



Sponsorship Opportunities Information Package

Sponsoring the 2023 Atlanta Majuu Cultural Festival (**Madaraka Edition**) affords your organization an opportunity for:

- Effective exposure to approximately 20,000 Kenyans and their friends living in the Metro Atlanta & neighboring states.
- Networking opportunities.
- Display and promote your business and services.

Vital statistics of the community

- Atlanta reflects a dynamic and growing immigration population representing Kenya and Africa in general. Kenya is, and is continuously becoming the strategic market entry point to Africa.
- Over **70%** are two parent household.
- Average house income is **\$60K**
- Highly educated community with **80%** college graduates.
- Growing second generation of Kenya-American of 35 years and under.

The Cultural festival proceeds and sponsorship will help fund **Atlanta Majuu Cultural Festival** event that is an annual event held every spring in Atlanta, Georgia.

This event hosted by Kenyan American Community Church (KACC) is aimed at promoting Kenya cultural awareness and celebration among the Kenya-Diaspora community in USA thereby enhancing cultural diversity and consciousness.

The Sponsorship levels outlined below are designed to be accessible for both small and large organizations and even individual. Please take advantage of this powerful opportunity and complete the enclosed sponsorship forms.

Levels of Sponsorship: -

- **Platinum:** \$2,500
 - **Gold:** \$2,000
 - **Silver:** \$1,500
 - **Bronze:** \$750
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Platinum Sponsor (\$2,500)

- Inclusion in all publicity efforts related to the Festival such as the event program, website, posters, advertisements, etc.
- Full-page color ad in the Festival Program
- 10 x 10 tents at Festival including One table & 2 Chairs
- Logo and active link on the Festival web page
- Chance to speak 4 times during the Festival
- Logo in Festival media ads

Gold Sponsor (\$2,000)

- Half-page color ad in the Festival Program
- 10 x 10 tent at Festival including One table & 2 Chairs
- Logo and active link on the Festival web page
- Chance to speak 3 times during the Festival
- Logo in Festival media ads

Silver Sponsor (\$1,500)

- Quarter-page color ad in the Festival Program
- 10 x 10 at the Festival including One table & 2 Chairs
- Chance to speak 2 times during the Festival
- Logo and active link on the Festival web page
- Logo in Festival media ads

Bronze Sponsor (\$750)

- Quarter-page color ad in the Festival Program
- Chance to speak 1 time during the Festival
- Logo on the Festival web page

Note: Submission Deadline - April 30th, 2023

Sponsorship Contacts:

Chege Munano - 678-677-7605

Tim Ndegwa - 770-870-0469

Josh Kaimenyi - 678-613-1288

Email: kaccfinancedept@gmail.com

Note: KACC is a nonprofit organization registered in the State of Georgia with 501 (c) tax status

Sponsorship Agreement & Sign-up Form

Name (Business / Individual): _____

Agrees to provide sponsorship for *Atlanta Majuu Cultural Festival "Celebrating the Kenyan Culture"* to be held on **June 2nd, 3rd & 4th, 2023** held every spring in Atlanta, Georgia -USA at Kenyan American Community Church (KACC).

As a sponsor, I understand that I will receive the applicable sponsorship opportunities described in this package. I further understand that these opportunities will not be valid until this agreement and full payment has been received.

As a sponsor I agree to provide digital artwork for all promotional advertising.

Please check appropriate sponsorship level

- Platinum: \$2,500
- Gold: \$2,000
- Silver: \$1,500
- Bronze: \$750

Sponsorship payment and reservations Methods

- A check payable to KACC is attached
- I would like to pay by VISA/MASTER card. Secure on KACC website. <https://give.cornerstone.cc/kacc>

Please email or send this completed agreement with check made payable to:

Kenyan American Community Church (KACC) 771 Elberta Dr. Marietta GA. 30066 Phone: 770-427-0555 Email: kaccfinancedept@gmail.com		
Sponsor Name:		
Address:	City:	Zip Code/Country:
Representative Name:	Email:	
	Phone Number:	
Authorized Sponsor Signature:	Date:	