

AFRIMMA MUSICFEST

Brand & Sponsorship Proposal

WHERE AFRICAN CULTURE

Takes Center Stage



SEPTEMBER 12, 2026



ANNETTE STRAUSS SQUARE
AT&T PERFORMING ARTS CENTER



DALLAS, TEXAS

01

WHO WE ARE

WHERE AFRICAN *Culture* TAKES CENTER STAGE

AFRIMMA (African Muzik Magazine Awards) has been the premier platform celebrating African music and culture in North America for over a decade. What began as a music awards experience has grown into a full cultural movement, amplifying the voices, sounds, and artistry of the African diaspora across the globe.

AFRIMMA MusicFest is the next chapter. A first-of-its-kind Pan-African outdoor music festival coming to Dallas, TX on September 12, 2026. One day. One stage. One city. Bringing together live performances, cultural exhibitions, culinary experiences, fashion, and community in one unforgettable outdoor celebration.

This is not just a concert. This is culture, commerce, and community converging at one of Dallas's most iconic outdoor venues.

KEY DETAILS



DATE

SEPTEMBER 12, 2026



VENUE

ANNETTE STRAUSS SQUARE
AT AT&T PERFORMING
ARTS CENTER, DALLAS, TX



DOORS

12:00 PM CST



FORMAT

OUTDOOR, MULTI-
ACTIVATION FESTIVAL



GENRE FOCUS

AFROBEATS, AMAPIANO,
AFRO-SOUL, BONGO FLAVA,
AFRO-POP

THREE ACTIVATIONS. *One Powerful* CULTURAL MOMENT.

AFRIMMA MusicFest is bringing together Dallas's most diverse, culture-forward audience for a full day of music, food, fashion, and community. We are actively seeking brand and community partners who want to show up where culture is being made.

Whether your brand is rooted in music, lifestyle, food, fashion, health, tech, or community, there is a place for you at **AFRIMMA MusicFest**.



1 CULTURAL BRAND ACTIVATION

Put your brand in front of a live, engaged audience. Set up an immersive activation space within the festival grounds. Ideal for lifestyle, consumer, and community-driven brands looking to connect authentically with a **Pan-African audience**.



2 MUSIC AND TALENT STAGE EXPERIENCE

Align your brand with the energy of live music. Sponsor stage moments, artist performances, and headline experiences. Perfect for brands that want high visibility, major stage signage, and association with **top-tier African music talent**.



3 CULTURAL MARKETPLACE

Join the AFRIMMA MusicFest Marketplace, a curated vendor and exhibition space featuring food, fashion, art, and culture. Ideal for small businesses, food entrepreneurs, artisans, and cultural brands ready to sell, **showcase, and connect directly with attendees**.

PARTNERSHIP TIERS:

Make Your Brand

PART OF THE EXPERIENCE



A CULTURAL BRAND ACTIVATION

INVESTMENT

\$5,000 – \$8,000

WHAT'S INCLUDED:

- ✓ Dedicated activation footprint on festival grounds
- ✓ Brand logo on event signage and digital assets
- ✓ Social media feature across AFRIMMA platforms pre-event
- ✓ On-site branded experience space (table, banner placement, power access)
- ✓ Opportunity to distribute branded materials to attendees
- ✓ Verbal acknowledgment from stage
- ✓ Post-event recap feature

This tier is designed for brands that want authentic community engagement. Your activation lives inside the festival experience, not outside it.



B MUSIC AND TALENT STAGE PARTNERSHIP

INVESTMENT

\$9,000 – \$15,000

WHAT'S INCLUDED:

- ✓ Brand integration within live stage programming
- ✓ Logo placement on stage backdrop and main event signage
- ✓ Featured branding in artist announcement content
- ✓ Dedicated social media campaign (pre-, during-, and post-event)
- ✓ On-site VIP access for brand representatives
- ✓ Emcee mentions throughout the festival
- ✓ Opportunity for branded stage moment or segment
- ✓ Post-event media recap with brand visibility highlights

This is the premium visibility tier. If your brand wants to be seen, heard, and felt throughout the entire festival, this is your stage.

