

# *A Celebration of South Australia's African Communities*

Victoria Square, Adelaide, 12 September 2015



## **Sponsorship Opportunities**

The African Communities Council of SA (ACCSA) invites companies and organisations to partner ACCSA in sponsoring and supporting the Unmasked African Festival 2015.

### **ABOUT THE FESTIVAL**

The Unmasked African Festival is the major annual public event of the African Communities Council of SA. It is staged in Adelaide's central square (Victoria Square in the heart of the city). Victoria Square has recently been upgraded, making it an ideal and inviting venue for major community celebrations. The Festival is a free-admission event allowing people from all communities and ages the opportunity to easily participate, attend and enjoy a whole day celebration of high quality African stage performances, arts & crafts stalls, displays and authentic African food in the environment of a welcoming and inclusive atmosphere.

### **ATTENDANCES**

It is estimated that the 2015 Unmasked African Festival will attract over 5,000 people throughout the Saturday Festival day and at the VIP event on the previous Friday evening. This will comprise participants, staff, stallholders, artists, general public, African communities, tourists and city by-passers who stop and attend for a short time.

### **OUR PARTNERS**

We invite sponsors to join our other partners in supporting the community and cultural development and the positive profiling of the African communities of South Australia. Our other partners include: The Office of the Minister for Multicultural Affairs through Multicultural SA, The Adelaide City Council and the Migrant Resource Centre of SA.

### **MARKETING OF THE UNMASKED AFRICAN FESTIVAL**

It is estimated that 25,000+ will directly see the marketing material of the Festival through posters, website, social media and signage. The Festival will produce fliers, posters, signage, electronic flyers, media releases, banners, newspaper articles and will have a strong word of mouth presence. Marketing will be through the African Communities networks, Service provider organisations, community media, social media and to the general public through mainstream media articles, stories and distribution of printed material.

### **SPONSORSHIP OF THE UNMASKED AFRICAN FESTIVAL OPPORTUNITIES:**

#### **Main Festival**

Sponsor of the two day Festival activities

#### **Festival Event**

Sponsor of specific events/performance groups

#### **VIP Event**

Sponsor Sponsorship of the VIP Marquee

#### **Stall & Information**

Sponsorship Opportunity -  
Display Stall



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## **SPONSORSHIP BENEFITS**

Sponsorship benefits may include the following:  
(Depending on the level of sponsorship)

### ✔ **Logo Placement:**

Sponsor's Logo to be included on Festival printed materials, Festival website and other marketing material.

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### ✔ **Passes & Invitations**

Sponsor Invitation to the Festival VIP Event/Launch on Friday 11 September (evening)

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### ✔ **Promotional material opportunity**

Opportunity for distribution of Sponsor's materials at Festival ( if appropriate)

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### ✔ **Signage and Banners**

Name on Banner and Sign of Major Sponsors to be displayed on or next to Main Stage.

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### ✔ **Stage Announcements**

All Sponsors will be acknowledged through Stage Announcements. Major Sponsors will be acknowledged throughout the day.

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### ✔ **Stall and Display opportunity**

Will be available for Stall Sponsors and Major sponsors

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## **SUPPORTING SA'S AFRICAN COMMUNITIES**

We look forward to working in partnership with you to support the development of the African Communities in South Australia and to further the positive impact of the Unmasked African Festival as a showcase for SA's African communities.

## **AN INVITATION TO BE OUR PARTNER**

To discuss sponsorship opportunities at the 2015 Unmasked African Festival please contact: Festival Director: Reagan Bledde Tel 8410 3905 or email [info@unmaskedafrika.com.au](mailto:info@unmaskedafrika.com.au)



### **African Communities Council of SA**

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