

Africa Festival of Arts and Culture (AFRIFEST)

George Mbamalu (Chair, AFACS BOD)

george.mbamalu@dal.ca

Table of Contents

| | |
|---|----|
| Summary | |
| <i>Summary of the Africa Festival of Arts and Culture</i> | 3 |
| <i>Summary of the Africa Heritage Month Gala</i> | 4 |
| About Us | |
| <i>Mission statement, vision statement, purpose and objectives</i> | 5 |
| Festival History | |
| <i>Summary of the Africa Festival of Arts and Culture and Africa Festival of Arts and Culture Society's History</i> | 6 |
| Festival Time Outline | |
| <i>2016 AFRIFEST Outline</i> | 7 |
| Notable Performers | |
| <i>Notable Performers list</i> | 8 |
| Sponsorship Levels and Benefits | |
| <i>The benefits to various sponsorship levels</i> | 9 |
| Appendix A | |
| <i>2015 Festival Short Programme - Sample</i> | 11 |
| Appendix B | |
| <i>Images of Select Notable Performers</i> | 13 |

Africa Festival of Arts and Culture (AFRIFEST) 2016

The annual Africa Festival of Arts and Culture will take place at the Sackville Landing, on Lower Water Street, in Halifax. This year's festival is a vibrant revival of 2015 Africa Festival of Arts and Culture. The festival will begin on Friday, July 22th 2016 and end on Sunday, July 24th 2016.

Afrifest showcases visual and performing arts, as well as the culture of people of African descent. Artists who participate in the festival are Diasporas from Nigeria, Ghana, Burkina Faso, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Somalia, Eritrean, Ethiopia, Burundi, Sierra Leone, the Caribbean and African Nova Scotia Community. Their artistic works include visual arts, drumming, jazz, hip-hop, gospel, spoken-word and more.

The festival is an enabling environment for African Canadian artists, allowing them to come together to perform, share and show case their various talents. Furthermore, the festival is an enabling environment for teamwork, skills exchange and social interactions between African Diaspora organizations, African Nova Scotian organizations and other Canadian organizations. This year festival is again accommodating and attracting attention from performers from Montreal, Toronto, Nigeria, Kenya, Cameroon, Ghana, Senegal, the Caribbean and Italy.

The festival continues to support artistic expression and the pursuit of excellence and innovation allowing artists to share their talents and their various experiences. It provides exposure for young and talented artists. Not only that, Afrifest aims to educate people of all ages about the culture and artistic works of people of African descent.

Since the festivals conception in 2010, over 3,500 people attend the festival every year. The previous number includes children, youths, adults and seniors. Our statistics shows that approximately 40% of the festival attendants are between the ages of 20 and 40 years, while 20% are between the ages of 40 to 60 years. Moreover, 20% are between the ages of 10 and 20 years, while 10% are under 10 years. The remaining 10% are 65 years and over.

Africa Heritage Month Gala

The month of February is dedicated for the celebration of African heritage in Canada and United States. The Africa Festival of Arts and Culture Society (AFACS) recognizes the need for this important celebration; hence developed initiatives that promote and recognizes the participation and contributions of people of African Descent to the development of Canada and Nova Scotia. The objective of AFACS Africa Heritage Month Gala and Events is to highlight the contribution of the people of African Descent to the development of Canada and Nova Scotia and celebrate our heritage.

AFACS partners with local community groups, Canadian government, local universities and local businesses to raise awareness and highlight the contributions of people of African descent in the social, business, and civic life of the province. The Gala attracts audiences from across Halifax County and beyond. The 2016 gala was the first of this annual celebration, with over 150 people in attendance. Future celebrations are predicted to attract over 350 people for the gala and over 250 people for the day time event.

AFACS is inviting your organization to become a partner and join other partners in moving this initiative beyond its current level. As a major sponsor and partner, your business log will be associated with all our promotional materials during the Africa Heritage Month Gala and Events, also during the AFACS summer festival.