The Marketplace: WHERE CULTURE SHOPS

The **AFRIMMA MusicFest Marketplace** is a curated cultural bazaar running throughout the festival. From soul food and global cuisine to fashion, art, accessories, and lifestyle goods, the Marketplace is designed to reflect the full richness of the African diaspora. Vendors are not just selling. They are representing.

We are actively recruiting vendors, food entrepreneurs, artisans, and brand partners to join the Marketplace.

LIMITED
SPOTS!



FOOD TRUCK PARTNER

INVESTMENT

=\$750=

- ✓ Designated food truck space on festival grounds
- ✓ Self-supplied generator required
- ✓ Access to high foot traffic throughout the event day
- ✓ Listed in festival vendor directory



NON-FOOD VENDOR (MARKETPLACE PARTNER)

INVESTMENT

=\$500=

- ✓ 8x8 canopy space with table and chairs provided
- ✓ Power access included
- ✓ Non-food products, art, fashion, accessories, and lifestyle goods only
- ✓ Listed in festival vendor directory



PREMIUM MARKETPLACE PLACEMENT

INVESTMENT

=\$1,500=

- ✓ Prime location within the Marketplace footprint
- ✓ Enhanced visibility, corner or entrance-adjacent placement
- ✓ Table, chairs, and power access provided
- ✓ Social media feature before the event
- ✓ Listed in festival vendor directory

FOOD
FASHION
ART
MUSIC
CULTURE

05

OUR AUDIENCE & COMMUNITY REACH

A GROWING MOVEMENT. A LOYAL AUDIENCE.

DEMOGRAPHICS SNAPSHOT



CORE AUDIENCE
AGE RANGE
21-45



HOUSEHOLD
INCOME
\$50K-\$100K+
ANNUALLY



CULTURAL
IDENTITY
African, Caribbean,
and diaspora
communities with
broad multicultural
crossover appeal



INTERESTS
Music, fashion, food,
culture, travel,
entrepreneurship,
and community

AFRIMMA has spent over a decade building one of the most dedicated Pan-African audiences in North America. From our roots as an awards platform to our current festival expansion, our community has grown with us every step of the way.

SOCIAL MEDIA & DIGITAL REACH



5M+ COMBINED
DIGITAL REACH

Across AFRIMMA-owned
platforms and partner channels.



HIGHLY ENGAGED COMMUNITY

Year-round engagement through music, culture, event coverage, artist interviews, and original content.



GLOBAL AUDIENCE

Reaching audiences across Africa, North America, Europe, the Caribbean, and the global diaspora.



06

LET'S BUILD TOGETHER

LET'S BUILD

Something

THE CULTURE

Will Remember.

Beyond activation packages and vendor spots, we are open to creative community partnership conversations.

WHETHER YOU WANT TO:

- SPONSOR AN ARTIST
- CO-PRESENT A STAGE EXPERIENCE
- CREATE BRANDED CONTENT
- SUPPORT COMMUNITY PROGRAMMING
- EXPLORE A CUSTOM COLLABORATION

Let's create something unforgettable—together.



STRONGER TOGETHER.

GREATER IMPACT.

AFRIMMA MusicFest is more than a festival. It's a movement rooted in culture, driven by community, and built for the future.

WE'RE INVITING PARTNERS WHO BELIEVE IN THE POWER OF CULTURE AS MUCH AS WE DO.

★ LIMITED ACTIVATIONS AVAILABLE! ★



EMAIL

info@afrimma.com



INSTAGRAM

@AFRIMMA



WEBSITE

afrimma.com

To inquire about partnership opportunities, reach out directly.

Limited activations available.

See you in Dallas!

