

OFFICIAL CORPORATE SPONSORSHIP PACKAGE

4

TH ANNUAL

Welland Afro-Caribbean Festival 2026

Celebrating Culture, Community & Diversity

DATE

August 8 – 9, 2026

VENUE

Merrit Park, Welland, Ontario

HOURS

12:00 PM – 10:00 PM Daily

ADMISSION

Free — Maximum Public Reach

1,000+

ATTENDEES IN 2025

Over 2 days at the Welland waterfront

Partnership Opportunity

An Unmissable

A MESSAGE OF INVITATION

FROM THE WACF TEAM

On behalf of the Welland Afro-Caribbean Festival, we are delighted to invite your organization to become a proud sponsor of our 4th Annual celebration, taking place August 8–9, 2026 at Merrit Park in the heart of Welland, Ontario.

The Welland Afro-Caribbean Festival is one of the Niagara Region's most vibrant and rapidly growing cultural events, uniting thousands of community members and visitors through music, dance, food, and fashion. Our festival is a powerful platform that advances diversity, inclusion, and cross-cultural understanding – values that resonate deeply with forward-thinking organizations.

By partnering with us, your brand will be positioned at the forefront of one of Ontario's most energetic cultural celebrations, building meaningful connections with a diverse, engaged, and loyal audience. We have crafted this sponsorship package to deliver outstanding brand value, community impact, and measurable return on your investment.

FESTIVAL AT A GLANCE

1,000+	2	4th	Free
Attendees Last Year	Full Days of Programming	Annual Edition	Public Entry Max Reach

Chico Kambo

CEO & Event Coordinator, Welland Afro-Caribbean Festival

wellandafrocaribbeanfest@gmail.com | Chicokambo@yahoo.ca

Belongs Here Why Your Brand

THE CASE FOR PARTNERSHIP

STRATEGIC VALUE FOR YOUR ORGANIZATION

Sponsoring the Welland Afro-Caribbean Festival is more than event placement — it is an authentic connection to a passionate, diverse, and growing community across the Niagara Region and beyond.

01

Targeted Audience Reach

Connect directly with thousands of attendees from the African, Caribbean, and multicultural communities — a demographic with significant and growing purchasing power across Ontario and the Niagara Region.

02

Multi-Channel Brand Exposure

Your brand appears across digital, print, physical, and broadcast channels throughout the full event lifecycle — from pre-event teasers and press releases to day-of signage, MC recognition, and live social media coverage.

03

Authentic Community Impact

Position your organization as a champion of diversity and inclusion — values that increasingly drive consumer loyalty, corporate reputation, and public perception among younger, multicultural audiences.

04

Growing Platform & Long-Term Legacy

WACF grows year over year. Early sponsor partnerships build long-term brand equity and first-mover recognition as the festival continues to expand its audience and regional footprint.

of Partnership Choose Your Level

INVESTMENT TIERS — ALL LEVELS

SPONSORSHIP PACKAGES — FIVE TIERS AVAILABLE

We offer five flexible sponsorship tiers to suit every goal and budget — from community supporters to presenting partners. Every paid tier includes stage speaking time, LED screen ad display, and a banner on our festival fences.

INCLUDED WITH EVERY PAID SPONSORSHIP TIER:

Stage Speaking Time
3–5 min address to the full audience

LED Screen Ad Display
Your ad on the main LED background

Banner on Fences
Your physical banner displayed at the venue

Community Partner

FLEXIBLE ENTRY-LEVEL SPONSORSHIP

We welcome sponsors at any level. If your budget is under \$1,000, please reach out directly — we will work with you personally to craft a sponsorship package with benefits that align with your contribution and goals.

Under \$1,000

Custom amount by discussion

Contact us to discuss your custom package:Chicokambo@yahoo.ca | +1 (905) 577-5708

Bronze Partner

ENTRY-LEVEL

\$1,000

- Logo on event flyers, posters & festival website
- Dedicated social media shout-outs & digital mentions
- On-stage verbal recognition by festival MCs
- One (1) branded booth space at the festival
- Banner displayed on festival fences
- Your ad promoted on the main LED background screen
- 3–5 minute speaking slot on stage (you or a representative)

Ideal for local businesses and community-minded organizations.