The next African Heritage month is February 2017; AFACS has set aside the weekend of February 11, 2017 as our activity week. AFACS plans to bring Amadou Kienou, from Toronto and possibly Sory Camara Ballet of Senegal (Sponsors needed), to conduct workshops on African drums as part of our day time activities, these groups will also perform at the prime time Gala that night. Other local groups and out of province groups will participate.

We hope your organization will be proud to associate its name with AFACS.

About Us

Mission Statement

The mission of the Africa Festival of Arts and Culture Society (AFACS) is to encourage and provide successful exposure and community awareness of African arts and culture in Nova Scotia. AFACS is a cultural society that strives to provide a platform that will encourage the promotion of African arts and culture for all people of African descent residing in Nova Scotia.

Vision Statement

AFACS envisions a society in which all individuals, including those of African descent, have equitable opportunities to realize their fullest potentials and to participate meaningfully in the building and developing of a sustainable multicultural society.

Purpose

The purpose of AFACS is to encourage and expose talented artists and performers of all ages and of African descent; and to network with all levels of government and with other public and private organizations for the benefit of promoting African arts and culture.

Objectives

- a) To partner with government departments, public and private organizations and agencies in organizing annual Africa Festival of Arts and Culture and annual Africa Heritage month activities in Halifax, Nova Scotia.
- b) To support the provision of services that encourages advancing and developing African arts and culture; and the participation of artists and performers of African descent.
- c) To collaborate with government departments and agencies; public and private organizations; and agencies to reduce barriers that hinder the full participation of artists and performers of African descent in the artistic and cultural activities of Nova Scotia.
- d) To encourage and to promote the participation of people of African descent in the building of Nova Scotia through artistic, cultural, educational, social-networking and other related activities.
- e) To sustain a collaborative and cooperative relationship with public and private agencies.

Festival History

The Africa Festival of Arts and Culture (AFRIFEST) is an annual festival that showcases the unique cultural heritage and artistic works of people of African descent living in Nova Scotia. Major events in the festival are based in arts, crafts, foods, and performing arts of people of African descent. Artists participating in the festival are Diasporas from Nigeria, Ghana, Sudan, Ethiopia, Eritrea, Gambia, Zimbabwe, Zambia, Togo, Uganda, Somalia, the Caribbean and African Nova Scotian community.

The festival provides a platform for racial and religious integration. It also provides a forum with the potential to help integrate new immigrants of African descent into the Canadian multicultural society of Nova Scotia, enhance public education, and highlight awareness of the unique culture of Africa's decedents.

The festival has been held for five years. The Association of Nigerians in Nova Scotia (ANNS) sponsored the first festival in 2010. The participation of other African communities has inspired expanding the future organizing committee to reflect the parties participating in the festival. This expansion enabled the creation of the Africa Festival of Arts and Culture Society (AFACS) in 2010 and its subsequent registration in 2011 with the Nova Scotia Registry of Joint Stocks of Company. AFACS is a board-managed organization with board members elected or appointed by community groups that identify with the AFACS.

The organizing committee has developed plan and management structure over the past six festivals (2010, 2011, 2012, 2013, 2014 and 2015). This structure enables efficient execution and management of the festival. However, AFACS has limited but effective promotion and publicity plans. AFACS partners with local radio, regional television stations, and local newsprints to promote the festival. The society also partners with our performers to promote the festival through their various websites and electronic networks.

The rudimentary statistics on public outreach show that over 300,000 people had direct or indirect knowledge of the 2015 festival. This year AFACS plans to expand this reach to 500,000 people. In 2015 the festival attendance target was set to 1% of the publicity and marketing reach, which is approximately 3,500 people. The record shows that approximately 3,800 people attended the 2015 festival. The target attendance this year is 1% of 500,000 people targeted by the society's public outreach and promotion.

