



ANKARA FESTIVAL

SPONSORSHIP OPPORTUNITIES

SEPTEMBER 2024

Introduction

SEPTEMBER 2024

Ankara Festivals Organization was created in 2010 with the aim to increase the visibility of African culture through Fashion, Music, Movies, Dance, and Food.

From its conception, Ankara Fest (LA) has continued to showcase modern African designs in African print (Ankara), while giving designers a platform for their talent, and developing their entrepreneurial ambition in the fashion industry.

While the fashion showcase is always the most anticipated aspect, it is presented along with performances, and presentations of leaders and organizations that contribute to the African community in their own unique way.

Ankara Festival weekend serves as the traditionally attended weekend of industry professionals, aspiring newcomers and a mainstream of supporters of the arts and African community. Our mission is to use fashion and music to educate, inspire, and change lives by empowering creativity.

Through celebration, we can make a difference, support businesses, create jobs and bring arts into the educational system.

The Event

SEPTEMBER 2024



#AFLA2024 (DAY 1)

FRIDAY, AUGUST 30:

- ◆ AFLA DESIGNER MEET AND GREET
- ◆ AFLA WELCOME PARTY



#AFLA2024 (DAY 2)

SATURDAY, AUGUST 31:

- ◆ Interactive Discussion Panel hosted by African Consulates in Southern California
- ◆ The African Marketplace (Vendor Pop-Up)
- ◆ Afro Fusion Day Party



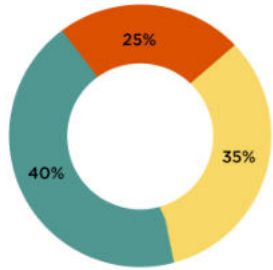
#AFLA2024 (DAY 3)

SUNDAY, SEPTEMBER 1:

- ◆ Red Carpet Reception
- ◆ Runway Fashion Show
- ◆ Afrobeats Music Concert
- ◆ After Party

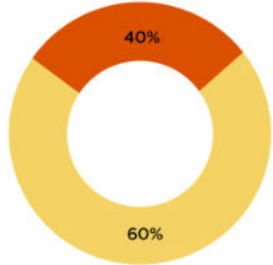
Demographics

SEPTEMBER 2024



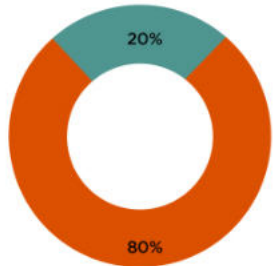
AGE

- 18YRS - 24YRS
- 25YRS - 45YRS
- 45YRS - 60YRS



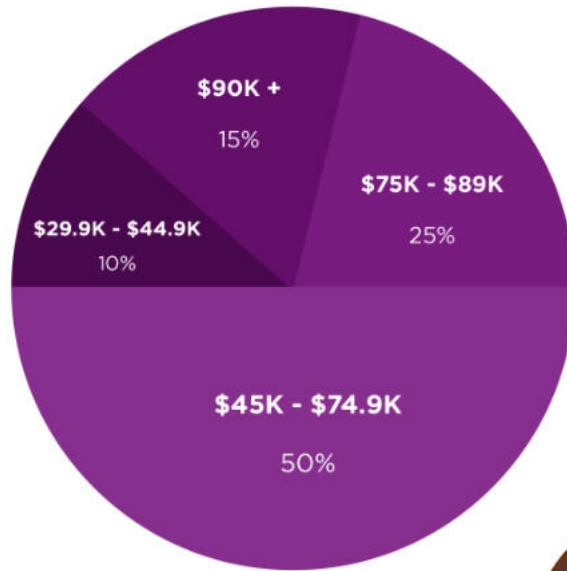
GENDER

- MALE
- FEMALE



ETHNICITY

- NON BLACK
- BLACK (OF AFRICAN DESCENT)



HOUSEHOLD INCOME



*All identities of African Descent include African, African-American and Caribbean ethnicities

Ankara:
The Fabric of Africa

SEPTEMBER 2024

HISTORY

Ankara fabric production has been dated as far back as 5000 BC in Ancient Egypt, where it was used by cultivating flax for weaving linen. North Africa had a flourishing textile industry, cultivating raw fabrics from tree barks, animal hides, cotton, palm, jute, flax and silk.

Every September is designated as the month devoted to African fabrics, like kuba, batik, adinkra, mudcloth, kente, adine, and more.



Ankara's rich history and beauty have gone overlooked in the past. However, the month-long celebration now gives Ankara the recognition it deserves as African fabrics are gracing the fashion runways around the world.

