

2025 AFRICAN AMERICAN FAIR & PARADE



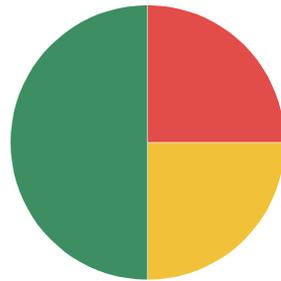
African American
Cultural Alliance Of Lancaster
LIFE • MUSIC • ART • CULTURE • HISTORY



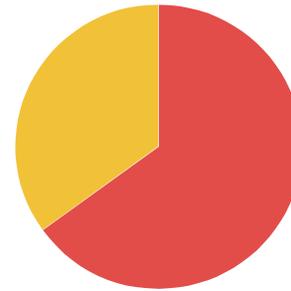


AFRAM — one of the largest African American cultural festivals in South Central Pennsylvania. Hosted by the African American Cultural Alliance in historic Reservoir Park, the 2-acre oasis draws crowds of over 5,000 each year. For five days, people from all walks of life come together to enjoy national entertainment, Lancaster’s local eats, live activities and so much more.

ATTENDEES:
5,000



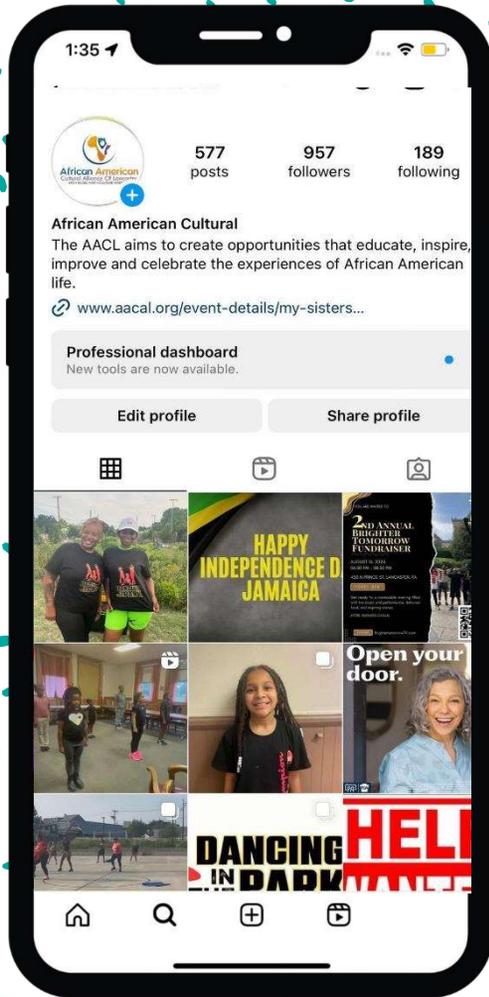
AGE DEMO:
18-24
25-49
50+



GENDER DEMO:
Female: %65
Male: %35

PAST TALENT:

- | | |
|--------------------|----------------------|
| 1. Twinkie Clark | 10. Sean Kingston |
| 2. Vickie Winans | 11. Le-Andrea Johson |
| 3. Larry Clark | 12. John P Kee |
| 4. Sammie | 13. Kierra Sheard |
| 5. Young Joc | 14. Case |
| 6. Lil Mo | 15. Zacardi Cortez |
| 7. DJ Diamond Kuts | 16. Da Truth |
| 8. Tony Terry | 17. Detranada |
| 9. Trina | |



ALLIANCE FACEBOOK OVERVIEW:

Impressions: **6.4K** (191.6% Increase from week prior)

Engagement: **1.5K** (106.3% Increase)

ALLIANCE INSTAGRAM OVERVIEW:

Impressions: **4.4K** (813.2% Increase from week prior)

Engagement: **4.7K** (388.2% Increase)

ALLIANCE WEBSITE:

Unique Visitors: **8.6K** (516% Increase from week prior)

Visits Total: **7.4K** (550% Increase)

Page Views: **2.7K** (520% Increase)

GET SOCIAL.



**WE ARE
TAKING THE
FESTIVITIES
TO THE
NEXT LEVEL.**

Let's Stay Connected!

For announcements, talent updates,
and creative content visit:

 [AFRICAN AMERICAN FAIR & PARADE](#)

 African American Cultural Alliance

 African American Cultural Alliance

STAY CONNECTED.

A PARTNERSHIP WITH IMPACT



DRIVE ENGAGEMENT & EXCITEMENT



BUILD COMMUNITY



INNOVATE YOUR PRESENCE



SURPRISE & DELIGHT



TRANSFORM BRAND PERCEPTIONS

76%

OF ATTENDEES REPORT A MORE FAVORABLE VIEW OF BRANDS THAT ENGAGE WITH THEIR COMMUNITIES AT EVENTS LIKE AFRAM.



