



SPONSORSHIP GUIDE

SECOND ANNUAL CELEBRATION | 2027

Celebrating African Heritage. Building Community. Creating Opportunity.

1,000+

2026 inaugural attendees

3,000-4,000+

2027 attendance goal

FREE

family-friendly community festival

ABOUT THE MOTHERLAND EXPERIENCE

The Motherland Experience African Festival is a free, family-friendly celebration of African culture, heritage, food, music, fashion, entrepreneurship, wellness, and community. Our inaugural 2026 festival welcomed well over 1,000 attendees. In 2027, we are building a larger, more impactful experience designed to connect culture, community wellness, youth opportunity, entrepreneurship, and economic empowerment.

CULTURE & CELEBRATION

Music, dance, fashion, art, storytelling, food, cultural demonstrations and traditions.

COMMUNITY & WELLNESS

Mental health awareness, family programming, community organizations and culturally responsive resources.

ECONOMIC EMPOWERMENT

African-owned businesses, vendors, food entrepreneurs, young entrepreneurs, artists and creators.

2027 VISION

Grow the experience. Deepen the impact.

More performers. A larger African Food Village. A Mental Health & Wellness Village. A Young Entrepreneurs Marketplace. The African Community Cup of Nations. Expanded cultural programming. More regional participation. Stronger corporate, nonprofit, and community partnerships.

SPONSORSHIP LEVELS

2027 Partnership Opportunities

PRESENTING	TITLE	CHAMPION	LEADER	AMBASSADOR	FRIEND	SUPPORTER
\$20,000+	\$15,000	\$10,000	\$5,000	\$2,500	\$1,500	\$500-\$1,000

PARTNERSHIP BENEFITS

	PRESENTING	TITLE	CHAMPION	LEADER	AMBASSADOR	FRIEND	SUPPORTER
Website sponsor listing	Premier	Featured	Logo	Logo	Name	Name	Name
Social media recognition	Multiple	2 features	1 feature	Included	Included	Included	Included
Festival signage / materials	Largest	Medium	Standard	Small	-	-	-
Exhibitor / activation space	20x20	10x20	10x10	10x10	-	-	-
Main-stage recognition	Opening + Closing	Featured	Featured	Recognition	-	-	-
Sponsor representative remarks	Yes	Yes	-	-	-	-	-
Selected media / PR recognition	Premier	Included	Included	-	-	-	-
VIP / reserved hospitality	Highest	Enhanced	Standard	-	-	-	-
Naming rights	Festival-wide	Major feature	Program / area	-	-	-	-
Category exclusivity	Yes	-	-	-	-	-	-
Presented by designation	Yes	-	-	-	-	-	-

WHY THE LEVELS ARE DIFFERENT

\$20K+ PRESENTING

Your brand is attached to the entire festival: "The Motherland Experience African Festival 2027, Presented by [Sponsor Name]." Includes category exclusivity.

\$15K TITLE

Own a major festival feature, such as the Main Stage, Entertainment, African Food Village, or another premium experience.

\$10K CHAMPION

Receive naming rights to a specific program, activity, or festival area, plus strong on-site and digital visibility.

\$5K LEADER

Become a highly visible festival partner with booth space, signage, social recognition, and stage acknowledgment.

\$500-\$2.5K

Support the festival and receive recognition appropriate to your giving level.

Presenting sponsorship is limited and subject to category exclusivity and availability.

SPONSORSHIP AGREEMENT

THE MOTHERLAND EXPERIENCE AFRICAN FESTIVAL | 2027

Des Moines, Iowa

CONTACT INFORMATION

Company / Organization: _____

Contact Name: _____

Title / Role: _____

Phone: _____

Email: _____

Address: _____

City / State / ZIP: _____

SPONSORSHIP LEVEL COMMITMENT

☐ Presenting (\$20,000+)

☐ Title (\$15,000)

☐ Champion (\$10,000)

☐ Leader (\$5,000)

☐ Ambassador (\$2,500)

☐ Friend (\$1,500)

☐ Supporter (\$500-\$1,000)

☐ Custom / In-Kind Sponsorship \$ _____

AGREEMENT

By signing, the sponsor confirms that the information provided is accurate and that the signer is authorized to make this commitment on behalf of the organization listed above. Sponsorship recognition and benefits are based on the selected sponsorship level and confirmed payment or approved in-kind contribution. Unless otherwise agreed in writing, sponsorship commitments are nonrefundable once production, marketing, or sponsor benefits have begun.

Authorized Signature: _____

Date: _____

PAYMENT OPTIONS

ONLINE / CARD

Donate or pay online through themotherlandexp.org. Processing fees may apply.

INVOICE / ACH

Request an invoice or ACH instructions from info@themotherlandexp.org.

CHECK

Contact us for current check-payable and mailing instructions before sending payment.

Sponsorship benefits and recognition may be customized by mutual agreement.