



2009-2024

AFRICAN AMERICAN  
CULTURAL FESTIVAL  
OF RALEIGH AND WAKE COUNTY



2024 SPONSORSHIP GUIDE

[www.aacfestival.org](http://www.aacfestival.org)



## AFRICAN AMERICAN CULTURAL FESTIVAL OF RALEIGH AND WAKE COUNTY

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*“The 15th Annual AACF is  
dedicated to the memory of  
our esteemed pioneer,  
Dr. James West.”*

5 W. Hargett Street, Room 702  
Raleigh, North Carolina 27601  
Office: (919) 977-4027  
[www.aacfestival.org](http://www.aacfestival.org)

Greetings!

The African American Cultural Festival of Raleigh & Wake County is committed to uniting, engaging and educating a diverse community through the celebration of the African American Culture as expressed through the arts.

The **African American Cultural Festival of Raleigh and Wake County is proud to celebrate 15 years.** We invite you to be a part of this milestone celebration! The festival will take place Labor Day Weekend, August 31, 2024 and September 1, 2024, in the heart of downtown Raleigh, where we expect over **50,000 festival-goers** to join in the celebration. The festival is not just an event, it’s an experience! This family-friendly, interactive event is free and accessible to all and has become a destination event for visitors from all over the country. The festival features local and national talent in visual arts, music, theatre and dance, and showcases a host of craft, merchant and food vendors.

We welcome your sponsorship of the 2024 African American Cultural Festival invite you to review the enclosed sponsorship options and determine your company’s level of participation. Your support will not only help us mark this milestone occasion, but it will help build your brand and presence in the diverse community we serve.

Please return the enclosed sponsorship commitment form via e-mail to Pamela T. Smith at [pam@aacfestival.org](mailto:pam@aacfestival.org) by July 1, 2024. If you have any questions or would like to discuss customized and multi-year discount sponsorship options, please contact me at **(919) 862-7402** or via e-mail.

Thank you,  
Pamela T. Smith  
Executive Director/CEO  
AACF of Raleigh and Wake County



# About the Festival

The African American Cultural Festival of Raleigh & Wake County (AACF) is a two-day cultural festival that takes place annually on Labor Day weekend, in the center of downtown Raleigh on Fayetteville Street's City Plaza and Charter Square. The festival is free to the public and is a family-friendly outdoor event that features high-quality visual artists, merchandise vendors and food vendors. The festival also attracts a diverse range of top-notch performing artists to share interactive musical and theatrical performances. The musicians, dancers, storytellers and artists represent multiple genres and educational programming designed to raise awareness of the history and cultural heritage of the African American community.

The AACF festival has grown in popularity since the inaugural event in 2010, which attracted over **15,000 participants**. Now, **fifteen** years later, the festival has become one of Raleigh's premiere destinations for teaching, sharing, and celebrating the distinctive folk and cultural traditions of African Americans in North Carolina and around the world and attracts over **50,000 festival-goers**.

## Festival Marketing & Promotions

The African American Cultural Festival of Raleigh & Wake County (AACF) is promoted extensively throughout central and eastern North Carolina through a combination of multiple broadcast and print media outlets, direct marketing vehicles and social media during the months preceding the festival.



# Sponsorship Opportunities

## PIONEER SPONSORSHIP: \$50,000

### MAIN STAGE SPONSOR

- Prominent company logo placement on AACF related marketing materials, banners, signage, press kit, and all AACF social media platforms.
- Prominent logo and link to company's website on the AACF website.
- Covered premium 10x10 booth near the Main Stage.
- Sponsor recognition announcements on the Main Stage and Family Village Stage.
- Onstage sponsor remarks from a company representative on Main Stage.
- Company featured in a 60 second sponsor video that will air on the AACF website and social media pages.
- Two-minute company video message featured on AACF Main Stage Jumbo Screen.
- Main Stage giveaway opportunities available.
- Prominent logo placement on limited edition 15th Annual AACF T-shirts.
- Invitations to any festival sponsor and patron receptions or comparable activities.
- Four (4) AACF T-shirts or comparable mementos.

*Pioneer Level also includes the Collaboration Partner Sponsorship for the AACF Kickoff Concert at the NC Museum of Art on August 30th. [Four (4) Complimentary Tickets]*

## LEGACY SPONSORSHIP: \$25,000

### VILLAGE STAGE SPONSOR

- Company logo placement in secondary position to Pioneer Sponsor on all promotional and marketing materials, banners, press releases, signage, and all social media platforms.
- Prominent company logo and link on the AACF website.
- Covered premium (10x10) booth.
- Sponsor recognition/acknowledgements from the Family Village Stage.
- Sponsor remarks by a company representative at the Family Village Stage.
- Sponsor giveaway opportunities at the Family Village Stage.
- Company/Organization featured in a 60 second sponsor video featured on all digital platforms.
- Invitations to any festival sponsor and patron receptions or comparable activities.
- Four (4) AACF T-shirts or comparable mementos.

