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EARL BALES PARK

4169 Bathurst Street, North York ON M3H 3P7

SPONSORSHIP PACKAGE



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.

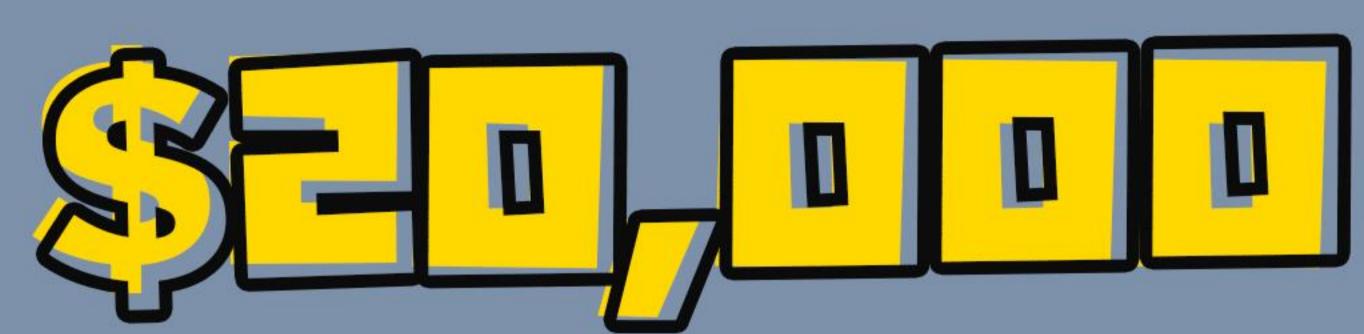




SPONSORSHIP OPPORTUNITIES

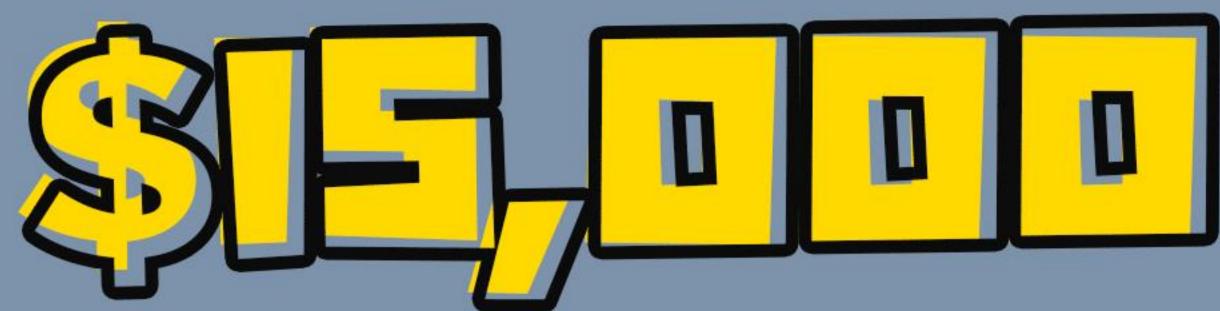
We have tailored various sponsorship packages designed to meet different marketing goals. Whether you are looking for exclusive exposure or a more affordable yet impactful opportunity, we have a package for you.

Adinkrahene (Presenting Sponsor)



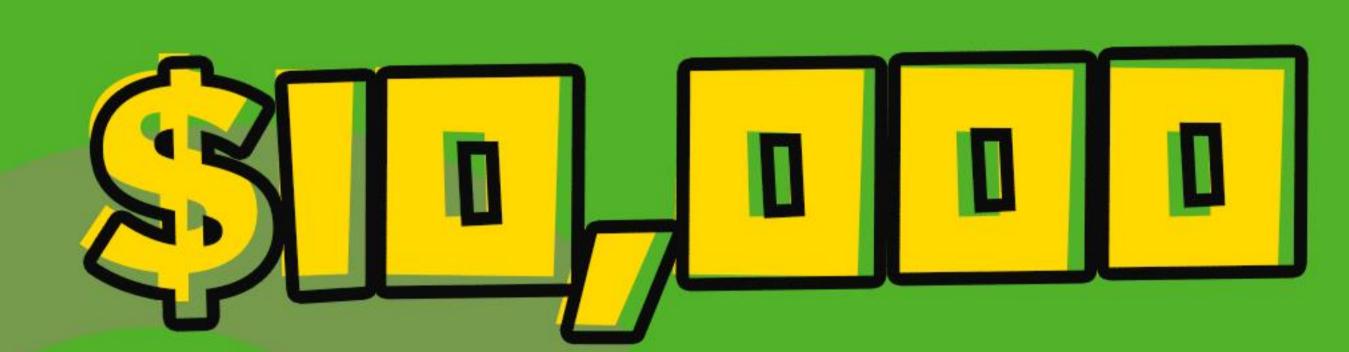
- Exclusive Title Sponsorship (e.g., "Presented by EYour Company]" in all event communications)
- Logo prominently featured on all marketing materials, including event posters, flyers, TV ads, and social media.
- Primary branding on event stage and exclusive banner placement.
- VIP vendor booth for direct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

Fawohodie (Gold Sponsor)



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

Sankofa (Silver Sponsor)



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

Akoma (Bronze Sponsor) SELICO (Bronze Sponsor)

- 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:

- Product/Service Sponsorships (e.g., donate products, services, or giveaways)
- Interactive Booths: Promote your business through direct engagement with attendees.
- 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 & MEDIAREACH

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

- Advertisements on popular Toronto radio stations (Flow 98.7fm, Vibe 105.5fm, CIUT 89.5fm)
- Social media campaigns targeting over 10,000 followers across all platforms.
- Bistribution of 10,000 flyers and 200 posters throughout the city.
- 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



(f) Ghanafest Toronto

Ghanafest Toronto



CONTACT US



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