

# AFRICAN AMERICAN CULTURAL FAIR & PARADE



CELEBRATION OF AFRICAN AMERICAN CULTURAL, MUSIC, LIFE, ART.



SPONSORSHIP &  
ADVERTISING  
OPPORTUNITIES

AACAL.ORG

# AFRICAN AMERICAN CULTURAL FAIR & PARADE

## **This year's festival will celebrate the theme of Knowledge Is Power!**

The African American Cultural Fair is one of the largest annual African American Cultural and Art Festivals of its kind in Central Pennsylvania. Since 2013, this Fair has served as a regional platform for its rich African American culture, talent, and arts. Central PA will celebrate the 11th Anniversary of this important community event May 21-25 at Reservoir Park in Lancaster City.

The 5-day celebration offers entertainment by local and national artists and speakers, booths showcasing African-inspired goods and wares, carnival midway rides, and delicious ethnic cuisine. The Saturday parade through the streets of Lancaster highlights the amazing talents of drum and drill teams from across the Mid-Atlantic Region.

We anticipate over 7,000 people to attend this year's event and we want to make this the biggest festival to date. A new goal this year is that a portion of sponsorship funds will support our youth cultural program.

Events like this are vitally important for the community, but they can be expensive. To make sure our operations run smoothly, and the visitors receive the best experience possible, we need your help. A sponsorship from your organization will bring us closer to having the perfect event and give opportunities to youth across Lancaster County.

When the African American Cultural Alliance team was considering potential partners for this event, we immediately thought of your organization because of its commitment to diversity and inclusion and its understanding of the importance of Inclusive Excellence.

Will you stand with us and commit to supporting diversity, Social and racial equality in Central PA?

Your support will leverage our mission, support diversity, provide your business with high-level branding opportunities, and gain consumer exposure in the market, leading into our 11th Anniversary in 2024.

Yours Truly,

Derek Smith  
African American Cultural Alliance  
President

## **2024 THEME: KNOWLEDGE IS POWER**

### **ABOUT AACAL**

Our goal is to collaborate with individuals, families and businesses to magnify charitable and business impact to the African American community in Lancaster. Our legacy is that we strengthen the place we call home, improving lives today and for future generations..

### **MISSION**

To improve the physical, economic, and education conditions that affect the quality of life for all citizens, We aim to create opportunities that educate, inspire, improve and celebrate the experiences of the African American journey.

### **WHY SUPPORT AACAL?**

AACAL conducts ongoing community engagement programs that connect Americans of all ages to African American history. AACAL also provides youth cultural arts program, AACAL is flexible in tailoring sponsor opportunities.

**FOR MORE INFORMATION:**  
[aacalancaster@gmail.com](mailto:aacalancaster@gmail.com)

### **ADDRESS**

259 S Ann St #2  
Lancaster, PA 17602  
[www.aacal.org](http://www.aacal.org)

# SPONSORSHIPS

## **ZEBRANO - \$25,000 & UP**

- One parade entry–(one vehicle/float up to 15 walkers), front–of–parade position among the first five entries.
- Vehicle magnet recognizing your sponsorship level.
- Name mentioned during media interviews.
- Featured logo on Event T–Shirt
- Featured logo on any printed materials.
- Logo on Sponsor Banner
- Company Banner/Display at Fair (banner provided by company)
- Recognition from festival stage 3 times every evening
- Two social media posts during March and April highlighting your sponsorship of the festival.
- One social media post the first week of May highlighting your sponsorship.
- Company Representative 2–minute speaking opportunity on–stage every night of event
- Ten (10) passes to parade VIP grandstand seating in front of Reservoir Park
- Acknowledgment by announcers along the parade route
- Linked Logo on the AACA Website and social media pages and any event email marketing for 6 months.
- Co–branded Step and Repeat for Parade End Photo Area
- Logo on Vendor badges
- Featured Vendor Booth location in Festival.
- Featured Vendor Booth location 2024 or 2025 Black Business Expo (date TBD)
- Speaking opportunities at the 2025 Black Excellence Gala (February 2025)
- 2 full page color ad in souvenir book (front and back cover)

## **AFZELIA - \$15,000**

- One parade entry (one vehicle/float, up to 10 walkers), positioned among the first 25 entries.
- Two social media posts during April highlighting your organization as a Mahogany Sponsor
- Five (5) passes to parade VIP seating grandstand in front of Reservoir Park
- Acknowledgment by announcers along the parade route
- Company Representative 2–minute speaking opportunity on–stage May 25
- Your logo on Event T–Shirt
- Logo on printed materials
- Logo on Sponsor Banner
- Company Banner/Display at Fair
- Recognition from festival stage twice every evening
- Space for Vendor Booth at Reservoir Park May 21–25
- Featured Vendor Booth location 2024 or 2025 Black Business Expo (date TBD)
- One full page color ad in souvenir book

**Various sponsorship levels are named for different types of wood that symbolize the strength, and essence of the African Diaspora.**

# SPONSORSHIPS

## PADAUK - \$5,000

- One parade entry (no vehicle– up to 10 walkers), positioned among the first 50 entries
- Acknowledgment by announcers along the parade route
- Your logo on Event T-Shirt
- Logo on Sponsor Banner
- Linked logo on Website for six months
- Space for Vendor Booth in Festival (2 days)
- ½ page color ad in souvenir book
- Logo on **select** marketing material

## PEARWOOD - \$2,500

- Acknowledgment by announcers along the parade route
- One parade entry (no vehicle– up to 5 walkers), positioned among the first 50
- Your logo on Event T-Shirt
- Logo on Sponsor Banner
- Logo on select marketing material
- Space for Vendor Booth in Festival (2days)

## UMBILA - \$1,500

- Logo on Sponsor Banner
- Linked logo on Website for six months.
- Logo on T-shirt
- Space for Informational Booth at Festival Area (2 days)

Various sponsorship levels are named for different types of wood that symbolize the strength, and essence of the African Diaspora.

# CORPORATE ADS

- 2-Color full page ad – **\$1,000**
- 2-Color half page ad – **\$500**

All camera ready ads must be: 300 dpi, Full-Color CMYK or Grayscale

Must be submitted by **April 30, 2024** as PDF, EPS, TIFF, or JPEG and sizes meet our ad spec sheet specifications

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company Name \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

CONTACT INFORMATION

Name \_\_\_\_\_ Title \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

TYPE OF SPONSORSHIP

Table with 4 columns: Sponsorship Type, Amount, Sponsorship Type, Amount. Includes options like ZEBRAO (\$20,000), AFZELIA (\$15,000), PADAUK (\$5,000), PEARWOOD (\$2,500), UMBIA (\$1,500), SPONSOR A BAND (\$1,500), MEDIA SPONSOR, Festival Patron (\$500), Corporate Ad (full-page) (\$1,000), Corporate Ad (half-page) (\$500), and DONATION.

I cannot attend, but I am pleased to enclose a donation of \$ \_\_\_\_\_

Please Charge my Credit Card (For Security reasons, you can call 202-238-5912)

Card Holder's Name \_\_\_\_\_

Card number \_\_\_\_\_ Exp. Date \_\_\_\_/\_\_\_\_/\_\_\_\_ CVV# \_\_\_\_\_

Billing Address \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

Enclosed is my check

Please make check payable to: African American Cultural Alliance, 259 S Ann St #2, Lancaster, PA 17602

AACAL is a nonprofit organization with 501(c)(3) Status