

WHAT IS TRUE TO OUR NATIVE LAND?

True To Our Native Land (TNL) is a cultural appreciation program of THE FADARA GROUP. It features curated, highly engaging public talks, workshops, performances, and conversations all designed to encourage a deeper appreciation for traditional African culture, especially among African Americans.



WHAT IS THE MISSION?

True To Our Native Land is intent on POSITIVELY REIMAGINING AFRICA. TNL envisions a world where all things African are positioned in their truthful context and is for anyone who feels a deep connection to or is simply curious about its dynamic nature.

TNL will consistently present enlightening content. It will effectively cancel the notion that Africa is stagnant.

We seek to impact our communities culturally and economically through our offerings of quality activities, including interactive dialogues and live performances that spotlight talented artists from Africa and its Diaspora.




TRUE TO OUR NATIVE LAND

WHAT IS IT?
True To Our Native Land is more than the last line of the poem that became the National Black Anthem. It's an AFFIRMATION. It's a MOVEMENT. It's a WAY OF LIFE!

It's also a unique cultural program of THE FADARA GROUP, LLC (founded by Chief Ayanda Clarke aka Chief Ayanda).
AND it's an interactive lecture + workshop series that's launching in Brooklyn (Fall 2018), then touring nationwide!

JOIN THE MOVEMENT if You Believe That AFRICA is Relevant and Dynamic.
JOIN THE MOVEMENT if You're Proud and Willing to Re-imagine AFRICA Now!

#TrueToOurNativeLand
#MyAfricaSoLit

FB + IG: @ChiefAyandaClarke
Twitter: @TheFadaraGroup
Phone: 833-4FADARA
www.THEFADARAGROUP.com



2018-2019 SPONSORSHIP OPPORTUNITIES INAUGURAL SEASON

Opportunities to sponsor *True To Our Native Land* are available exclusively for individuals, cultural arts institutions, businesses, entrepreneurs, and organizations who share our vision. Please explore more via our website and then call or email us. We're ready to answer questions or to tailor a package uniquely for you.

833.4FADARA (833.432.3272 EXT 2)
info@THEFADARAGROUP.com
www.THEFADARAGROUP.com

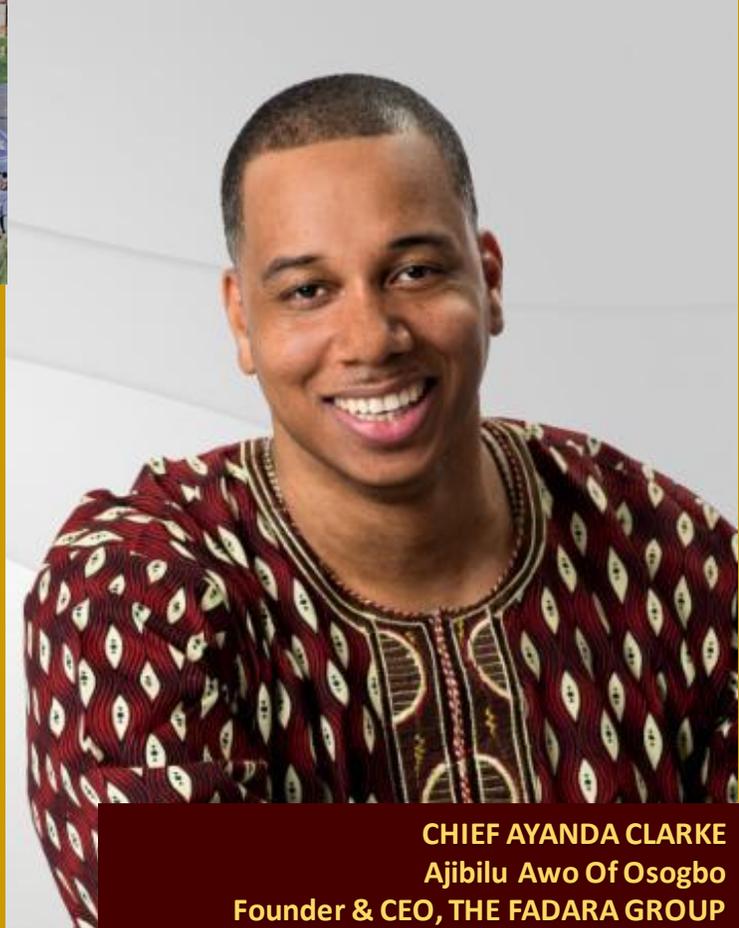
SPONSORS

we particularly align with offer:

- Products that promote wellness and well-being; products that promote earth sustainability
- Financial resources to the communities they serve through education and literacy programs, entrepreneurial development
- Products/services that contribute to one's positive self-image and commitment to self-care
- Products, services and policies that respect people of color. They are good, responsible corporate citizens who value the communities they serve

We especially appreciate opportunities to cultivate long term relationships with companies that have complementary vision and mission.





CHIEF AYANDA CLARKE
Ajibilu Awo Of Osogbo
Founder & CEO, THE FADARA GROUP

Greetings, Colleagues, Community Business Leaders, Sponsors and Vendors.

On behalf of THE FADARA GROUP LLC, it is my pleasure to invite you to be a part of our inaugural season of *True To Our Native Land* – A Cultural Appreciation Program. It will premiere December, 2018 in Brooklyn, New York and then will be traveling to cities across the United States.

The *True To Our Native Land* vision was born from a troubling reality where indigenous people, languages, cultures, institutions, history—the very essence—of Africa is globally and commonly misunderstood, devalued, romanticized, and is typically made stale. This imagining of Africa as backward, stagnant, and irrelevant is problematic in the 21st century. With the presentation of *True To Our Native Land* across the U.S. and then abroad, we will position Africa and all things African in truthful and appropriate context.

As we celebrate the richness and diversity of our culture, the launch of *True To Our Native Land* will offer our community a weekend of discussion, family-friendly content, music, African drumming, dancers and food. All, with education and inspiration as the central themes.

We intend *True To Our Native Land* to be culturally enlightening for our attendees and financially beneficial for local businesses who align with our mission. We cultivate partnerships that are purposeful, especially with companies that enjoy serving People of Color and provide opportunities to uplift these communities. In exchange for your monetary support, we want to provide access to our audience, offer the promotion of your products and services, and increase awareness of your business through our social media platforms and networks.

Our organizing committee is preparing for an amazing event and now, we're READY FOR YOU. We cordially welcome your partnership and sponsorship support. Your business is crucial to our success and being part of *True To Our Native Land* will offer you an opportunity to showcase your business or service before a potential audience of hundreds in attendance and significantly more online. The following pages contain detailed examples of our sponsorship packages for your consideration, and we can also customize a package that is specific to your needs. We look forward to your YES to offering support. Many, thanks! Ire O!

There are significant benefits to your Sponsorship with THE FADARA GROUP for *True To Our Native Land* events.

Our events create awareness and can bring visibility to your company. In addition, we can stimulate sales and showcase your products and services at *TNL* events, in our promotional materials and in the souvenir journal.

To encourage your sponsorship we offer...

An opportunity to market to THE FADARA GROUP's national network, premiere event signage and customized activation at select areas throughout the venue.

Your sponsorship of THE FADARA GROUP will help us...

Bring *TRUE TO OUR NATIVE LAND* to many more communities and spark a much needed national conversation about the vibrancy of Africa. It will ensure our program's continued success.

We are respected as a leading source of traditional African cultural programming.

You can learn more about us at:
www.THEFADARAGROUP.com



How Can THE FADARA GROUP Sponsorships Drive Your Business?

