



# DELOU AFRICA INC.

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

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WWW.DELOUAFRICA.ORG

April 29, 2017

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 to preserve African heritage influenced by the African Diaspora. 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 continuous platform to showcase and educate the general public on the rich traditions of Africa through dance, drum, music, art and history. We are currently artists-in-residence at the Little Haiti Cultural Complex in Miami, Florida.

DanceAfrica, Miami hosted by Delou Africa's annual African Diaspora Dance & Drum Festival of Florida will be held on August 4-6, 2017. 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 15,000 participants who attended the festival since 2010.

We aim to become South Florida's #1 cultural arts festival destination. We were recognized as a Knight Foundation Arts Challenge recipient in support of our efforts to increase the festival audience and establish the festival as "DanceAfrica Miami", the newest city on the nationwide African festival network.

The African Diaspora Dance and Drum Festival of Florida will be held at the Little Haiti Cultural Complex. 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, the Better Living Health Fair & Symposium, beach events, an artisan marketplace, and a free Children's Village featuring dance, drum, arts & crafts, African folktale, and back to school book bag give-away. The festival concert extravaganza on Saturday August 5, will feature world renowned performers and talented local artists followed by a post-concert gala reception fundraiser along with media presence.

This year we celebrate Delou Africa Dance Ensemble's (D.A.D.E.) 30<sup>th</sup> anniversary. Since 1987 our performing arts company, D.A.D.E. has established itself as the premier traditional African performing arts company in South Florida. D.A.D.E. collaborates with academic, cultural, civic and social entities across South Florida. D.A.D.E. showcases and preserves African dance, drum, music, art and history while bringing cultural awareness and diversity to the south Florida community and abroad. One of D.A.D.E.'s greatest achievements was creating Delou Africa, Inc. which supports our goal to provide children and adults of our diverse community the opportunity for cultural engagement, artistic expression, and personal growth in a supportive and nurturing environment.

We hope that you will join us as a 2017 Festival Sponsor and Community Partner. Your tax-deductible contribution will help assure the continued success of our unique and authentic Miami cultural arts festival. Our sponsorship participation levels are attached. If there is a sponsorship level that you would like for us to customize for you, please contact Christel Moore at (786) 663-2708 or Njeri Plato at (305) 978-3866.

Warm regards,

Njeri Plato/President



**DanceAfrica, Miami  
2017 SPONSORSHIP BENEFITS  
(By level)**

**Category : Ujamaa – Cooperative Economics**

**Investment: \$15,000**

**Designation**

- DanceAfrica, Miami/African Diaspora Dance & Drum Festival 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 along with one year of complimentary Delou Africa Community Dance or Drum Classes. Raffle winner to be featured in a video vignette.
- Sponsor will present the 2017 Delou Cultural Community Outreach Development Award
- 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
- 20 Complimentary Festival Passes
- 20 Concert Tickets

**Category: Sankofa – “We must go back and reclaim our past so we can move forward; so we understand why and how we came to be where we are today”**

**Investment = \$10,000**

**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 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 along with one year of complimentary Delou Africa Community Dance or Drum Classes. Raffle winner to be featured in a video vignette.
- Pre-Festival Gathering (Event Activation)
- 15 Complimentary Festival Passes
- 15 Concert Tickets

**Category: Umoja – Unity**

**Investment = \$5,000**

**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 and all marketing materials.
- Delou Africa will raffle an item in the name of the sponsor along with one year of complimentary Delou Africa Community Dance or Drum Classes. Raffle winner to be featured in a video vignette.
- Pre-Festival Gathering (Event Activation)
- 12 Complimentary Festival Passes
- 12 Concert Tickets

**Category: Wontanara – “Coming together in unity.”**

**Investment = \$2,500**

**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
- 8 Complimentary Festival Passes
- 8 Concert Tickets

**Category: Tama – “The talking drum.”**

**Investment = \$500**

**Premium Branding**

- Logo displayed on all marketing materials.
- Mention in press releases
- 2 Complimentary Festival Passes
- 2 Concert Tickets



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  
Credit card payment can be made through PayPal via [www.adddff.delouafrica.org](http://www.adddff.delouafrica.org)  
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  
\_\_\_ \$15,000 \_\_\_ \$10,000 \_\_\_ \$5,000 \_\_\_ \$2,500 \_\_\_ \$500.

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 13, 2017** 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.**  
**Make PayPal Credit card payments to [www.adddff.delouafrica.org](http://www.adddff.delouafrica.org)**  
**Phone: 305-978-3866 | Fax: 866-719-0742 | Email: [festival@delouafrica.org](mailto:festival@delouafrica.org)**  
**Thank you for your generous contribution.**