HIGHLIGHTED BENEFITS

- *Exclusive Rights & Benefits*
- *VIP Festival Perks*
- *Enhanced Digital Visibility*



2024 Branding



AFRICAN AMERICAN CULTURAL ALLIANCE //////////////////////////////////////

2024 Theme
KNOWLEDGE IS POWER

71th Annual
AFRICAN AMERICAN
CULTURAL FAIR & PARADE

MAY 21-25

Reservoir Park
832 E Orange St, Lancaster, PA //////////////////////////////////////

TUESDAY, MAY 21
DJ SILK

WEDNESDAY, MAY 22
DJ COOL LA

THURSDAY, MAY 23
DJ MATT-TRAPKING

FRIDAY, MAY 24
DJ FLACO

SATURDAY, MAY 25
DJ DAVE
DJ DRE DAY

**CARNIVAL MIDWAY
FOOD TRUCKS
GAMES
ENTERTAINMENT**

AFZELIA SPONSOR
HIGHMARK
WHOLECARE

PADAUK SPONSOR
TOYOTA
Lancaster Toyota

Midway Hours
Tues.-Fri., 6pm
Sat., 3pm

For More Info Visit
www.aacal.org/fair

AFRAM 2025: MEET ME AT THE FAIR

Meet Me at the fair campaign serves to draw both local and regional audiences to Central PA's largest African American cultural festival. As such, the campaign spans multiple mediums and employs traditional as well as non-traditional tactics to showcase the experience.

CAMPAIGN MISSION

- Build awareness of the festival brand,
- Drive traffic to the AACAL's digital platforms, website, Facebook, and Instagram.

CAMPAIGN STRATEGY

Using a content marketing approach, the campaign focuses on cultivating content to drive conversations. Our content marketing strategy is centered on creating and distributing valuable, relevant and consistent content to attract and maintain a clearly-defined audience.

MARKETING CAMPAIGN.



There are multiple sponsorship levels with various perks & benefits based upon the package selected. The sponsorship levels include:

TITLE SPONSOR - \$20,000

FREEDOM SPONSOR - \$10,000

PADUK SPONSOR - \$5,000

PEARWOOD SPONSOR - \$2,500

SPONSORSHIP MARKETING

All program elements are subject to final approval

*Based upon deadline requirements

SPONSOR LEVEL

Sponsorship Benefits Chart

• 2025 Festival Week: May 28 – June 1 •

B E N E F I T S	TITLE SPONSOR	FREEDOM SPONSOR	PADUK SPONSOR	PEARWOOD SPONSOR	UMBILA SPONSOR	PARADE SPONSOR	FULL PAGE AD COLOR	½ PAGE AD B&W
	\$20,000+	\$10,000+	\$5,000 +	\$2,500 +	\$1,000 +	\$10,500 +	\$800	\$350
Available positions	1	5	10	Unlimited	Unlimited	4	Unlimited	Unlimited
Industry exclusivity	Yes	No	No	No	No	No	No	No
STAGE PRESENCE / PARADE ENTRY								
MC mention on all stage's multiple times	•	•	•					
On-stage speaking opportunity (1-2 min.)	Every night	Wed & Thurs	Thurs			Parade Day		
Logo on signage at stages	2	1	0	0	0	1		
Sponsor's flyers distributed by volunteer	•	•						
Booth/display at Festival & Parade stage	5 days	5 days	Wed & Thurs, Fri	Wed & Thurs	Wed	Fri & Sat		
PARADE ENTRY/FLOAT ENTRY/WALKING GROUP	3 entries + 15 walkers	1 entry + 5 walkers	Max 5 walkers	Max 3 walkers		3 entries		
PROMOTION / MEDIA COVERAGE								
Logo in e-mail campaign	•	•	•	•		•		
Ad in program (page size)	2 pages	1 page	1 page	½ page	½ page	1 page	1 page	½ page
Social media promotion	•	•	•	•	•	•		
Logo on all printed materials	•	•						
Logo and AACAL website	•	•						
Logo on select marketing flyer	•	•	•	•		•		
Logo on sponsorship banner	•	•	•	•	•	•		
Sponsor provided banner in midway	7	2	1					
Custom Sponsor Banner in Parade	2					1		
Company Promotional Items								
Co-branded Step and Repeat for Parade End Photo Area	•							
Logo on volunteer T-Shirt	•	•	•	•		•		
OTHER								
Preferred seating at Headliner Concert	10	5						
Preferred seating at Parade	5	3				10		

Other sponsorship opportunities • Emerging Artists • Program Production • Designer T-shirt • We will be pleased to tailor a sponsorship package to your needs.

SPONSORSHIP & ADVERTISING OPPORTUNITIES

Company Name _____

Address _____

City _____ State _____ Zip _____

CONTACT INFORMATION

Name _____ Title _____

Phone _____ Email _____

TYPE OF SPONSORSHIP

__ TITLE SPONSOR \$20,000 +	__ MEDIA SPONSOR (list amount) \$ _____
__ FREEDOM \$10,000-\$24,999	__ Festival Patron \$500
__ PADAUK \$5,00-\$9,999	__ Corporate Ad (full-page) \$800
__ PEARWOOD \$2,500-\$4,999	__ Corporate Ad (half-page) \$350
__ UMBIA \$1,000-\$2,499	__ DONATION \$ _____
__ PARADE SPONSOR \$10,500	



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

Please Charge my Credit Card

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

THANK YOU.



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