

SPONSOR/ PARTNERSHIP DECK



UMOJA FEST

2 0 2 4

AFRICATOWN HERITAGE
FESTIVAL & PARADE

THIS YEAR WE'RE EXCITED TO BRING
THE ORIGINAL ENTERTAINER

DOUG E.
Fresh

SAT·AUG·3RD

AUGUST
3RD
&
4TH
◀ **2024** ▶

**JUDKINS PARK
SEATTLE, WA**

WWW.UMOJAFESTNW.COM
877.505.6306



UMOJAFEST

2024

QUICK FACTS

AUG 3RD & AUG 4TH

EST. ATTENDANCE:

10,000

LOCATION:

**JUDKINS PARK
SEATTLE, WA**

HIGHLIGHTS

- ▶ **CHILDREN'S FAMILY FUN VILLAGE**
- ▶ **AFRICATOWN HERITAGE PARADE**
- ▶ **BEST OF BOTH WORLDS FASHION SHOW**
- ▶ **SOUL IN THE CITY STAGE**
- ▶ **AFROBEAT STAGE**
- ▶ **HEAL THE HOOD BASKETBALL TOURNAMENT**
- ▶ **TECH LOUNGE**
- ▶ **FOOD AND VENDORS MARKETPLACE**
- ▶ **COMMUNITY HEALTH AND WELLNESS**
- ▶ **YOUTH MENTORSHIP AND COMMUNITY DEVELOPMENT**

CHILDREN'S YOUTH VILLAGE

FEATURING LOTS OF FAMILY FUN AND
EDUCATIONAL ACTIVITIES INCLUDING

**ARTS & CRAFTS, FACE PAINTING,
DRUM, DANCE, STORYTELLING,
INTERACTIVE EXHIBITS,
A LITERACY LOUNGE,
BOUNCY HOUSES AND A HEALTH
AND WELLNESS CIRCLE**





