



# PANAFEST

13105 Collingwood Ter, Silver Spring, MD, 20904-1417

Phone: 301-379-9111 | [www.panafestusa.org](http://www.panafestusa.org)

## **PANAFEST 2024 Partnership/Sponsorship request**

### ***About Panafest***

A coalition of community organizations and individuals led by the All Cameroonian Cultural and Development Foundation, Inc. (ACCDF) in partnership with the African Affairs Advisory Group of Montgomery County (AAAG) are planning the **12<sup>th</sup>** Annual Pan African Cultural Festival (PANAFEST) in Montgomery County, Maryland. The festival is a great platform for highlighting the rich and diverse African culture of the residents of Montgomery County Maryland and the surrounding National Capital Region. Vendors from all over the African continent and the diaspora supplement this display with an assortment of African arts and crafts, clothing, and most importantly, the exotic taste of African cuisine. PANAFEST has seen well up to 11,000 people in attendance. PANAFEST 2024 promises to be an even bigger event as performers, vendors, the community and MCs have already lined up with more to participate.

### ***Target Audience***

PANAFEST is free and open to the public. People of all ages and ethnicities attend. Attendees primarily include residents from the District of Columbia, Maryland and Northern Virginia. An estimated 10,000 – 11,000 people come through the Plaza during the Panafest event annually according to the local police department estimates.

### ***History of PANAFEST***

In Montgomery County Maryland and surrounding jurisdictions, September is designated as African Heritage month. Throughout the month of September, Montgomery County holds events that educate, celebrate and promote African heritage. PANAFEST is the signature event that serves as the Grand Finale to the month-long activities. It is held at the Silver Spring Civic Center located at One Veterans Place, Silver Spring, MD 20910. This is an outdoor event that attracts the vibrant and active community in the Downtown Silver Spring - Ellsworth Street restaurant corridor. The festival will include live performances by cultural groups and African artists, arts & craft exhibits, and a taste of exotic African cuisine.

The festival highlights the rich and diverse cultures of the Pan African community. Montgomery County is the first county to dedicate an entire month to the African community. Recently, other counties as well as the District of Columbia have followed Montgomery County's footsteps.



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## ***Event Details***

Date and time of event: Saturday, September 21st, 2024, from 12 noon - 10:00 pm

Location: The Civic Center in Silver Spring, One Veterans Place, Silver Spring, MD 20910, (corner of Fenton Street and Ellsworth Drive).

## ***The Benefits of partnering/Sponsoring This Event***

- The African immigrant community is the fastest growing demographic in Montgomery County
- Support diverse education opportunities for the African immigrant, African American, and other communities of the DC metropolitan area
- Diverse community exposure to your brand/product, and each individual attendee is a potential customer
- Opportunity to expand your customer base within the multi-cultural community in Montgomery County and the Washington, D.C region
- Consistent attendance of up to 11,000 people
- The event is advertised via all social media outlets, several radio and TV stations, Montgomery County Recreation Centers, Libraries, Regional Service Centers, and Public Information Offices.
- This event will be supported by the Montgomery County Media Department that includes 3 different TV stations and the local African media outlets.



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## Event sponsorship options

<p><b>African Cultural literacy workshop \$1,500</b></p>	<p><b>Financial literacy workshop \$1,500</b></p>	<p><b>Gold Sponsorship \$2,500</b></p>	<p><b>Platinum Sponsorship \$5,000</b></p>	<p><b>Corporate Sponsorship \$10,000</b></p>
<ul style="list-style-type: none"> <li>• 30 minutes behind the scenes presentation to group of Panafest patrons.</li> <li>• Registration through Panafest website and during event</li> </ul>	<ul style="list-style-type: none"> <li>• 30 minutes behind the scenes presentation to group of Panafest patrons.</li> <li>• Registration through Panafest website and during event</li> </ul>	<ul style="list-style-type: none"> <li>• Booth for Display.</li> <li>• Mention on the Website as event Sponsor.</li> <li>• Announcement during event as Corporate Sponsor.</li> </ul>	<ul style="list-style-type: none"> <li>• Booth for Display.</li> <li>• Mention on the Website as event Sponsor.</li> <li>• Five Minute Presentation during events.</li> <li>• Announcement during event as Corporate Sponsor.</li> </ul>	<ul style="list-style-type: none"> <li>• Corporate Banner on Display at event.</li> <li>• Corporate Booths for display.</li> <li>• Five Minute presentation during events.</li> <li>• Company Logo on all Advertisement Materials ***</li> <li>• Announcement during event as Corporate Sponsor.</li> <li>• Link to your website on PANAFEST website's front page</li> </ul>



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Please make checks payable to ACCDF and send to the following address:

ACCDF, Inc  
Attn: Ms. Justine Mbianda  
13105 Collingwood Terrace  
Silver Spring, MD, 20904

ACCDF is a nonprofit 501 (c) (3) organization.

Thank you for Sponsoring PANAFEST 2024!

***Dr Sindjui***

*Chairman, PANFEST steering committee*

*Chairman, ACCDF Board of Trustees*

[hubertsindjui@gmail.com](mailto:hubertsindjui@gmail.com)

202-299-7882



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ACCDF, INC & AAAG  
Presents

**PANAFEST**  
MONTGOMERY COUNTY, MD

*1<sup>st</sup> Annual Festival's Theme:*  
**I LOVE AFRICAN HERITAGE**

**SATURDAY SEPT. 21<sup>st</sup> 2024**  
12 NOON - 10PM

*Activities*  
**LIVE PERFORMANCES - AFRICAN CUISINE - FASHION SHOW**  
**ART & CRAFTS - ZUMBA - VENDORS**

 

**CIVIC CENTER**  
ONE VETERANS PLACE, SILVER SPRING, MD 20910  
[www.panafestusa.org](http://www.panafestusa.org)

**FOR MORE INFO:**  
Dr. SINDJUI: (202) 299-7882  
MS. BRENDA LINE : (202) 409 3598