

# CELEBRATING 50 YEARS OF ODUNDE

THE LARGEST AFRICAN AMERICAN STREET FESTIVAL IN NORTH AMERICA





CELEBRATING  
**50 YEARS**  
OF **ODUNDE**



- **ODUNDE** IS THE LARGEST AFRICAN AMERICAN STREET FESTIVAL IN NORTH AMERICA
- THE FESTIVAL ATTRACTS UP TO **500,000** ATTENDEES
- THE FESTIVAL COVERS OVER **16 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.







# 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

Oshunbumi Fernandez West (267) 320-4364  
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[WWW.ODUNDEFESTIVAL.ORG](http://WWW.ODUNDEFESTIVAL.ORG)

