



49TH ANNUAL

HARAMBEE FESTIVAL

Continuing To Shine at 49

Dear Potential Sponsor,

As a dedicated supporter of our community, we would like to invite your company to become a sponsor of the 49th Annual Harambee Festival on October 28th, 2023. This year's festival theme is "Harambee! Continuing to Shine at 49!", and our focus is on "Unity in the Community" and providing a safe alternative for Halloween for all families.

The Harambee Festival is the oldest and largest African American cultural event in Dallas/Ft. Worth metroplex. The festival was created in the early 1970's, by the founding members of the Harambee Festival Steering Committee, a group of community-minded citizens who gathered at the Martin Luther King, Jr. Community Center, to form an alternative celebration to Halloween. Their objective was to organize a celebration that would provide a positive, cultural experience for children, youth, and adults.

The Harambee Festival provides an educational and cultural event that offers an atmosphere of celebration. We are proud to partner with The City of Dallas, The Martin Luther King Jr. Community Center, Parrish Restaurants, Ltd., and other loyal sponsors. With the support of various media outlets, the festival provides a wonderful showcase of diverse musical entertainment, day-long activities, and virtual experiences for viewers nationally.

As a sponsor of the Harambee Festival, your company will have the opportunity to promote your brand and show your commitment to the community. We offer a range of sponsorship opportunities that provide a variety of benefits to meet your marketing goals. Our festival is the perfect place for our community to come together in unity to connect, socialize, purchase artwork, and more.

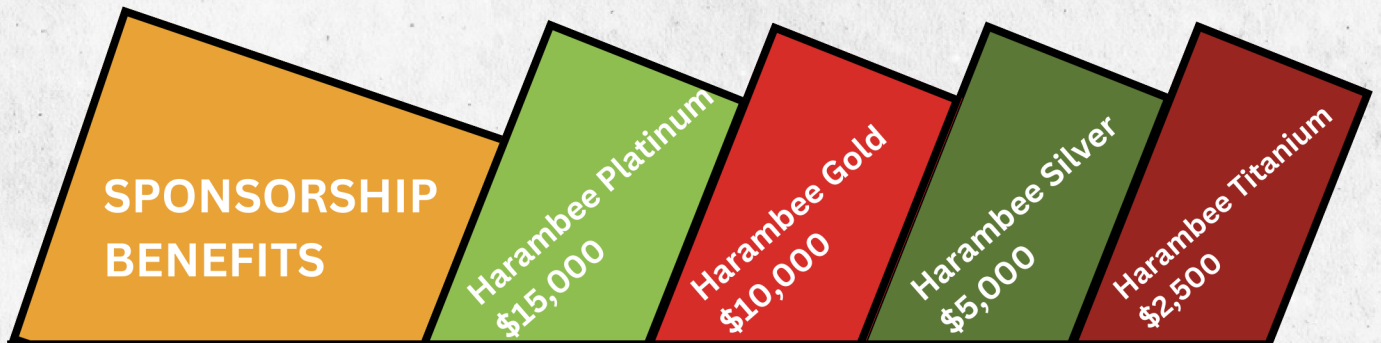
We encourage your company to join us in this cultural community festival, and to take advantage of this opportunity to support our community and promote your business. Thank you for considering our request.

We look forward to your participation in the 49th Annual Harambee Festival.

Sincerely,
Harambee Dallas Steering Committee



SPONSORSHIP OPPORTUNITIES



Donate \$25,000 to become a Harambee Diamond Sponsors;
Sponsorship benefits are customizable according to your needs.

Main Stage Exposure

Allocated block of time for special announcements, entertainment, and or acknowledgements.	15 Minutes	10 Minutes	Acknowledgement from host	N/A
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Event Advertisement

Logo representation placed on the back of all souvenir t-shirts, media banner, and marketing material.	Pre-recorded commercial, mentioned throughout the live stream	Pre-recorded commercial, mentioned throughout the live stream	Pre-recorded commercial, mentioned throughout the live stream	Live Stream: mentioned on bottom scroll/credits
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Print Collateral

Association in Major Newspapers, Underwriting, Promotions, Advertisement, & pre-recorded commercials.	Media Banner & Branded Marketing Material			
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On-Site Exposure

Recognition banner displayed on stage area. 10x10 Booths Prime placement, Logo Presentation Banner, Special Area Representation	Two 10X10 Booths & Signage Prime placement	One 10X10 Booths & Signage Prime placement	One 10X10 Booths & Signage Prime placement	One 10X10 Booths & Signage Prime placement
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Media/Community Exposure

Association in all pre-event media releases	Street marketing: billboard, street promotional			
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SPONSORSHIP OPPORTUNITIES

SPONSORSHIP BENEFITS		Harambee Bronze \$1,000	Friends of Harambee \$100- \$500	Keepers of Harambee \$25- \$100	How To Pay	
<p>Donate \$25,000 to become a Harambee Diamond Sponsors; Sponsorship benefits are customizable according to your needs.</p>					<p>Make all checks payable to Harambee Dallas</p> <p>814 Whitestone Ln. Dallas, Texas 75232</p> <p>And you can go to: www.HarambeeDallas.org/participate</p> <p>Zelle: DallasHarambeeFestival@yahoo.com</p> <p>PayPal: https://paypal.me/HarambeeDallas</p> <p>Contact: Chairman Willie H. Minor Jr. (214) 710-5407</p>	
Main Stage Exposure						
Allocated block of time for special announcements, entertainment, and or acknowledgements.	N/A	N/A	N/A			
Event Advertisement						
Logo representation placed on the back of all souvenir t-shirts, media banner, and marketing material.	Only mentioned on the bottom of the live stream banner scroll	Only mentioned on the bottom of the live stream banner scroll	Only mentioned on the bottom of the live stream banner scroll			
Print Collateral						
Association in Major Newspapers, Underwriting, Promotions, Advertisement, & pre-recorded commercials.	N/A	N/A	N/A			
On-Site Exposure						
Recognition banner displayed on stage area. 10x10 Booths Prime placement, Logo Presentation Banner, Special Area Representation	One 10X10 Booths	One 10X10 Booths	N/A			
Media/Community Exposure						
Association in all pre-event media releases	Only social-media recognition	Only social-media recognition	Only social-media recognition			

*** All donations are tax deductible***