



2025

GHANA Fest Toronto

SUN DAY 03RD
AUGUST

EARL BALES PARK

4169 Bathurst Street, North York ON M3H 3P7

SPONSORSHIP
PACKAGE

A large crowd of people is gathered at an outdoor event, likely a festival. In the foreground, a person wearing a white tank top is seen from the back, looking towards the crowd. The crowd is diverse and dense, with many people holding up their phones to take pictures or videos. The background shows more people and some trees, suggesting a park or outdoor venue. The overall atmosphere is festive and lively.

Dear Sir/Madam,

We are thrilled to present to you the 11th Annual Ghanaian Festival of Arts & Culture (Ghanafest), which will take place on August 3rd, 2025, at the stunning **Earl Bales Park (4169 Bathurst St., Toronto, ON).**

Ghanafest is an exciting and culturally rich event organized by Ghanafest, a registered Canadian federal organization dedicated to celebrating the arts, culture, and traditions of Ghana.

ABOUT GHANAFEST

Ghanafest is an annual event that serves as a vibrant showcase of Ghanaian culture in Canada. The festival's core mission is to unite Canadians from all walks of life in a celebration of multiculturalism through music, dance, food, arts, and education.

The event features a variety of exciting activities, including live cultural performances, a traditional culinary experience, and an interactive cultural showcase.

Last year, we welcomed over 5,000 attendees, and this year, with an even larger line-up of renowned artists, we anticipate a turnout that will surpass all expectations.

Our headliners for 2025 include **DJ Mensah** from Ghana, alongside international superstars like **Samini, Wendy Shay, Nana NYC**, and many more. Guests will also witness the grandeur of royal Ghanaian chiefs and queens who will be adorned in the spectacular traditional regalia, and participate in a ceremonial cultural durbar.



WHY SPONSOR GHANAFEST 2025?

Sponsoring Ghanafest 2025 presents a unique opportunity for your organization to connect with a diverse and engaged audience, particularly within the African-Canadian and multicultural communities.

As we gather thousands of attendees from all corners of Canada, including families, entrepreneurs, professionals, and community leaders, this event offers a high-visibility platform for your brand to stand out.

By supporting Ghanafest, your company demonstrates its commitment to diversity, community-building, and cultural celebration. We offer multiple sponsorship opportunities that guarantee your brand's prominent visibility through our extensive marketing campaigns, digital promotions, media partnerships, and event-day recognition.





SPONSORSHIP OPPORTUNITIES

We have tailored various sponsorship packages designed to meet different marketing goals. Whether you are looking for exclusive exposure or a more affordable yet impactful opportunity, we have a package for you.

Adinkrahene (Presenting Sponsor)

\$20,000

- 1 Exclusive Title Sponsorship (e.g., “Presented by [Your Company]” in all event communications)
- 2 Logo prominently featured on all marketing materials, including event posters, flyers, TV ads, and social media.
- 3 Primary branding on event stage and exclusive banner placement.
- 4 VIP vendor booth for direct interaction with festival-goers.
- 5 Special mention by the Master of Ceremonies and introduction of main performers.
- 6 Exclusive interview with GhanaLive.com and social media shout-outs across our platforms.
- 7 A dedicated feature in our post-event video and special recognition in the event's YouTube content.
- 8 Your company logo on 10,000 flyers distributed to targeted audiences across Toronto.
- 9 Logo placement on Ghanafest website with a direct link to your business.
- 10 Recognition in official press releases and mass email campaigns reaching over 5,000 individuals.

Fawohodie (Gold Sponsor)

\$15,000

- 1** All benefits of Bronze and Silver Sponsorship.
- 2** Exclusive sponsorship of a performance or cultural segment.
- 3** Priority booth placement at the venue.
- 4** Name recognition in all event announcements and on posters.
- 5** Logo displayed on event banners and website.
- 6** Acknowledgment on social media platforms (Facebook, Instagram, Twitter).
- 7** Thank you plaque presented on stage and recognition by the MC.

Sankofa (Silver Sponsor)

\$10,000

- 1** Logo on flyers, posters, and the event website.
- 2** Vendor booth for engaging directly with festival attendees.
- 3** Acknowledgment in event materials and social media.
- 4** Special mention during live broadcasts.
- 5** Opportunity to provide prizes or giveaways.
- 6** Certificate of Appreciation for your support.

Akoma (Bronze Sponsor)

\$5,000

- 1** Logo on flyers and event website.
- 2** Company name mentioned in mass email invitations.
- 3** Vendor booth for networking with the community.
- 4** Acknowledgment on social media.

Additional Opportunities:

If the standard sponsorship packages do not fully align with your needs, we also offer custom sponsorship opportunities such as:

- 1** Product/Service Sponsorships (e.g., donate products, services, or giveaways)
- 2** Interactive Booths: Promote your business through direct engagement with attendees.
- 3** Food & Beverage Sponsorships: Support the culinary aspect of Ghanafest and have your brand associated with our local and traditional Ghanaian dishes.

WATCH HOW LAST YEAR'S EVENT WENT DOWN



Click player to watch

MARKETING & MEDIA REACH

We will be running a comprehensive marketing campaign, including but not limited to:

- 1 Advertisements on popular Toronto radio stations (Flow 98.7fm, Vibe 105.5fm, CIUT 89.5fm)
- 2 Social media campaigns targeting over 10,000 followers across all platforms.
- 3 Distribution of 10,000 flyers and 200 posters throughout the city.
- 4 TV and radio interviews promoting the event and sponsors.
- 5 Collaborations with local influencers to further extend our reach.





GET INVOLVED TODAY!

Partnering with Ghanafest is not just about promoting your brand—it's about celebrating a rich cultural heritage, fostering community connections, and leaving a lasting impact on a multicultural audience. Your involvement helps support a free, family-friendly event that enriches our shared community spirit.

We would be honored to have you as a sponsor for this year's festival. Please feel free to reach out to **Richmond Bonsu**, our Executive Director at **1-437-227-5605** or via email at **akwaabaghanafest@gmail.com** for more details.

Thank you for your time and consideration. We look forward to working with you to make Ghanafest 2025 a memorable celebration of arts, culture, and community.

Sincerely,

Richmond Bonsu- Executive Director
Ghanafest 2025

T: 1-437-227-5605 | 1-437-247-2085

www.ghanafest.ca | akwaabaghanafest@gmail.com



SOCIALS



Ghanafest Toronto



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CONTACT US



1-437-227-5605
1-437-247-2085



www.ghanafest.ca



akwaabaghanafest@gmail.com