UMOJA FEST

2 0 2 4
AFRICATOWN HERITAGE
FESTIVAL & PARADE

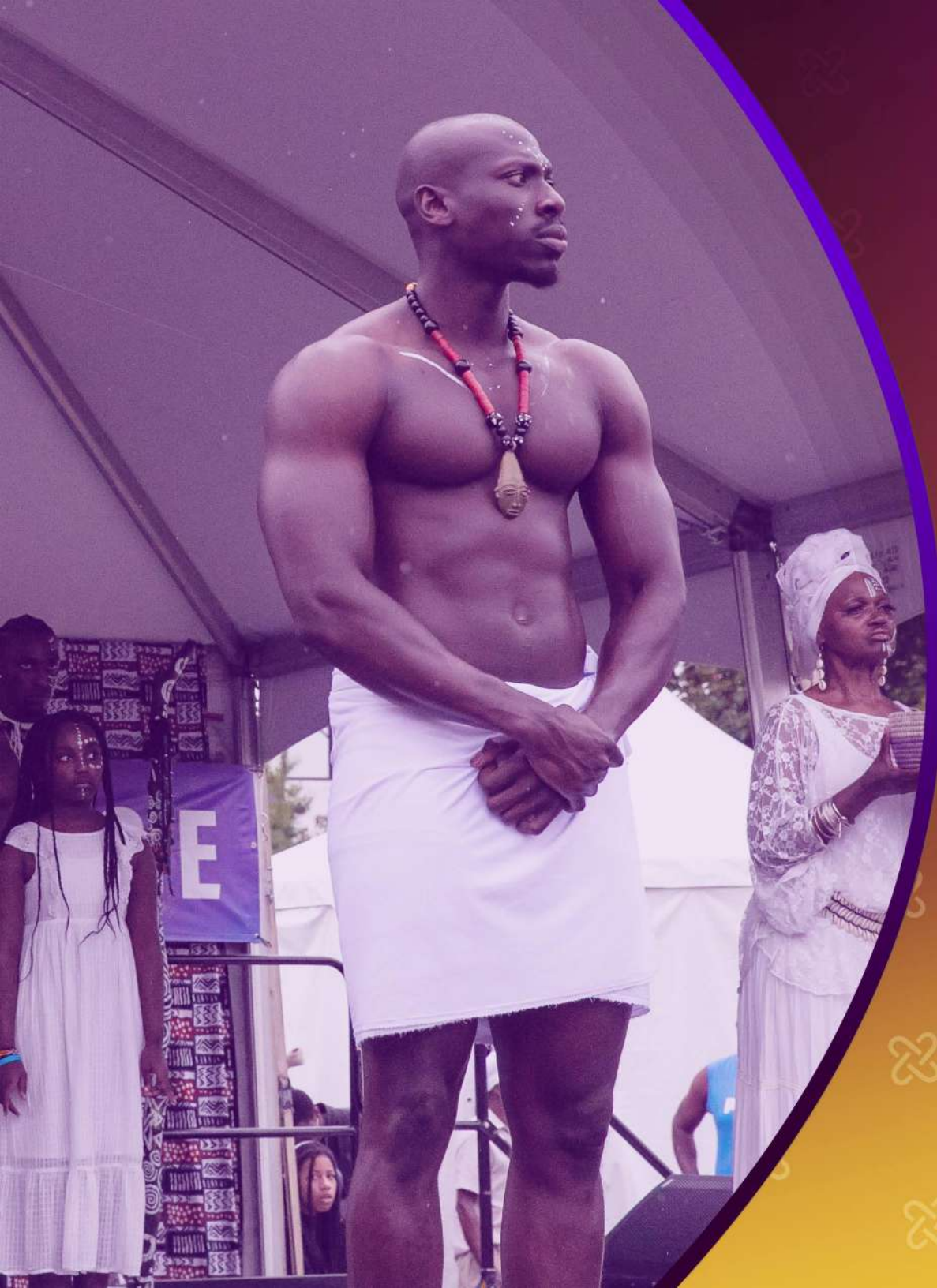
PARADE
SATURDAY AUG. 4TH, 1PM

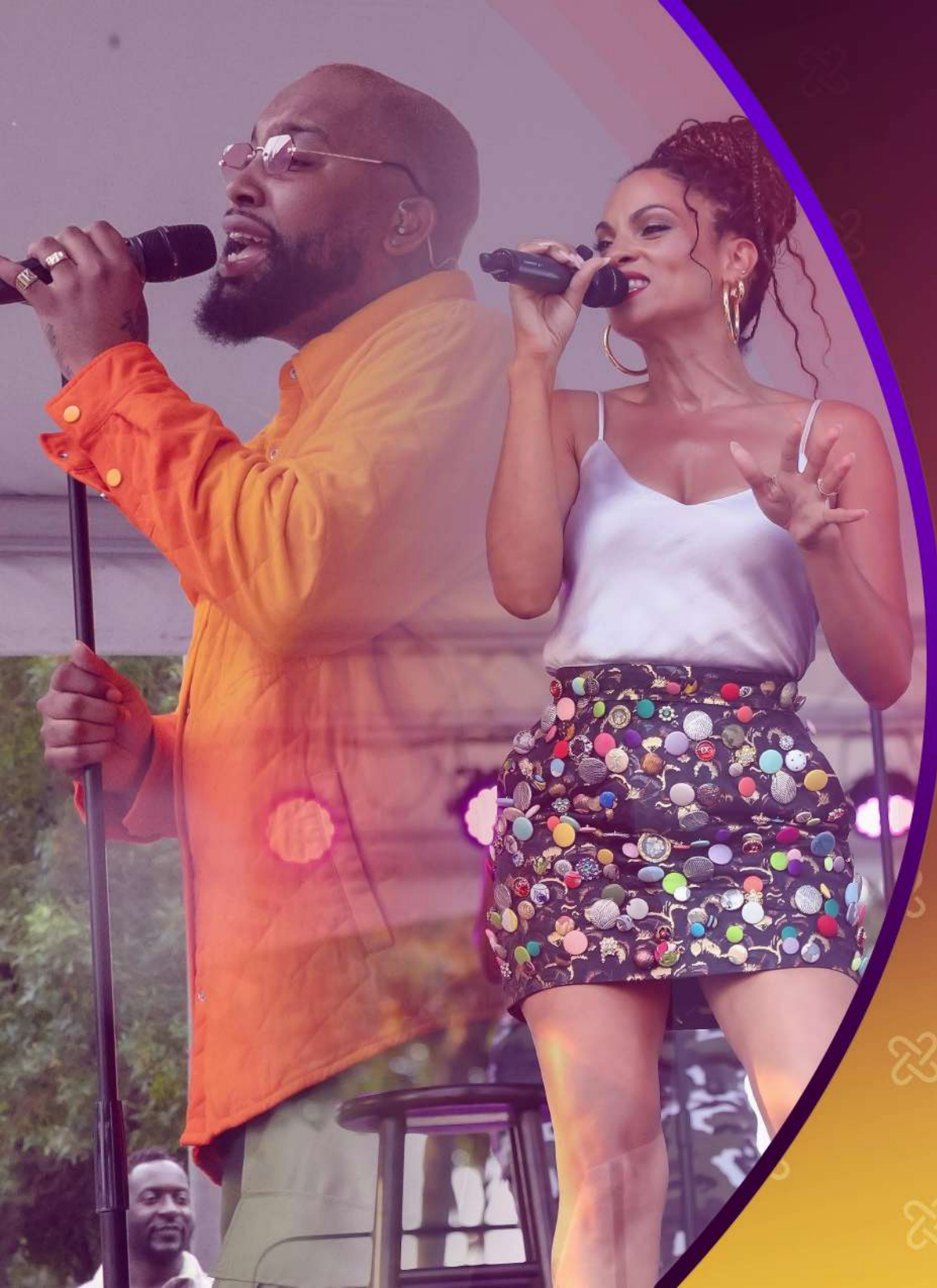


SIGN UP NOW!
WWW.UMOJAFESTNW.COM

BEST OF BOTH WORLDS FASHION SHOW

THIS EXTRAORDINARY SHOW IS A FESTIVAL FAVORITE FOR ALL WHO ATTEND! IT SHOWCASES FASHIONS FROM ACROSS THE GLOBE AND HIGHLIGHTS CLOTHING FROM THE AFRICAN DIASPORA, HIGH FASHION RUNWAY, URBAN COUTURE, UPCYCLING USED AND REUSE, AND CLOTHING THAT REFLECTS THE HIP HOP CULTURE





SOUL IN THE CITY

Stage

THE SOUL IN THE CITY STAGE FEATURES TWO DAYS OF SOULFUL AND INSPIRING PERFORMANCES LIKE LAST YEARS NATIONAL RECORDING ARTISTS GOPELLE AND WILL JORDAN ALONG WITH LOCAL RECORDING ARTIST DANELL DAYMON.

LIVE DJ'S, SOUL, JAZZ, R&B, GOSPEL, HIP HOP AND MORE!





AFROBEATS & KULTURE STAGE

FEATURING
**BEST OF BOTH WORLDS
FASHION SHOW, DJ'S, LIVE
BANDS, AND CULTURAL
DANCE GROUPS FROM
THE AFRICAN DIASPORA**





HEAL THE HOOD

BASKETBALL TOURNAMENT

AUG 3RD - 4TH, 2024

INSPIRED BY THE
LEGENDARY RUCKER TOURNAMENT
BASED IN HARLEM, NY

THE TOURNAMENT FEATURES TEAMS