*Branding Opportunity at the AACF Kickoff Concert at The NC Museum of Art. Four(4) complimentary tickets and AACF sponsor recognition from the concert stage.*

## HERITAGE SPONSORSHIP: \$10,000

- Company logo in tertiary position to Pioneer and Legacy Sponsors on all promotional and marketing materials, banners, press releases, signage, and all social media platforms.
- Logo and link to company's website on the AACF website.
- Sponsor remarks by a company representative.
- Sponsor recognition from the Main Stage during the festival.
- Uncovered 10x10 information booth.
- Invitations to any festival sponsor and patron receptions or comparable activities.
- Two (2) AACF T-shirts or comparable mementos.
- Company/Organization featured in a 60 second sponsor video featured on all digital platforms.
- Invitations to any festival sponsor and patron receptions or comparable activities.

*Branding Opportunity at the AACF Kickoff Concert at The NC Museum of Art. Four (4) complimentary tickets and AACF sponsor recognition from the concert stage.*

## TRAILBLAZER PARTNER SPONSORSHIP: \$5,000

- Company logo in tertiary position to Pioneer, Legacy and Heritage Sponsors on all promotional and marketing materials, banners, signage, and all social media platforms.
- Logo and link to company's website on the AACF website.
- Acknowledgements from Main Stage during the festival.
- Uncovered 10x10 information booth at the festival near Main Stage.
- Two (2) AACF T-shirts or comparable mementos

## CELEBRATION PARTNER SPONSORSHIP: \$3,500

- Company logo in tertiary position to Pioneer, Legacy, Heritage, and Trailblazer Sponsors on all promotional and marketing materials, banners, signage, and all social media platforms.
- Company/Organization will receive an uncovered 10x10 information booth.
- Sponsor recognition on AACF website, signage, and social media pages.
- Periodic acknowledgements from stages recognizing sponsors.

## COMMUNITY PARTNER SPONSORSHIP: \$2,500

- Company/Organization will receive an uncovered 10x10 information booth in AACF Merchant Village.
- Sponsor Recognition on AACF website, signage, and social media pages.
- Two (2) AACF T-shirts or comparable mementos.

## FRIENDS OF THE FESTIVAL \$500- \$1,500 OR up to \$5,000 In-Kind Contribution

- Acknowledgement on AACF website and social media.
- Sponsor recognition on AACF website and social media pages.
- One (1) AACF T-shirt or comparable festival memento.



## SPONSORSHIP ADD-ONS

### COLLABORATION PARTNER SPONSORSHIP: \$5,000

- Onstage sponsor recognition at the AACF Kickoff Concert in collaboration with the NC Museum of Art featuring National Recording Artist PJ Morton and Avery Sunshine.
- Four (4) Special Event Concert Tickets.
- Company logo placement on festival banners and listed on promotional and marketing materials for the festival.
- An uncovered 10x10 information booth.
- Company logo and link listed on the AACF website.
- Two (2) AACF T-shirts or comparable mementos.
- Company/Organization featured in a 60 second video featured on all digital platforms.

**\*\*ADD-ON the Collaboration Partner Sponsorship to any Package for \$2,000.\*\***

### COMMEMORATION PARTNER SPONSORSHIP: \$5,000

#### LIMITED EDITION AACF T-SHIRT SPONSOR

- Celebrating 15 years festival swag bags featuring a Limited Edition AACF T-shirt and other mementos.
- Company logo placement on the Limited-Edition AACF T-shirt.
- Company/Organization will receive an uncovered 10x10 information booth in AACF Merchant Village.
- Sponsor recognition on AACF website, signage, and social media pages.
- Four (4) AACF Swag Bags.

**\*\*ADD-ON the Commemoration Partner Sponsorship to any Package for \$2,000 to add your logo to the Limited Edition AACF T-shirts.\*\***

# Become A Sponsor

Thank you for becoming a sponsor. Please complete the form and email to [pam@aacfestival.org](mailto:pam@aacfestival.org) by **July 1, 2024**.

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Organization Name

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Contact Name

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Address

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City

State

Zip

---

Phone

Fax

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Email

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## SPONSORSHIP TYPE:

- PIONEER SPONSORSHIP: \$50,000
  - COLLABORATION PARTNER SPONSORSHIP: \$5,000
  - LEGACY SPONSORSHIP: \$25,000
  - COMMEMORATION PARTNER SPONSORSHIP: \$5,000
  - HERITAGE SPONSORSHIP: \$10,000
  - \$2,000 COLLABORATION SPONSORSHIP ADD-ON
  - TRAILBLAZER PARTNER SPONSORSHIP: \$5,000
  - \$2,000 COMMEMORATION SPONSORSHIP ADD-ON
  - CELEBRATION PARTNER SPONSORSHIP: \$3,500
  - COMMUNITY PARTNER SPONSORSHIP: \$2,500
  - FRIENDS OF THE FESTIVAL SUPPORTER: \$500-\$1,500
- TOTAL \$ \_\_\_\_\_

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## PAYMENT OPTIONS:

**PAY BY CHECK »** Please make checks payable to:

**African-American Cultural Festival  
of Raleigh & Wake County**

**PAY BY CREDIT CARD** on the Sponsor Page at [www.aacfestival.org](http://www.aacfestival.org)

Please mail this form along with your payment to:

5 W. Hargett Street, Room 702 | Raleigh, NC 27601

**The African-American Cultural Festival  
of Raleigh & Wake County**

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Raleigh, North Carolina, 27601

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