



# DELOU AFRICA INC.

" Cultivating & educating communities through the artistic expression of African dance, drum, music, & history. "

Phone: (305) 978-3866  
Fax: (866) 719-0742  
E-Mail: DELOUAFRICA@YAHOO.COM

WWW.DELOUAFRICA.ORG

February 2020.

Dear Potential Sponsor:

My name is Njeri Plato and I am the President of Delou Africa, Inc.

Delou Africa, Inc. is a community based cultural arts non-profit 501(c)(3) organization that was established in 2010 by our performing arts company Delou Africa Dance Ensemble (D.A.D.E). We create and facilitate year-round artistic education programs for children and adults. These programs are developed by a collective of professional artists and educators who are committed to providing a platform that educates the general public on the distinct art form of West African folklore through dance, drum, music, art and history. Delou's arts initiatives, cultural engagements and community outreach development, enhances social enrichment and continues to bridge gaps. We are currently artists-in-residence at the Little Haiti Cultural Complex in Miami, Florida.

DanceAfrica, Miami presented by Delou Africa's 11<sup>th</sup> Annual African Diaspora Dance & Drum Festival of Florida will be held on July 31 to August 2, 2020 at the Little Haiti Cultural Complex. Since its inception, this multi-cultural outreach event has attracted local, national and international participants while connecting the African Diaspora to our diverse communities. Past success is reflected in the nearly 40,000 participants who attended the festival since 2010.

We are striving to be South Florida's #1 cultural arts destination festival. We are a proud Knight Foundation Arts Challenge recipient. They supported our efforts to increase the festival audience and helped to establish the festival as "DanceAfrica Miami", one of the many cities on the nationwide African festival network.

The Festival expands cultural engagement through a variety of program components for the entire family. Participants enjoy African, Contemporary and Caribbean dance, drum and music workshops, yoga, a Better Living Health Fair, a symposium, beach events, an artisan marketplace, and a free Children's Village featuring dance, drum, arts & crafts, African folktale, and a back to school book bag give-away. Our festival concert extravaganza features national and local renowned dance, drum and music artists all performing on the DanceAfrica, Miami's main stage which is historically sold out.

We invite you to join us as a 2020 Festival Sponsor. Partnering with Delou Africa, provides you with an opportunity to go beyond exposure on collateral and publicity efforts. This is an opportunity to create a scalable activation and brand experience targeted to a progressive and upwardly mobile audience that represents the diversity of South Florida. Your tax-deductible contribution will help towards equipment, supplies, costumes, production cost and scholarships for children to participate and to assure our mission. Our sponsorship participation levels are attached. *If there is a sponsorship level that you would like for us to customize for you*, please contact Njeri Plato at (305) 978-3866 or Folayan Griffiths (954) 288-0201.

Warm regards,

Njeri Plato/President



## 2020 SPONSORSHIP BENEFITS (By level)

**Category : "Synergy"**

**Investment: \$25,000**

### Designation

- DanceAfrica, Miami/African Diaspora Dance & Drum Festival of Florida presented by (company)

### Advertising/Media

- Presenting Media Package (Est. 500,000 dedicated impressions)
- Inclusion in Festival Marketing Campaign (Est. 500,000 shared impressions)

### Branded Video Content

- "On the Scene With" video vignette shot live to tape at festival and highlighting the company' on-site activation brand inclusion in the "Delou Africa All Access" video recap featured on [delouafrica.org](http://delouafrica.org)
- Logo incorporated onto festival homepage

### Premium Branding

- Logo displayed throughout the festival on banners, t-Shirts, lanyards and passes and all marketing materials.
- Opportunity to make an onstage presentation during the festival concert.
- Delou Africa will raffle an item in the name of the sponsor.
- Full page ad in Delou' Concert Extravaganza Souvenir Booklet
- One year of complimentary Delou Africa Community Dance or Drum Classes for (2).
- Sponsorship of pre-festival press reception in Miami
- Pre-Festival gathering (Event Activation)
- Right to brand two additional Delou events: Opportunity to create custom on-site activations
- 10 complimentary festival passes
- 10 concert tickets

**Category: "Culture"**

**Investment = \$15,000**

### Advertising/Media

- Presenting Media Package (Est. 500,000 dedicated impressions)
- Inclusion in Festival Marketing Campaign (Est. 500,000 shared impressions)