ACROSS THE REGION COMPETING
TO PROMOTE ALTERNATIVES TO VIOLENCE
PLAGUING NEIGHBORHOODS.

PLANNED AND COORDINATED BY
YOUTH FROM THE COMMUNITY AS A PART
OF THE ***GAME RECOGNIZE GAME*** URBAN
SPORTS MARKETING ACADEMY.



TECH LOUNGE

- ▶ **AR/VR EXPERIENCE STATIONS**
- ▶ **INTERACTIVE TECH DEMOS**
- ▶ **CHARGING STATIONS**
- ▶ **TECH INCLUSION
PROGRAMS & RESOURCES**

VENDORS MARKETPLACE

FEATURES

**A VARIETY OF FOOD, RETAIL,
CULTURAL ARTS AND CRAFTS,
COMMUNITY ORGANIZATIONS
AND BUSINESSES.**





COMMUNITY HEALTH & WEALTH

OUR HEALTH IS OUR WEALTH
AND WE WORK WITH COMMUNITY
ORGANIZATIONS TO BRING
HEALTHY MEDICAL AND DENTAL
SCREENINGS AND RESOURCES TO
THE ELDERLY AND CHILDREN AS
WELL AS LOW INCOME FAMILIES AT
THE FESTIVAL.



YOUTH MENTORSHIP & COMMUNITY DEVELOPMENT

**UMOJA FEST PROVIDES YOUTH WITH
VALUABLE EMPLOYMENT TRAINING
OPPORTUNITIES THROUGH OUR
INTERNSHIP PROGRAM.**

**YOUTH INTERNS LEARN EVENT LOGISTICAL
PLANNING AND PRODUCTION, MARKETING,
COMMUNITY OUTREACH AND ENGAGEMENT,
AS THEY WORK ON SITE AS STAFF FOR
THE EVENT GAINING A HANDS ON WORK
EXPERIENCE.**



