



SECOND ANNUAL CELEBRATION

# SPONSORSHIP & PARTNERSHIP PACKAGE

## 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



DES MOINES, IOWA



[www.themotherlandexp.org](http://www.themotherlandexp.org)



# ABOUT THE MOTHERLAND EXPERIENCE

## WHO WE ARE

The Motherland Experience African Festival is a free, family-friendly celebration of African culture, heritage, food, music, fashion, entrepreneurship, wellness, and community.

Our first annual festival in 2026 welcomed more than 1,000 attendees. In 2027, we are preparing for a larger experience with a goal of reaching 3,000-4,000+ attendees.



### CULTURE & CELEBRATION

Preserving and showcasing African traditions through music, dance, art, fashion, food, and storytelling.



### COMMUNITY & WELLNESS

Promoting mental health, wellness, education, and resources that strengthen families and communities.



### ECONOMIC EMPOWERMENT & OPPORTUNITY

Supporting entrepreneurs, small businesses, young leaders, and economic growth.

## 2027 VISION

FROM 1,000+ ATTENDEES TO  
3,000-4,000+

Our goal is not simply to increase attendance - it is to increase impact.

# SPONSORSHIP LEVELS 2027

## PARTNERSHIP OPPORTUNITIES

|                                 | PRESENTING<br>\$20,000+ | TITLE<br>\$15,000 | CHAMPION<br>\$10,000 | LEADER<br>\$5,000 | AMBASSADOR<br>\$2,500 | FRIEND<br>\$1,500 | SUPPORTER<br>\$500-\$1,000 |
|---------------------------------|-------------------------|-------------------|----------------------|-------------------|-----------------------|-------------------|----------------------------|
| Website sponsor listing         | Premier                 | Featured          | Logo                 | Logo              | Name                  | Name              | Name                       |
| Social media recognition        | Multiple features       | 2 features        | 1 feature            | Included          | Included              | Included          | Included                   |
| Festival signage / materials    | Largest                 | Medium            | Standard             | Small             | -                     | -                 | -                          |
| Exhibitor / activation space    | 20'x20'                 | 20'x20'           | 10'x10'              | 10'x10'           | -                     | -                 | -                          |
| 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                     | -                 | -                    | -                 | -                     | -                 | -                          |

# CHOOSE YOUR IMPACT

## SIGNATURE EXPERIENCES YOU CAN SUPPORT

Your sponsorship level determines your recognition and benefits. Choose the experience area where you want your investment to make the greatest impact.



### MENTAL HEALTH & WELLNESS VILLAGE

Mental health education, wellness resources, and community support.



### AFRICAN FOOD VILLAGE

Celebrating African cuisine and supporting food entrepreneurs and restaurants.



### YOUNG ENTREPRENEURS MARKETPLACE

Empowering the next generation of African and African-diaspora leaders and entrepreneurs.



### AFRICAN COMMUNITY CUP OF NATIONS

Uniting communities through soccer, culture, sports, and teamwork.



### ARTISTS & PERFORMERS

Supporting musicians, dancers, DJs, and cultural performers.



### CULTURAL & FAMILY EXPERIENCE

Cultural demonstrations, children's activities, fashion, arts, and education.



# MENTAL HEALTH & WELLNESS VILLAGE

BUILDING HEALTHIER MINDS. STRONGER COMMUNITIES.

This dedicated village provides culturally responsive mental health resources, wellness education, and community support in an environment of care and trust.

## YOUR SPONSORSHIP HELPS PROVIDE:

- Mental health professionals
- Wellness & mental health organizations
- Community resource providers
- Educational materials & workshops
- Youth wellness programming
- Wellness activities & demonstrations
- Community conversations
- Mental health awareness campaigns
- Village infrastructure & staffing

## SPONSOR RECOGNITION OPPORTUNITIES:

- Village naming (eligible tiers)
- Prominent signage throughout the village
- Recognition on stage
- Logo on village signage & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- Employee & community engagement
- VIP access and hospitality

## PERFECT FOR SPONSORSHIP LEVELS:

PRESENTING

TITLE

CHAMPION

LEADER



# AFRICAN FOOD VILLAGE

CELEBRATING FLAVOR. SUPPORTING ENTREPRENEURS.

The Food Village showcases the richness of African cuisine while supporting restaurants, caterers, chefs, and food entrepreneurs.

**YOUR SPONSORSHIP HELPS PROVIDE:**

- Vendor tents and infrastructure
- Kitchen equipment & cooking supplies
- Seating & dining areas
- Food safety & sanitation
- Culinary demonstrations
- Vendor support & coordination
- Marketing & promotion
- Waste management
- Village staffing & logistics

**SPONSOR RECOGNITION OPPORTUNITIES:**

- Village naming (eligible tiers)
- Prominent signage throughout the village
- Recognition on stage
- Logo on village signage & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- VIP access and hospitality
- Employee & community engagement

**PERFECT FOR SPONSORSHIP LEVELS:**

PRESENTING

TITLE

CHAMPION

LEADER



# YOUNG ENTREPRENEURS MARKETPLACE

EMPOWERING TOMORROW'S LEADERS TODAY.

