



March, 2022

Dear Potential Sponsor:

Delou Africa, Inc. is proud to celebrate Delou Africa Dance Ensemble's 35<sup>th</sup> year of Cultural Artistic Excellence!

Delou Africa, Inc. is a community based cultural arts non-profit 501(c)(3) organization established by Delou Africa Dance Ensemble (D.A.D.E) in 2010.

D.A.D.E. is a premier traditional West African folklore company comprised of an artist's collective of talented drummers/musicians, dancers, and oral historians/storytellers. Their purpose is to showcase traditional African folklore through quality performances, and presentations.

It is the mission of Delou Africa, Inc. to bridge gaps and preserve culture by facilitating artistic education and provide the diverse south Florida community opportunities for expression, growth, and cultural appreciation in a supportive and nurturing environment. We are currently artists-in-residence at the Little Haiti Cultural Complex in Miami, Florida.

DanceAfrica, Miami presented by Delou Africa's 13<sup>th</sup> Annual African Diaspora Dance & Drum Festival of Florida will be held on August 5<sup>th</sup>-7<sup>th</sup>, 2022 at the Florida Memorial University. 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 50,000 participants who attended the festival since 2010.

The Festival expands cultural engagement through a variety of program components for the entire family. Activities include African, Contemporary and Caribbean dance, drum and music workshops, yoga, the Better Living Health Fair, a symposium, an artisan marketplace, and a free Children's Village featuring rhythm, music African folktale and arts & crafts. This year's festival theme is "Rise Above". We will focus on the stilt artistry of black immigrants. Our festival concert extravaganza features national and local renowned dance, drum, music, and folktale artists all performing on DanceAfrica, Miami's main stage which is historically sold out.

DanceAfrica Miami, is South Florida's premiere cultural arts destination festival. Delou Africa is a proud two-time Knight Foundation Arts Challenge recipient. They supported our efforts that established Delou's festival as DanceAfrica Miami, one of the many cities on the nationwide African festival network, and in 2022 our Knight Arts Challenge proposal Tall Spirit-Artistry of Black Immigrants, was funded by the Knight Foundation.

We invite you to join us as a 2022 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, production cost, equipment, supplies, costumes, artistic scholarships for children and adults 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 Folayan Griffiths at (954) 288-0201 or Njeri Plato at (305) 978-3866.

Warm regards,

Njeri Plato, and I am the founder of Delou Africa Dance Ensemble and President of Delou Africa, Inc.



## 2022 SPONSORSHIP BENEFITS (By level)

### **Category : "Synergy"**

**Investment: \$5,000**

#### **Advertising/Media**

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

#### **Branded Video Content**

- Logo incorporated onto festival homepage

#### **Premium Branding**

- Logo displayed throughout the festival on multiple banners, and all marketing materials.
- Opportunity to make an onstage presentation during the festival concert.
- Full page ad in Delou' Concert Extravaganza Souvenir Booklet
- Ten (10) complimentary Delou Africa Community Dance or Drum Classes for (2).
- Pre-Festival gathering (Event Activation)
- Opportunity to create custom on-site activations
- Eight (8) complimentary festival passes
- Eight (8) concert tickets

### **Category: "Culture"**

**Investment = \$2,500**

#### **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 two (2) banners, and all marketing materials.
- Opportunity to make an onstage presentation during the festival concert
- Half page ad in Delou's Concert Extravaganza Souvenir Booklet.
- Six (6) complimentary Delou Africa Community Dance or Drum Classes
- Pre-Festival Gathering (Event Activation)
- Six (6 Complimentary Festival Passes
- Six (6) Concert Tickets

### **Category: "Arts"**

**Investment = \$1,000**

#### **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 banner.
- Mention in press releases
- Quarter page ad in Delou's Concert Extravaganza Souvenir Booklet
- Four (4) complimentary Delou Africa Community Dance or Drum Classes
- Pre-Festival Gathering (Event Activation)
- Four (4) Concert Tickets

#### **Category: "Preservation"**

**Investment = \$500.00**

#### **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.
- Business card size ad in Delou's Concert Extravaganza Souvenir Booklet.
- Two (2) complimentary Delou Africa Community Dance or Drum Classes
- Mention in press releases
- Two (2) Concert Tickets

#### **Category: "Diversity"**

**Investment = \$250.00**

#### **Advertising/Media**

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

#### **Premium Branding**

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

#### **Category: "Community"**

**Investment = \$100.00**

#### **Premium Branding**

- 1 Festival T-Shirt
- One (1) complimentary Delou Africa Community Dance or Drum Class
- One (1) concert ticket



Please make check, money order, or cashier's check payable to **Delou Africa, Inc.**  
Mailing address: 212-260 NE 59<sup>th</sup> Terrace Miami FL 33137  
Online payments made via PayPal at [adddff.delouafrica.org/become-a-sponsor/](http://adddff.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  
\_\_\_ \$5,000. \_\_\_ \$2,500. \_\_\_ \$1,000. \_\_\_ \$500.00. \_\_\_ \$250.00. \_\_\_ \$100.00

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: \_\_\_\_\_

**Phone: 305-978-3866 | Fax: 866-719-0742 | Email: [festival@delouafrica.org](mailto:festival@delouafrica.org)**  
**Thank you for your generous contribution**