cholesterol. Booths and or the wellness van will be provided.. As screenings are considered personal information, these services will be provided to IBX members only and in a quiet area so that test results can be discussed privately.
- Information distribution - Providers of Health Promotion Programs Include but are not limited to diabetes, heart disease prevention and education
- Seeking Massage therapists, first aid demonstrations and healthy cooking tips
- Raffles will be provided as part of your vendors' display booths and demonstrations.

Sponsorship

- Exclusive stage sponsorship
- Company representative will speak at the VIP reception
- Hyperlink on our website to your corporation's website(over 3 million visitors)
- Prominent (20 x 20) exhibit booth space at festival
- Exclusivity in customized product or promotional category
- Half-hourly audio announcements on both stages
- Company recognition and "Podium" signage at VIP Reception
- Prominent company logo on the cover of Festival's Newspaper Supplement
- Prominent company listing in all promotional materials
- Full page ad in Festival Newspaper Supplement
- Coupon giveaway and/or sampling opportunity