



**African
Economic
Development
Solutions**

LITTLE AFRICA
Business & Cultural District of Minnesota

2024 Sponsorship Opportunities

5th Annual National Leadership Conference: Lifting as We Climb

August 1 & 2, 2024

9 am- 4 pm CT

Inter-Continental Hotel Saint Paul
Riverfront East Kellogg Boulevard,
Saint Paul, MN

African Minnesotan Cultural Experience Bus Tour

Saturday, August 3

3 pm- 7 pm CT

Bus tour of African Immigrant
businesses in Saint Paul,
Minneapolis, Brooklyn Center, &
Brooklyn Park. Departure from &
Return to Snelling Café at 638
Snelling Ave., Saint Paul, MN 55104



10th Annual Little Africa Festival & Parade: Celebrating a Decade of African Minnesotan Culture, Heritage & Community

Sunday, August 4 12-9 pm
Hamline Park

1564 Lafond Ave, St. Paul, MN 55104

For more information, please contact:

Tsegaye Gelgelu, Director of Operations
tgelgelu@aeds-mn.org / 651-646-6411

<https://www.africanleadershipconference.com/>

<https://www.littleafricafest.com/>

<https://www.aeds-mn.org/>





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www.aeds-mn.org

LITTLE AFRICA

Business & Cultural District of Minnesota

5th Annual National Leadership Conference: Lifting as We Climb

2024 Little Africa Festival and Parade: Celebrating a Decade of African Minnesotan Culture, Heritage & Community

Thursday & Friday, August 1 - 2 & Sunday, August 4, 2024 Sponsorship Features & Packages

Benefits:

Platinum
\$25,000+

Gold
\$15,000

Silver
\$10,000

Permanent Logo Display
on Event Websites



Social Media Post
Announcements



Feature in Press Release
Promotion & Press
Conference



Feature Announcement
During the Festival



Feature Announcement
During the Conference



Signage at Main
Entrance Area for the
Festival and Conference



Feature Announcement
During the Bus Tour



Speaking Opportunity at
the Festival and
Conference



Event websites have on average nearly 1,000 visitors combined per month. Festivals generates 2 million and the Conference 12,000 social media impressions through social media & media partners.

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2024 Little Africa Festival and Parade: Celebrating a Decade of African Minnesotan Culture & Heritage



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**Diamond
\$5,000**



**Emerald
\$2,500**



**Pearl
\$1,000**



Twin Cities African Cultural Experience Bus Tour

Saturday, August 3, 2024

- Little Africa in St Paul
- Cedar-Riverside's Little Somalia
- Brooklyn Center & Brooklyn Park

Tickets	Fee
General Rate	\$100
Student Rate	\$50

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Festival and Conference Exhibitor Booth	Fee
Corporate	\$500
Small Business	\$300
Non-Profit/Community	\$200

