



African Economic Development Solutions

LITTLE AFRICA

Business & Cultural District of Minnesota

Sponsorship Package **20**
25



ABOUT US

AT AFRICAN ECONOMIC DEVELOPMENT SOLUTIONS (AEDS), WE ARE DEDICATED TO EMPOWERING AFRICAN IMMIGRANT COMMUNITIES BY FOSTERING ENTREPRENEURSHIP, SMALL BUSINESS GROWTH, AND ECONOMIC DEVELOPMENT. SERVING STATEWIDE IN MINNESOTA, WE WORK TO CREATE PATHWAYS OUT OF POVERTY, ENABLING IMMIGRANTS TO NOT ONLY PARTICIPATE IN BUT ALSO BENEFIT FROM MINNESOTA'S THRIVING ECONOMY.

WE BELIEVE THAT ACCESS TO CRITICAL RESOURCES, INSTITUTIONAL SUPPORT, AND NURTURING ENVIRONMENTS ARE ESSENTIAL FOR FINANCIAL SUCCESS IN MARGINALIZED COMMUNITIES. THROUGH OUR INNOVATIVE PROGRAMS—INCLUDING SMALL BUSINESS DEVELOPMENT, MICRO-LENDING, HOMEOWNERSHIP EDUCATION, AND COMMUNITY-BUILDING INITIATIVES—WE AIM TO CONFRONT ECONOMIC DISPARITIES AND CREATE VIBRANT, HEALTHY COMMUNITIES. BY EMPOWERING ENTREPRENEURS, SMALL BUSINESS OWNERS, AND FAMILIES, WE FOSTER FINANCIAL INDEPENDENCE AND LAY THE FOUNDATION FOR LONG-TERM WEALTH CREATION ACROSS THE REGION.

OUR ANNUAL EVENTS



NATIONAL AFRICAN LEADERSHIP CONFERENCE

JUNE 17TH - JUNE 18TH, 2025

A PREMIER GATHERING OF AFRICAN LEADERS, ENTREPRENEURS, AND CHANGEMAKERS, THIS EVENT IS A PLATFORM FOR COLLABORATION, INNOVATION, AND EMPOWERMENT. THE CONFERENCE PROVIDES PARTICIPANTS WITH OPPORTUNITIES TO NETWORK, LEARN, AND SHARE SOLUTIONS THAT DRIVE PROGRESS WITHIN AFRICAN COMMUNITIES. FEATURING ENGAGING PANELS, KEYNOTE SPEAKERS, AND WORKSHOPS, IT SERVES AS A HUB FOR CREATING IMPACTFUL CONNECTIONS AND ADVANCING COLLECTIVE GOALS. THE 2025 CONFERENCE WILL BE HELD VIRTUALLY!

LITTLE AFRICA FESTIVAL AND PARADE

AUGUST 3RD, 2025

A VIBRANT CELEBRATION OF AFRICAN CULTURE, THE LITTLE AFRICA FESTIVAL AND PARADE BRINGS TOGETHER THE RICH DIVERSITY OF AFRICAN HERITAGE THROUGH MUSIC, DANCE, ART, AND CUISINE. THIS ANNUAL EVENT FEATURES LIVE PERFORMANCES, A COLORFUL PARADE, AND AN INTERACTIVE MARKETPLACE THAT SHOWCASES LOCAL BUSINESSES AND ARTISANS. DRAWING THOUSANDS OF ATTENDEES EACH YEAR, THE FESTIVAL FOSTERS UNITY, CULTURAL PRIDE, AND ECONOMIC OPPORTUNITIES FOR THE AFRICAN IMMIGRANT COMMUNITY.



WHY SPONSOR US?