A marketplace dedicated to young entrepreneurs, innovation, and changemakers. Free vendor participation for qualifying children under 14.

## YOUR SPONSORSHIP HELPS PROVIDE:

- Marketplace tents & infrastructure
- Display tables & materials
- Business coaching & mentorship
- Youth entrepreneurship workshops
- Marketing & promotion
- Family zone support & staffing
- Recognition awards

## SPONSOR RECOGNITION OPPORTUNITIES:

- Marketplace naming (eligible tiers)
- Prominent signage throughout the marketplace
- Recognition on stage
- Logo on marketplace signage & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- Employee & community engagement
- VIP access and hospitality

## PERFECT FOR SPONSORSHIP LEVELS:

TITLE

CHAMPION

LEADER

AMBASSADOR



# AFRICAN COMMUNITY CUP OF NATIONS

UNITY. SPORTS. TEAMWORK.

A community soccer tournament bringing together teams, families, and fans in a celebration of sportsmanship and culture.

### YOUR SPONSORSHIP HELPS PROVIDE:

- Fields & equipment
- Referees & officials
- Team jerseys & uniforms
- Trophies & awards
- Medical support & safety
- Photography & videography
- Tournament operations

### SPONSOR RECOGNITION OPPORTUNITIES:

- Tournament naming (eligible tiers)
- Prominent signage at fields
- Recognition on stage
- Logo on jerseys & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- VIP access and hospitality

### PERFECT FOR SPONSORSHIP LEVELS:

TITLE

CHAMPION

LEADER

AMBASSADOR



# ARTISTS & PERFORMERS

CELEBRATING TALENT. ELEVATING CULTURE.

Supporting the musicians, dancers, DJs, and cultural performers who bring the festival to life.

**YOUR SPONSORSHIP HELPS PROVIDE:**

- Artist fees & honorariums
- Stage production & sound
- Lighting & technical support
- Artist hospitality & transportation
- Backstage support & logistics
- Marketing & promotion
- Performance programming

**SPONSOR RECOGNITION OPPORTUNITIES:**

- Stage naming (eligible tiers)
- Prominent signage at the stage
- Recognition on stage
- Logo on stage signage & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- VIP access and hospitality

**PERFECT FOR SPONSORSHIP LEVELS:**

TITLE

CHAMPION

LEADER

AMBASSADOR



# CULTURAL & FAMILY EXPERIENCE

HONORING TRADITIONS. BUILDING CONNECTION.

A vibrant space for cultural demonstrations, children's activities, fashion, art, and educational programming for the entire family.

**YOUR SPONSORSHIP HELPS PROVIDE:**

- Cultural demonstrations
- Children's activities & games
- Fashion shows & creative arts
- Educational programming
- Arts & crafts materials
- Family zone infrastructure
- Community support & staffing
- Marketing & promotion

**SPONSOR RECOGNITION OPPORTUNITIES:**

- Family experience naming (eligible tiers)
- Prominent signage throughout the area
- Recognition on stage
- Logo on program signage & materials
- Website & social media recognition
- Sponsor activation booth opportunity
- Employee & community engagement
- VIP access and hospitality

**PERFECT FOR SPONSORSHIP LEVELS:**

TITLE

CHAMPION

LEADER

AMBASSADOR

# SPONSORSHIP COMMITMENT FORM

YES, WE WANT TO INVEST IN THE MOTHERLAND EXPERIENCE 2027

## 1. CONTACT INFORMATION

Company / Organization

Contact Name

Title / Role

Email

Phone

Address

## 2. SPONSORSHIP LEVEL

- ☐ Presenting Sponsor - \$20,000+
- ☐ Title Sponsor - \$15,000
- ☐ Champion Sponsor - \$10,000
- ☐ Leader Sponsor - \$5,000
- ☐ Ambassador Sponsor - \$2,500
- ☐ Friend Sponsor - \$1,500
- ☐ Supporter Sponsor - \$500-\$1,000

## 3. PREFERRED IMPACT AREA

- ☐ Mental Health & Wellness Village
- ☐ African Food Village
- ☐ Young Entrepreneurs Marketplace
- ☐ African Community Cup of Nations
- ☐ Artists & Performers
- ☐ Cultural & Family Experience
- ☐ General Festival Support

## 4. AUTHORIZATION

By signing below, the sponsor confirms this commitment and authorizes The Motherland Experience to provide the recognition and benefits associated with the selected sponsorship level.

Authorized Signature

Date

THANK YOU FOR INVESTING IN CULTURE, COMMUNITY, AND OPPORTUNITY.

[info@themothelandexp.org](mailto:info@themothelandexp.org) | [themothelandexp.org](http://themothelandexp.org)