AFLA believes that the appeal of the African culture in cloth is growing as its glimpses can be seen in designs on fashion runways, exclusive boutiques, and home decor items. It's also being used to create one-of-a-kind garments, accessories, quilts, handbags and home accents. However, this year's celebration will not be entirely about high fashion. It's also about encouraging buyers, stylists, costume designers to participate during the month of September. .

The Ankara Festival Organization is set to curate fun, culturally relevant, and educational activities that will help to promote the fabrics in a wide range of settings.

*Our Music
Concert*

SEPTEMBER 2024

The Ankara Festival Music Concert started at our inception with the aim to promote Afrobeats to the world. African music and dance have survived as long as we can remember the existence of humankind. Afrobeats is a music genre that fuses African music with Black American influences to produce a compelling hybrid of culture and sound.

The genre is largely the creation of Nigerian artist Fela Kuti who, with his band Africa 70, forged a rhythmic mix of West African beats (predominantly Nigerian and Ghanaian) and American jazz, soul, and funk, which was shot through with a potent streak of political awareness.



The Ankara Festival infuses music throughout the event with headlining artists from the continent of Africa through performances and fashion showcases.

As the saying goes **“Music is a universal language that needs no translation”**, We want to deliver an amazing musical experience to our guests, as we promote African music to the world and the world to African music.

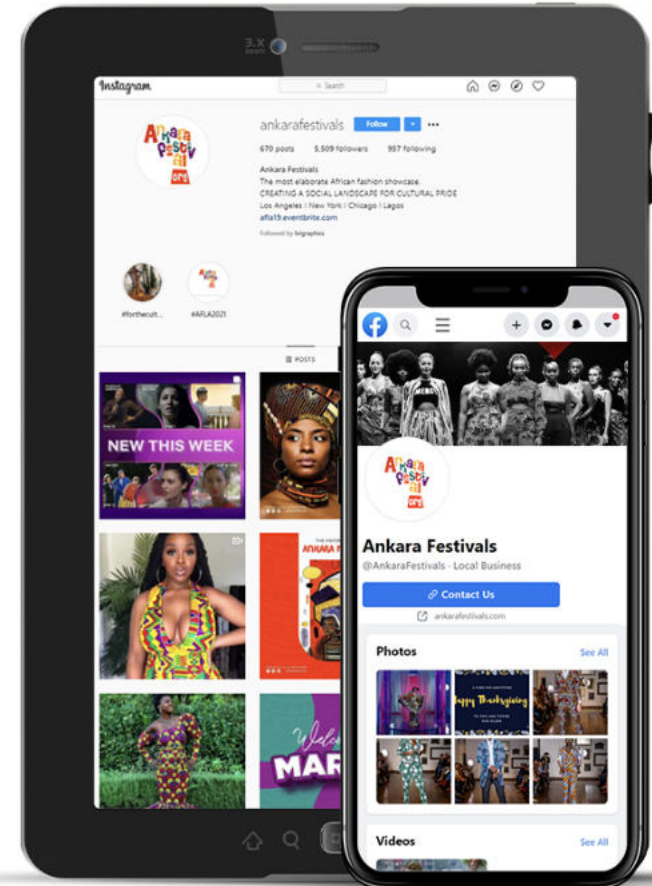
Our Social Media

SEPTEMBER 2024

Ankara Festival Organization realizes the importance and power of social media in getting fans and followers engaged and excited about the Ankara Festival showcase. Over the years, Ankara Festival has kept its followers engaged with the pre-show events digital marketing efforts. We continue to engage and entertain our followers with products and /or service giveaways.

Ankara Festival Organization cater to the Marketing needs of our sponsors by helping to create campaign posts that targets our supporters and followers, while showcasing their products and services. AFLA help strengthens customer loyalty to the brands. The AFLA website also help create direct links between our fans and our sponsors with just a click.

Between Ankara Festival organization and our partners, sponsors, and other platforms, we have a combined reach of over 2 million followers.



Our Sponsors

SEPTEMBER 2024

OUR SPONSORS

SEPTEMBER 2024



*Join Us
This Year*

SEPTEMBER 2024

JOIN US THIS YEAR

SEPTEMBER 2024



RUNWAY SHOW



MUSIC CONCERT



SPECIAL EVENTS



INFLUENCERS



AFLA MERCH



MAGAZINES



DESIGNERS



RED CARPET

Sponsorship Packet

SEPTEMBER 2024

INTRO

Sponsorship packages have been separated into different categories, allowing your brand to be an exclusive partner on-site at the Ankara Festival Los Angeles.

This is a unique opportunity for each category sponsor to be included in all of Ankara festivals weekend activities, both leading up to, and during one of the most exclusive fashion events in Los Angeles.



Together with the presenting sponsor, your brand will receive promotion as an integral part of the all-inclusive event.

