

SPONSORSHIP REQUEST FOR

 **ODUNDE**
Festival



WWW.ODUNDEFESTIVAL.ORG

ODUNDE Festival

- **ODUNDE** IS THE LARGEST AFRICAN AMERICAN FESTIVAL IN NORTH AMERICA
- THE FESTIVAL IS ATTENDED BY OVER **500,000** FESTIVAL GOERS
- THE FESTIVAL COVERS OVER **15 CITY BLOCKS**
- THE FESTIVAL HAS **2 STAGES** OF LIVE ENTERTAINMENT
- THE FESTIVAL HAS **OVER 150** ARTS & CRAFT AND FOOD VENDORS
- THE FESTIVAL HAS A **\$30 MILLION ECONOMIC IMPACT** ON THE STATE OF PENNSYLVANIA
- THE FESTIVAL HAS A **\$28 MILLION ECONOMIC IMPACT** ON THE CITY OF PHILADELPHIA



About...

ODUNDE was created in 1975 by the legendary Lois Fernandez. The festival attracts over 500,000 attendees annually and is **THE LARGEST AFRICAN AMERICAN STREET FESTIVAL** in North America. The festival, whose concept originates from the Yoruba people of Nigeria, West Africa, celebrates the coming of a new 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 to the goddess OSHUN. ODUNDE is known for its authentic African market place with vendors from around the world selling African merchandise from Africa and the Caribbean.

ODUNDE takes place on the second Sunday in June. The festival was a trailblazer for cultural street festivals in America. Many festivals replicated our blueprint to create and implement their own festivals. The festival was started in 1975 with a \$100 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 attracted people from around the world and surrounding regions.

Ms. Fernandez passed the baton to her daughter Oshunbunmi Fernandez-West in 1999 and she has taken the organization to another level by creating ODUNDE365 which provides year round cultural programming such as dance & drum classes, filmmaking, yoga, fitness, modeling and entrepreneurship programs.

ODUNDE

ODUNDE SPONSORSHIP

TITLE SPONSOR

Exclusive stage sponsorship
Exclusive Sponsor for "Festival Week" event of your choice
Company logo with website hyperlink
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 display on all Social Media Ads
Prominent company listing in all promotional materials
Coupon giveaway and/or sampling opportunity

SUPPORTING SPONSOR

Prominent (10x10) Exhibit booth at festival
Logo placed on our website(over 3 million visitors)
Hourly audio announcements on one stage
Company recognition and "Easel" signage at VIP Reception
Company listing in all promotional materials

EVENT/PRODUCT SPONSOR

Company ad
Banner display opportunity
Display listing at VIP Reception
Company listed on limited promotional materials

ODUNDE365 SPONSOR

FOR MORE INFORMATION

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