Silver Partner

ALL BRONZE BENEFITS INCLUDED

\$2,500

- All Bronze Partner benefits, fully included
- Elevated logo visibility on the festival website
- Featured logo on the Red Carpet Media Wall
- Enhanced multi-platform social media features
- Brand mention in mass email campaigns & ticket outlets
- Verbal acknowledgment during all festival announcements
- Two (2) branded booth spaces at the festival
- Banner displayed prominently on festival fences
- Ad featured on main LED background screen
- 3–5 minute speaking slot on stage (you or a representative)

Presenting Partnerships Premium &

INVESTMENT TIERS — GOLD & PRESENTING

TOP-TIER SPONSORSHIP PACKAGES

Gold Partner

ALL SILVER BENEFITS INCLUDED

\$5,000

- All Silver Partner benefits, fully included
- Premier logo placement on festival website (top position)
- Prime logo on all event signage, t-shirts & handouts
- Exclusive dedicated social media spotlight campaign
- VIP seating and presentation opportunity on stage
- Three (3) branded booth spaces (preferred locations)
- Banner in premium fence location at the festival
- Priority ad placement on the LED background screen
- 3–5 minute on-stage speaking slot (you or a representative)

The optimal choice for major corporate brands seeking maximum visibility, VIP access, and stage presence.

Presenting Sponsor

EXCLUSIVE — ONE OPPORTUNITY PER YEAR

\$10,000

The Presenting Sponsorship is an exclusive, once-per-year opportunity for one organization to become the defining partner of the Welland Afro-Caribbean Festival. This tier includes all Gold Partner benefits and opens the door to a long-term strategic relationship between your organization and WACF.

What makes this unique:

Your organization collaborates with our planning committee — co-creating this community initiative.

- All Gold Partner benefits, fully included
- Festival title naming rights (e.g., "[Your Brand] Presents: WACF 2026")
- Direct collaboration with the WACF event planning committee
- Priority consideration for long-term multi-year partnership
- Customized activation strategy built around your specific goals
- Prime banner positioning at the festival entrance and main stage area
- Prominent, recurring ad display on LED background screen throughout both days
- Extended on-stage speaking opportunity (you or a representative)

To discuss this exclusive opportunity: Chicokambo@yahoo.ca | 905-577-5708

Our Marketing Timeline

Your Brand in Motion:

SPONSOR ACTIVATION STRATEGY

THREE-PHASE CAMPAIGN

To maximise the impact of your sponsorship, we execute a strategic, phased marketing campaign leading up to and throughout the festival. As a sponsor, your brand is featured and activated across every phase.

01

Pre-Event Campaign

Now — 2 Months Before the Festival

- Social media teasers highlighting what attendees can expect
- Press releases announcing key event details and early confirmed sponsors
- Email newsletters promoting the festival and sponsorship opportunities

02

Mid-Event Build

2 Months — 1 Week Before the Festival

- Regular social media updates showcasing confirmed sponsors and performers
- Targeted digital advertising campaigns to reach a wider regional audience
- Collaborations with local media outlets for interviews and sponsor features

03

Final Countdown & Live Coverage

1 Week Before — Day of the Festival

- Daily countdown posts featuring sponsor logos across all social platforms
- Last-minute promotional pushes to drive maximum attendance
- Live behind-the-scenes coverage and real-time sponsor recognition

Ready to Partner? Let's build something extraordinary

Sponsorship spots are limited. Contact us today to confirm your preferred tier.

CONTACT

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EMAIL

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WEB

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Agreement Form Sponsorship

OFFICIAL AGREEMENT

COMPLETE & RETURN TO CONFIRM YOUR SPONSORSHIP

Please complete all fields below and return this signed page to the WACF team to confirm your sponsorship.

Email to: wellandafrocaribbeanfest@gmail.com | Chicokambo@yahoo.ca

SPONSORING ORGANIZATION / COMPANY NAME *

SPONSORSHIP TIER *

AMOUNT PAID *

PHONE NUMBER

EMAIL ADDRESS *

SIGNATURES

— By signing below, both parties confirm agreement to the terms of this sponsorship.

SPONSOR'S SIGNATURE (TYPE FULL LEGAL NAME) *

DATE *

WACF AUTHORIZED SIGNATURE

WACF DATE

This document serves as a binding agreement between the signing sponsor and the Welland Afro-Caribbean Festival (WACF). Your sponsorship confirms your organization's commitment to the terms and benefits of the selected tier as outlined in this package.

Thank you for your generous support of the Welland Afro-Caribbean Festival
Your partnership enriches our community's cultural fabric and advances diversity across the Niagara Region.