### Branded Video Content

- Naming Rights of Concert Extravaganza
- "On the Scene With" video vignette shot live to tape at festival and highlighting the company' on-site activation brand inclusion in the "Delou Africa All Access" video recap featured on [delouafrica.org](http://delouafrica.org)
- Logo incorporated onto festival homepage

### Premium Branding

- Logo displayed throughout the festival on banners, t-Shirts and all marketing materials.
- Opportunity to make an onstage presentation during the festival concert
- Half page ad in Delou's Concert Extravaganza Souvenir Booklet.
- One year of complimentary Delou Africa Community Dance or Drum Classes for (1).
- Pre-Festival Gathering (Event Activation)
- 8 Complimentary Festival Passes
- 8 Concert Tickets

**Category: "Arts"****Investment = \$10,000****Advertising/Media**

- Presenting Media Package (Est. 500,000 dedicated impressions)

**Branded Video Content**

- Logo incorporated onto festival homepage

**Premium Branding**

- Logo displayed throughout the festival on banners and all marketing materials.
- Mention in press releases
- Quarter page ad in Delou's Concert Extravaganza Souvenir Booklet
- Six months of complimentary Delou Africa Community Dance or Drum Classes for (2)
- Pre-Festival Gathering (Event Activation)
- 6 Concert Tickets

**Category: "Preservation"****Investment = \$5,000****Advertising/Media**

- Presenting Media Package (Est. 500,000 dedicated impressions)

**Branded Video Content**

- Logo incorporated onto festival homepage

**Premium Branding**

- Logo displayed throughout the festival on banners and all marketing materials
- Six months of complimentary Delou Africa Community Dance or Drum Classes for (1)
- Mention in press releases
- 4 Concert Tickets

**Category: "Diversity"****Investment = \$2,500****Advertising/Media**

- Presenting Media Package (Est. 500,000 dedicated impressions)

**Premium Branding**

- Logo or company name in concert program.
- Four months of complimentary Delou Africa community dance or drum classes for (2)
- Banner displayed at festival
- 2 concert tickets

**Category: "Community"****Investment = \$100****Premium Branding**

- 1 Festival T-Shirt
- Four (4) weeks of complimentary Delou Africa Community Dance or Drum Classes for (1)
- Name recognition at our DanceAfrica Miami Concert Extravaganza as a community partner.
- 10% off a one-time purchase with selected festival vendors.



Please make check, money order, or cashier's check payable to **Delou Africa, Inc.**  
And mail to: Delou Africa Inc. 212-260 NE 59<sup>th</sup> Terrace Miami FL 33137  
Online payments can be made via PayPal at [addff.delouafrica.org/become-a-sponsor/](http://addff.delouafrica.org/become-a-sponsor/)  
or fill out the Third-Party Credit Card Authorization Form below

I, (please print) \_\_\_\_\_, authorize Delou Africa, Inc. to process payment below for one of the following Investment:

(Please check form of payment and place initials beside the item you agree to pay)

**Only fill out information that applies to your form of payment**

\_\_\_ Cash \_\_\_ Check \_\_\_ Credit Card/Type ( \_\_\_\_\_ ) \_\_\_ Other  
\_\_\_ \$25,000. \_\_\_ \$15,000. \_\_\_ \$10,000. \_\_\_ \$5,000. \_\_\_ \$2,500. \_\_\_ \$100.

Name as it appears on Credit Card: \_\_\_\_\_

Company Name: (if applicable) \_\_\_\_\_

Type of Card: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

Expiration Date: \_\_\_\_\_ Security Code: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_

Contact Phone #: \_\_\_\_\_ Email: \_\_\_\_\_

Authorize Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Purchase Order Number: \_\_\_\_\_ Invoice Number: \_\_\_\_\_ (if applicable)

Please return this form and payment no later than **July 6, 2020** to:  
**Delou Africa Inc. 212-260 NE 59<sup>th</sup> Terrace Miami FL 33137**  
**Please make check, money order, or cashier's check payable to Delou Africa, Inc.**  
Online payments can be made via PayPal at [addff.delouafrica.org/become-a-sponsor/](http://addff.delouafrica.org/become-a-sponsor/)  
Phone: 305-978-3866 | Fax: 866-719-0742 | Email: [festival@delouafrica.org](mailto:festival@delouafrica.org)  
**Thank you for your generous contribution.**