

2026 HOUSTON AFRIFEST — SPONSORSHIP LEVELS (v4)

Content only — final visual design by contracted designer.

PRESENTING SPONSOR — \$15,000 [LOCKED FOR 2026 · WAZOBIA MARKET]

- Presenting sponsor naming rights, e.g., "Houston AfriFEST presented by COMPANY NAME"
- Only one Presenting sponsor
- Opportunity to name two other activity sites/zones
- Red carpet advertisement and shout outs
- Company-provided banner displayed on Festival Stage
- Company name/logo on event marketing materials, volunteer shirts
- Promotion in all NAMC AfriFEST newsletters, incl. dedicated sponsor spotlight
- Acknowledgement in event printed materials and signage
- Company linked to Houston AfriFEST webpage through August 2026
- Company recognition in festival script
- Host the Pepper Soup eating contest
- Opportunity to name two traditional entertainment showcasings
- Ten-minute speaking opportunity during AfriFEST
- 10' x 30' vendor booth, priority placement
- First right of refusal for 2027 Presenting Sponsorship

MARKETPLACE SPONSOR — \$10,000 (1 slot)

- Opportunity to name two other activity sites/zones
- Company-provided banner displayed on Festival Stage
- Company name/logo on event marketing materials, volunteer shirts
- Promotion in all NAMC AfriFEST newsletters
- Acknowledgement in event printed materials and signage
- Company linked to Houston AfriFEST webpage for 90 days
- Company recognition in festival script
- Opportunity to name one traditional entertainment showcasing
- Eight-minute speaking opportunity during AfriFEST
- 10' x 20' vendor booth, priority placement

STAGE SPONSOR — \$5,000 (2 slots)

- Stage naming rights to first Stage Sponsor · category exclusivity
- Opportunity to name one other activity site/zone
- Company-provided banner displayed on Festival Stage
- Company name/logo on event marketing materials, volunteer shirts
- Acknowledgement in event printed materials and signage
- Company linked to Houston AfriFEST webpage for 60 days
- Company recognition in festival script
- Five-minute speaking opportunity
- 10' x 20' vendor booth, priority placement

AFRICA ZONE OR KIDS ZONE SPONSOR — \$2,500 (2 slots — one per zone)

- Sponsor selects ONE zone to sponsor: Africa Zone OR Kids Zone (this is a single price tier for either zone, not both)
- Naming rights to the selected zone, e.g., "COMPANY Africa Zone" or "COMPANY Kids Zone"
- Company-provided sign/banner displayed in sponsored zone
- Company name/logo on event marketing materials, volunteer shirts
- Acknowledgement in event printed materials and signage

- Company linked to Houston AfriFEST webpage for 30 days
- 10' x 10' vendor booth, priority placement in sponsored zone

PHOTO BOOTH OR CULTURAL ENTERTAINMENT SPONSOR — \$1,500 (unlimited)

- Sponsor selects ONE benefit path: Photo Booth OR Cultural Entertainment (this is a single price tier for either, not both; Step & Repeat branding is included as part of the Photo Booth option, not sold separately)
- Photo Booth path: company name/logo printed on Photo Booth photos and on the Step & Repeat backdrop
- Cultural Entertainment path: opportunity to name one traditional entertainment showcasing, e.g., "COMPANY [African country's Dance/Music/Cultural Troupe]"
- Company-provided banner in an activity site/area
- Company name/logo on event marketing materials, volunteer shirts
- Acknowledgement in event printed materials and signage · recognition in festival script
- Bring your own 10' x 10' vendor booth included

***Note:** The Photo Booth path is only activated at the festival if a sponsor specifically secures it. If no Photo Booth sponsor is secured, this tier is fulfilled through the Cultural Entertainment path only.*

VENDOR VILLAGE / HOSPITALITY SPONSOR — \$1,000 (unlimited)

- Company name/logo displayed in the Vendor Village / Hospitality area
- Recognition in all publicity and promotional materials
- Company name/logo on volunteer event shirts
- Bring your own 10' x 10' vendor booth included

PRINT SPONSOR — \$750 (unlimited)

- "Sponsored by" company name printed on all printed event materials
- Company name/logo on event marketing materials, volunteer shirts
- Acknowledgement in event printed materials and signage · recognition in festival script
- Bring your own 10' x 10' vendor booth included

***Note:** A printed program/booklet will be produced for Houston AfriFEST 2026 only if a Print Sponsor is secured. If no Print Sponsor is secured, no printed program will be produced.*

FRIEND OF AFRIFEST — \$500 (vendor upsell)

- Add-on available to registered vendors
- "Friend of AfriFEST" recognition in event printed materials and signage
- Company name/logo on event marketing materials
- Social media shout-out

VENDOR ADD-ON — T-SHIRT SPONSOR — \$300

- Display your company's name/logo on all volunteer event shirts (along with other Event and T-Shirt Sponsors)

SPONSORSHIP SUMMARY

	Presenting (Locked)	Marketplace	Stage	Africa Zone OR Kids Zone	Photo Booth OR Cultural Ent.	Vendor Village/ Hospitality	Print	Friend of AfriFEST
Vendor Booth	10'x30', Priority	10'x20', Priority	10'x20', Priority	10'x10', Priority in zone	10'x10' (own)	10'x10' (own)	10'x10' (own)	—
Logo on Marketing Materials	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Recognition in Festival Script	Yes	Yes	Yes	No	Yes	No	Yes	No
Logo on Volunteer Shirts	Yes	Yes	Yes	Yes	Yes	Yes	Yes	No
Webpage Link	Through Aug 2026	90 days	60 days	30 days	—	—	—	—
Naming Rights	Festival	—	Stage	Zone (choice)	—	—	—	—
Active Only If Sponsor Secured	—	—	—	—	Photo Booth portion only	—	Yes	—
Contribution Amount	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$1,000	\$750	\$500