The festival is open to the general public at no cost. The last two editions of the Africa festival of Arts and Culture were extremely well covered by the press prior to and during the festival. This year the society plans to expand press and media coverage of the festival and AFACS will ensure wider target audience for our sponsors.

Festival Time Outline

2015 AFRIFEST Outline

July 22nd, 2016 (Youth Night)

12:00pm to 10:00pm

Performing arts and musical performances, such as cultural dances, songs, foods, drumming, and artworks. Youth Night will take place on the first day of festivities.

July 23rd, 2016 (Family Day)

10:00am to 10:00pm

Performing arts and musical performances, such as cultural dances, songs, foods, drumming, and artworks. Family Day will begin with a free pancake breakfast and continue to be a day filled with prizes and family geared activities.

July 24th, 2016

10:00am to 8:00pm

Performing arts and musical performances, such as cultural dances, songs, foods, drumming, and artworks.

Location: Sackville Landing, Lower Water Street Halifax

Attendance: the event is open to the general public at no cost

Notable Performers

| Moncton Based | Halifax Based | Italian Based | Toronto Based | Dartmouth Based | Montreal Based |
|---|--|---------------|--|--|--|
| Africa Queens -Hailing from the Congo, Burundi and Rwanda | Eritrea Community Ethiopia Community StahMenah Maritime Centre for African Dance (MCAD) Free to Move Genies of the Mist Multicultural Drummers Torია Aidoo Marius Vitry and the African Vibrations | Ranzie Mensah | Lua Sheyenne Amaduo Kineo of Burkina Faso Imani | Carson Downey Band Conquerors for Christ African Drumming Ensemble | William Atchouellou a.k.a Bobo Musique Ramesha Burundi Drummers |

Sponsorship Levels and Benefits

| | |
|-----------------------------------|---|
| Diamond: \$20,000 or more | Festival and Heritage month activities to be publically named in sponsor's honor**** Will receive complementary information booth*** Will receive complementary full page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony; and TV and Radio advertising campaigns Will receive complementary link on afacs.org under sponsor's category*** |
| Platinum: \$15,000 to \$19,999 | Choice of Arts and Crafts Tent or Food Tent to be named in sponsor's honor**** Will receive complementary information booth*** Will receive complementary full page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony; and TV and radio advertising campaigns Will receive complementary link on afacs.org under sponsor's category*** |
| Gold: \$10,000 to \$14,999 | Choice of Youth Night or Family Day to be named in sponsor's honor* Will receive complementary information booth*** Will receive complementary full page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony; and TV and radio advertising campaigns Will receive complementary link on afacs.org under sponsor's category*** |
| Silver: \$5,000 to \$9,999 | Choice of Youth Night or Family Day to be named in sponsor's honor* Will receive complementary information booth*** Will receive complementary half page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony; and TV and radio advertising campaigns Will receive complementary link on afacs.org under sponsor's category*** |
| Bronze: \$2,500 to \$4,999 | Will receive complementary half page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony and TV and radio advertising campaigns Will receive complementary link on afacs.org under sponsor's category*** |
| Standard: \$500 to \$2,499 | Will receive complementary quarter page for advertising in festival programme*** Will receive recognition of sponsorship during the opening ceremony Will receive complementary link on afacs.org under sponsor's category*** |
| Basic: 499\$ or less** | Will receive recognition of sponsorship during the opening ceremony Will receive complementary link on afacs.org under sponsor's category*** |

All rewards will only apply to current festival year * Priority for reward will be given to highest sponsorship level upon first request ** accepted as money or monetary value of services *** as requested **** Priority given to premier sponsor