UMOJA FEST

**AFRICATOWN HERITAGE
FESTIVAL & PARADE**



A SPECIAL **THANK YOU**
TO OUR **2023 SPONSORS**,
YOUR GENEROSITY AND
CONTINUED SUPPORT IS
GREATLY APPRECIATED!

amazon

AFRICATOWN
COMMUNITY
LAND TRUST

Alaska

VULCAN
Real Estate

AFRICATOWN
Central District

B|E|C|U

Seattle
Parks & Recreation

adobe

AFRICATOWN
Central District

DOPE
LIFE OF A PARTY

UMOJA
FESTIVAL & PARADE

seafair

BYRD BARR
PLACE

A&C
OFFICE OF ARTS & CULTURE
SEATTLE

City of Seattle

friends
of WATERFRONT SEATTLE

KING COUNTY
EQUITY
NOW

COMMUNITY ROOTS
HOUSING



**THANK YOU FOR YOUR INTEREST
IN PARTNERING WITH US THE
COMMUNITY REALLY VALUES AND
APPRECIATES YOUR SUPPORT!**

FOR MORE INFORMATION ON
HOW TO PARTNER WITH US CONTACT:
MARGO JONES -
INFO@UMOJAFESTNW.COM



PARTNERSHIP OPPORTUNITIES



BENEFITS AND OPPORTUNITIES	TITLE	PRESENTING	SUPPORTING	EVENT	CERTIFICATE
EXCLUSIVITY (NUMBER OF SPONSORS)	1	2	5	10	20
BUSINESS/CATEGORY EXCLUSIVITY	YES	YES	YES	NO	NO
ON-SITE PRODUCT SAMPLING KIOSK OR INFO TABLE	YES	YES	YES	YES	YES
MULTI YEAR LOCK IN AGREEMENT AVAILABLE	YES	YES	YES	YES	YES
LOGO/PLACEMENT					
RECOGNITION ON ALL PROMOTIONAL COLLATERAL MATERIALS	EXCLUSIVE TITLE ON ALL MEDIA ADVERTISING (100% SIZE)	"PRESENTED BY" ALL MEDIA ADVERTISING (75% SIZE)	"WITH SUPPORT FROM" ON MEDIA ADVERTISING (50% SIZE)	NAME	NAME
COMPANY LOGO/NAME ON OFFICIAL SOUVENIR SHIRTS	PREMIUM LOGO FRONT	PRIORITY LOGO	LOGO (WITH SUPPORT FROM)	NAME	N/A
STEP & REPEAT	YES (100% SIZE)	YES (50% SIZE)	NO	NO	NO
MEDIA					
RECOGNITION IN ALL MEDIA ADVERTISING (TV, RADIO)	EXCLUSIVE TITLE IN ALL MEDIA ADVERTISING	"PRESENTED BY" IN ALL MEDIA ADVERTISING	"WITH SUPPORT FROM" ALL MEDIA ADVERTISING	YES	NO
NAME INCLUSION IN PRESS RELEASES	YES	YES	YES	NO	NO
COMPANY LOGO ON SOCIAL MEDIA PAGE	YES	NO	NO	NO	NO
COMPANY MENTIONED IN TWEETS & FACEBOOK POSTS	YES	YES	NO	NO	YES
FORMAL MENTIONS AND INTRODUCTIONS	AT OPENING CEREMONIES AND THROUGHOUT EVENT	AT OPENING CEREMONIES AND THROUGHOUT EVENT	AT OPENING CEREMONIES	N/A	N/A
AD IN EVENT PROGRAM BROCHURE	BACK COVER PAGE	FRONT OR BACK INSIDE COVER PAGE	FULL PAGE	HALF PAGE	1/8 PAGE
ONSITE					
BANNER PLACEMENT (SPONSOR PROVIDED)	PREMIUM I	PRIORITY II	PRIORITY III	GENERAL IV	GENERAL V
OFFICIAL REMARKS FROM STAGE	YES	N/A	N/A	N/A	N/A
ON-SITE PRODUCT SAMPLING KIOSK OR INFO TABLE	YES	YES	YES	YES	YES
EVENT BOOTH SELECTION ORDER	I	II	III	IV	V
WEBSITE					
BANNER PLACEMENT (SPONSOR PROVIDED)	YES	YES	YES	YES	YES
OFFICIAL REMARKS FROM STAGE	LOGO	LOGO	LOGO	LOGO	LOGO
OTHER					
PROMOTE PARTNERSHIP WITH EVENT THROUGH OWN MARKETING CHANNELS	YES	YES	YES	YES	YES
INVESTMENT	\$50,000	\$35,000	\$15,000	\$7,000	\$5,000