OUR OBJECTIVES:

We seek to make *True To Our Native Land* economically stimulating for Sponsors by:

- Increasing the number of attendees at each event, thereby expanding audience outreach
- Encouraging the offerings of authentic, quality performances that promote African heritage in communities across the country
- Promising to drive your business messages, connecting you to the *TNL* market and featuring your business within THE FADARA GROUP network
- Focusing on the shared vision between THE FADARA GROUP and your business during the weeks prior to *TNL* events
- Promoting your business messages on all media outlets we use, on air, online, onsite and on the go

25% of previous sponsors reported an overall increase in revenue

30% of previous sponsors reported new subscribers to their social media

70% of reported previous sponsors, vendors, and ad purchasers said reinvesting in future TFG events is beneficial

OPPORTUNITIES TO PROMOTE YOUR BUSINESS:

1. Your words of support and your logo can be well positioned in our four-color journal that will be distributed to the premiere attendees in December and to our national network for friends, partners, and sponsors throughout New York City's metropolitan area.
2. We will promote your message and logo across the greatest reach of THE FADARA GROUP which includes more than 50,000 email list and social media subscribers and followers on FaceBook, Twitter, Instagram and LinkedIn combined.
3. We send press releases and promotional material to all of the major news networks in NYC and have featured interviews scheduled with several Brooklyn news sources where we will mention your generosity
4. Your marketing assets can also be prominently displayed on our sites.

OUR ADDED-VALUE BONUS FEATURES ARE:

1. Your business will be promoted at the two-day premiere of *True To Our Native Land*, on the jumbo screens and on our websites
2. Your Business receives complimentary tickets to a *TNL* event
3. Your company will automatically become registered as a member of our network of *TNL* Business Ambassadors. To show our thanks, we will send a commemorative certificate so you can display the impact of your support of *TNL* programming
4. PLEASE NOTE: All BUSINESS AMBASSADORS for THE FADARA GROUP receive 10% off all future *True To Our Native Land* events for the ENTIRE YEAR (as well as 10% off next year's ad)

- BONUS FEATURES DO NOT APPLY TO ALL AD SIZES OR SPONSORSHIP LEVELS. PLEASE INQUIRE.

FOR MORE INFORMATION VISIT:
www.THEFADARAGROUP.com
833.4FADARA (833.432.3272) EXT 2
info@THEFADARAGROUP.com

What Our Sponsors Love About True To Our Native Land Audiences:



OUR TNL AUDIENCE IS PRIMARILY 19-34 years old

- 50% are college bound and/or enrolled
- 35% have limited discretionary income and resources, are supported primarily from a parental source
- 60% are self-employed through independent contractor work, consulting in areas of experience or some form of online media income strategy platform
- 100% are actively engaged in one or more of the following social media platforms: Instagram, twitter, snapchat
- 20% are actively engaged in blogging, vlogging or some form of audience development platform to spread a message they are passionate about

OUR TNL SECONDARY AUDIENCE IS 40-60 years old

- 20% are actively involved in an academic and/or cultural environment of learning on a regular basis
- 60% are moderately engaged in the following social media platforms: Facebook, Instagram, Pinterest
- 60% are married or in committed relationships
- 25% have at least one child
- 40% have a retirement plan and/or are investment savvy
- 60% have completed their undergraduate degrees or have completed 2 or more years of college
- 40% are employed in an educational environment

ADDITIONAL DEMOGRAPHICS (Brooklyn Premiere)

- TARGET AUDIENCE IS AFRICAN AMERICANS AND THOSE WITHIN THE AFRICAN DIASPORA
- ANNUAL PRE-TAX INCOME:
 - LOCAL AUDIENCE: 35K – 75K PER YEAR
 - ONLINE AUDIENCE: 50K-98K PER YEAR
- LOCAL PERFORMANCES (for Brooklyn Premiere) SERVE PRIMARILY BROOKLYN BASED RESIDENTS WITH ACCESS TO MANHATTAN, BRONX, QUEENS (POSTAL CODES: 11233, 11216, 11221, 11206, 11238)

If you want to have prominent placement of your business at an event that will host New York City's educated and vibrant people of color communities from the African Diaspora, let's talk. We know our audiences and wish for you to know them too. Call 833-432-3272 ext. 2