



2026

# GHANA FEST TORONTO

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AUGUST

EARL BALES PARK

4169 Bathurst Street, North York ON M3H 3P7

SPONSORSHIP  
PACKAGE





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 2nd, 2026, 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 2026 include **DJ Mensah** from Ghana, alongside international superstars like **Samini**, **Wendy Shay**, **Nana NYC**, **King Paluta** 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 2026?

Sponsoring GhanaFest 2026 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.



# ROAD TO GHANAFEST: WORLD CUP ACTIVATIONS



— JUBILATE —

# BLACK STARS

# CANADA



A DIASPORA ENGAGEMENT & NATIONAL  
BRANDING INITIATIVE FOR GHANA AT THE FIFA WORLD CUP 2026

# PROGRAMMING SCHEDULE

## **Pre-Match (3-4 hours before kickoff):**

DJ sets, Jama warm-up, cultural drumming, artist performances, MC hype, merchandise stalls, media interviews, and flag giveaways.

**During Match:** Full-screen live viewing, MC commentary, halftime Jama performance, and live audience engagement.

**Post-Match:** Victory celebration, interviews, meet-and-greets, and media coverage.



# COMMUNITY & ORGANIZATIONAL ENGAGEMENT STRATEGY

We will mobilize Ghanaian churches, GCAO, GhanaFest Toronto, newcomer networks, youth groups, African & Caribbean diaspora supporters, and local entrepreneurs.

Engagement methods include volunteer recruitment, cultural programming, and partnerships with community organizations.



# 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.

# MARKETING & MEDIA REACH

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

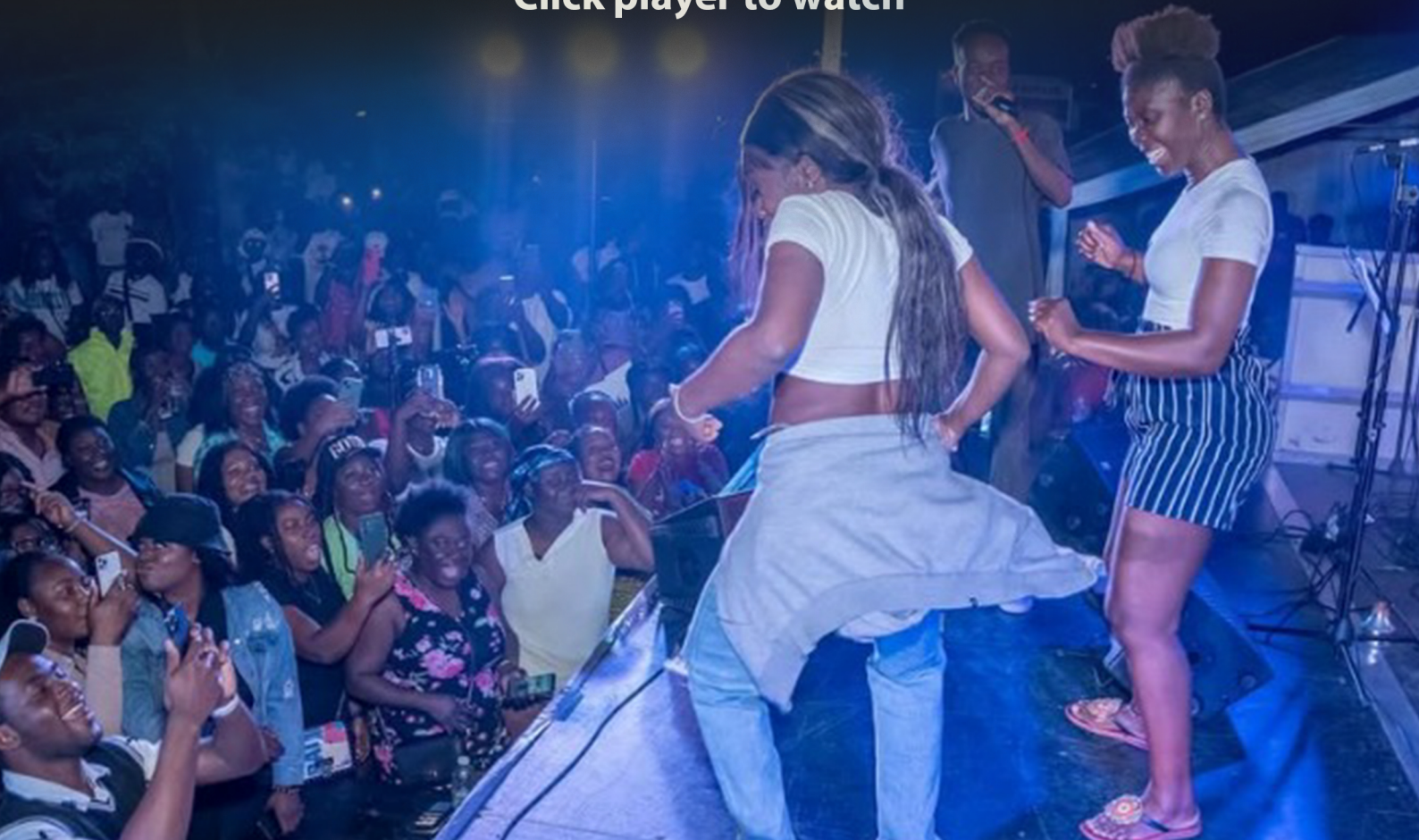
- 1 Advertisements on popular Toronto radio stations (Flow 98.7fm, Vibe 105.5fm, CIUT 89.5fm)
- 2 Social media campaigns targeting over 10,000 followers across all platforms.
- 3 Distribution of 10,000 flyers and 200 posters throughout the city.
- 4 TV and radio interviews promoting the event and sponsors.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



# WATCH HOW LAST YEAR'S EVENT WENT DOWN



Click player to watch



# 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 2026 a memorable celebration of arts, culture, and community.

Sincerely,

**Richmond Bonsu - Executive Director**  
**Ghanafest 2026**

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

**www.ghanafest.ca | akwaabaghanafest@gmail.com**



# SOCIALS



Ghanafest Toronto



Ghanafest Toronto



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# CONTACT US



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



[www.ghanafest.ca](http://www.ghanafest.ca)



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