TITLE SPONSOR - \$100,000

- ◆ Exclusive naming rights to the 2024 Ankara Festival event, i.e. Ankara Festival Los Angeles, presented by (brand name)
- ◆ Company branding in prime locations at all AFLA venues and partnering events
- ◆ Brand Exclusivity for reception area and runway visuals.
- ◆ Opportunity for brand representatives to speak at each Ankara Festival 2024 event
- ◆ Brand check-in station for all VIP guests
- ◆ Brand exclusivity in the AFLA advertising campaign, including but not limited to billboards, radio, print ads and online viral marketing (partnering your brand with AFLA).
- ◆ Company information and promotional materials in all gift bags.
- ◆ Direct access to media coverage
- ◆ Brand video ads played at intervals during AFLA Fashion runway show and music concert
- ◆ Prominent logo placement on AFLA red carpet backdrop (step & repeat banner)
- ◆ Banner on AFLA website linked directly to your brand profile for 12 months
- ◆ Brand logo on all print and marketing materials
- ◆ Brand listed as the official sponsor of conference/ interactive discussion panel
- ◆ Exclusive marketing table/booth provided at all social events.
- ◆ All access passes to all AFLA 2024 events
- ◆ 2 (Two) full-page color ads in Ankara Festival 2024 magazine
- ◆ 25 VIP Tickets to AFLA 2024 events

GOLD SPONSOR - \$80,000

- ◆ Brand mentions in the AFLA advertising campaign, including but not limited to billboards, radio, in-print Ads and online viral marketing (partnering your brand with AFLA).
- ◆ Banner on AFLA website linked directly to your brand profile for 6 months
- ◆ Brand logo on all print and marketing material
Brand inclusion in all press and promotional material including print and social media
- ◆ Full-page color ad (front cover) in AFLA 2024 magazine.
- ◆ Brand logo/signage on AFLA red carpet backdrop (step & repeat banner)
- ◆ 15 VIP Tickets to all AFLA 2024 events
- ◆ Brand Product inclusion in VIP gift bags
- ◆ Brand marketing table/booth provided at all social events.
- ◆ Brand sponsorship mentioned periodically during the events
- ◆ Opportunity for brand representatives to speak at each Ankara Festival 2024 events
- ◆ Brand video ads played at intervals during AFLA Fashion runway show and music concert
- ◆ Brand Logo displayed in AFLA 2024 magazine in Sponsors page

PLATINUM SPONSOR - \$60,000

- ◆ Banner on AFLA website linked directly to your brand profile for 6 months
- ◆ 1 Full Page color Ad in AFLA magazine
- ◆ Product inclusion in VIP gift bags
- ◆ Table provided at social events
- ◆ 10 VIP Tickets to all AFLA 2024 events.
- ◆ Brand logo/signage on AFLA red carpet backdrop (step & repeat banner)
- ◆ Brand inclusion in all press and promotional material including print and social media
- ◆ Brand sponsorship mentioned periodically during event
- ◆ Opportunity for brand representatives to speak at each Ankara Festival 2024 events
- ◆ Brand video ads played at intervals during AFLA Fashion runway show and music concert
- ◆ Brand Logo displayed in AFLA 2024 magazine in Sponsors page

SILVER SPONSOR - \$40,000

- ◆ Banner on AFLA website linked directly to your brand profile for 3 months
- ◆ Brand inclusion in all press and promotional material including print and social media
- ◆ Table presence at all social events
- ◆ 1 Full Page color ad in AFLA magazine
- ◆ 5 VIP Tickets to all AFLA 2024 events
- ◆ Brand logo/signage on AFLA red carpet backdrop (step & repeat banner)
- ◆ Brand Sponsorship mentioned periodically during events
- ◆ Brand Logo displayed in AFLA 2024 magazine in Sponsors page

REGISTRATION BRONZE SPONSOR - \$10,000

- ◆ Logo will be prominently displayed on the festival registration bags
- ◆ 3 VIP Tickets to all AFLA 2024 events
- ◆ Brand logo/signage on AFLA red carpet backdrop (step & repeat banner)
- ◆ Brand opportunity to place merchandise or materials in the swag bags
- ◆ 1 Full Page color Ad in AFLA magazine
- ◆ Company logo posted on event websites and social media sites for 6 months
- ◆ Brand Logo displayed in AFLA 2024 magazine in Sponsors page

ATTENDEE GIFTS - \$2000

- ◆ Product sampling, promotional products, pens, magnets, etc. Each sponsored item is exclusive and provided in addition to a sponsorship fee
- ◆ 2 VIP Tickets to all AFLA 2024 events
- ◆ Brand logo/signage on AFLA red carpet backdrop (step & repeat banner)

THANK YOU



To participate in this year's event, contact us today:

EMAIL:

ankarafestla@gmail.com

WEBSITE:

www.ankarafestivals.com