Appendix A

2015 Sample Short Festival Programme

Friday, July 24th

| | |
|---|-------------------|
| Opening / Welcome in African Languages - African Drumming | 4:00pm - 4:30pm |
| Message from Premier | 4:30pm - 4:45pm |
| Mass Cencerro Drumming | 4:45pm - 5:15pm |
| Maritime Centre for African Dance | 5:15pm - 5:45pm |
| Free to Move Cuban Styled Dance | 5:45pm - 6:15pm |
| Genies of the Mist | 6:15pm - 6:55pm |
| Eddie Jones and Crew | 7:00pm - 8:00pm |
| Carson Downie Band | 8:00pm - 9:15pm |
| Funk Machine Band | 9:20pm - 10:20pm |
| Youth Event - DJ, Prizes, etc. | 10:20pm - 11:20pm |

Saturday, July 25th

| | |
|--|-------------------|
| Open Pancake Family Breakfast | 9:30am - 10:30am |
| Halifax Multicultural Drummers | 10:30am - 11:00am |
| Amadou African Djembe Drumming | 11:05am - 11:35am |
| Maritime Centre for African Dance - Workshop | 11:40am - 12:20pm |
| Free to Move Dance & Workshop | 12:25pm - 12:55pm |
| Lua Shayenne and Company Dance Workshop | 1:00pm - 1:30pm |
| Amadou African Drumming | 1:30pm - 2:00pm |
| Remesha Burundi Drummers | 2:05pm - 2:50pm |
| Lua Shayenne and Company African Dance | 2:55pm - 3:35pm |
| Ranzie Mensah | 3:40pm - 4:20pm |
| Conquerors for Christ Band | 4:25pm - 5:15pm |
| Genies of the Mist Belly Dance | 5:20pm - 5:55pm |
| Marius Vitry & African Vibration | 6:00pm - 7:00pm |
| Funk Machine | 7:05pm - 7:50pm |
| Carson Downie Band | 7:55pm - 8:55pm |
| William Atchouellou Band | 9:00pm - 10:00pm |
| DJ Dance | 10:00pm - 11:00pm |

SCHEDULE OF EVENTS

AFRICA FESTIVAL OF ARTS AND CULTURE

Sunday, July 26th


| | |
|---|-------------------|
| Mass Cencerro Drumming Collective | 10:30am - 11:00am |
| Amadou African Djembe Drumming Workshop | 11:05am - 11:35pm |
| Intermission | 11:40am - 12:05pm |
| Amadou African Drumming | 12:35pm - 1:15pm |
| Leader of Leaders Award | 1:20pm - 1:35pm |
| Fashion Show | 1:35pm - 2:15pm |
| Remesha Burundi Drummers | 2:15pm - 3:05pm |
| Lua Shayenne & Company African Dance | 3:05pm - 3:45pm |
| Ranzie Mensah | 3:50pm - 4:50pm |
| StahMenah Reggae Band | 4:55pm - 6:00pm |
| Marius Vitry & African Vibration | 6:05pm - 7:10pm |
| Bobomusique Band | 7:15pm - 8:20pm |
| Closing | 8:25pm - 8:35pm |

AFRICA FESTIVAL OF ARTS AND CULTURE


The Africa Festival of Arts and Culture is an annual event that celebrates the unique cultural heritage and artistic work of people of African descent in Nova Scotia. It is a celebration of the rich and diverse cultural heritage of the African Diaspora in Nova Scotia, Canada, and the world. The festival is a celebration of the African Diaspora in Nova Scotia, Canada, and the world. The festival is a celebration of the African Diaspora in Nova Scotia, Canada, and the world.

OUR PERFORMERS


Ranzie Mensah




Lua Shayenne




StahMenah Vibe




Ranzie Mensah




The Dynamic Tiers Alike




Amadou Karamo




The Maritimes Castles for African Dances




The Conquerors for Christ




Free to Move




The Mass Cencerro Drumming Collective




Marius Vitry and the African Vibration



The Crew




IBBO



Genies of the Mist Belly Dances



Carson Downie Band



Appendix B

Images of Select Notable Performers



Ranzie Mensah



Amadou Kienou



Conquerors for Christ



Lua Shayenne



Toria Aidoo



StahMenah



Tony Ince



Sample Festival Flyer