- ✓ **CONNECT WITH A GROWING, ENGAGED AFRICAN IMMIGRANT COMMUNITY.**
- ✓ **ALIGN YOUR BRAND WITH CULTURAL CELEBRATION, LEADERSHIP, AND ECONOMIC EMPOWERMENT.**
- ✓ **GAIN VISIBILITY AMONG THOUSANDS OF ATTENDEES, ENTREPRENEURS, COMMUNITY LEADERS, AND STAKEHOLDERS.**
- ✓ **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.**
- ✓ **EVENTS HAVE 10,000+ PARTICIPANTS WITH 10+ ARTISIRTS AND 50+ VENDORS**

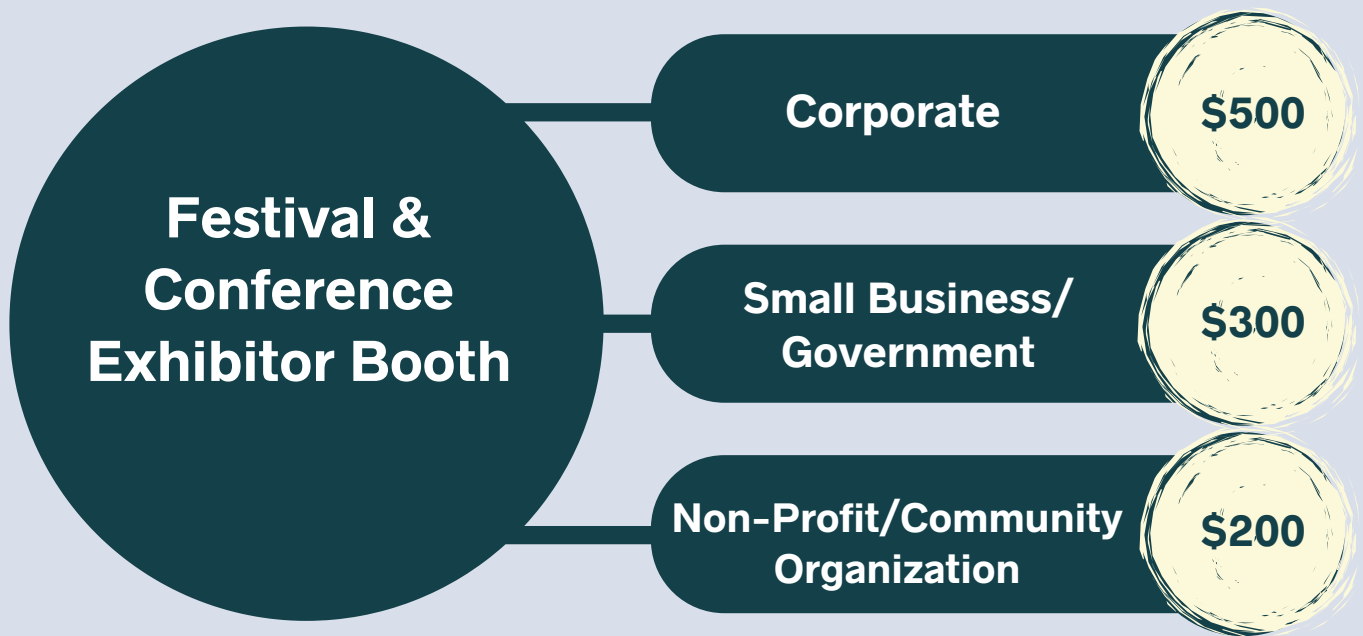


SPONSORSHIP LEVELS

Benefits:	Diamond	Platinum	Gold
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	✓	✓	✓
Speaking Opportunity at the Festival and Conference	✓	✓	✓
	\$25,000+	\$15,000	\$10,000

SPONSORSHIP LEVELS

Benefits:	Emerald	Silver	Pearl
Permanent Logo Display on Event Websites	✓	✓	✓
Social Media Post Announcements	✓	✓	\$1,000
Feature in Press Release Promotion & Press Conference	✓	\$2,500	
	\$5,000		





**African
Economic
Development
Solutions**

CONTACT **US**

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