

Africa Festival of Arts and Culture (AFRIFEST)

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Africa Festival of Arts and Culture (AFRIFEST) 2018

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 the 2018 Festival of Arts and Culture. The festival will begin on Friday, July 19th, 2019 and end on Sunday, July 21st, 2019.

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, Ivory Coast, Haiti, Burkina Faso, Sudan, Gambia, Zambia, Togo, Congo, Uganda, Mali, 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, Ottawa, Toronto, Burkina Faso, 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 festival's 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 15 and 30 years, while 20% are between the ages of 40 to 60 years. Furthermore, 20% are between the ages of 10 and 15 years, while 10% are under 10 years. The remaining 10% are 65 years and over. Afrifest spectators include a local audience and an international audience; last year 13% of our spectators came from the United States, another 17% came from outside Nova Scotia and the remaining 70% are from Nova Scotia.

Black History Month Activities

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 Black History Month activities is to celebrate our cultural heritage, highlight important historical events associated with the people of African Descent in Canada and Nova Scotia.

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 2019 Black History Month Activities was the fourth edition of this annual celebration, with over 900 people attending the two days event. Future celebrations are predicted to attract over 200 people for the paid gala and over 1000 people to our partner's sponsored events.

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 Black History Month Activities, and the AFACS summer festival.

The next Black History Month Activities starts February 7, 2020 and ends February 10, 2020. AFACS plans to bring Amadou Kienou, from Toronto and, with your sponsorship, the Sory Camara Ballet of Senegal, to conduct workshops on African drums as part of our day time activities. These groups will also perform at the Africa Heritage Month Gala. 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 nine festivals (annually – 2010 through 2018). 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 450,000 people had direct or indirect knowledge of the 2018 festival. This year AFACS plans to expand this reach to 500,000 people. In 2017 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 4,500 people attended the 2018 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 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*2019 AFRIFEST Outline*

July 19th, 2019 (AFACs present Top DJ Competition)

4:00pm to 10:30pm

Performing arts and musical performances, such as cultural dances, songs, foods, drumming, and artworks. Top DJ Competition will take place on the first day of festivities. Local DJs (priority given to visible minorities) will compete for Top DJ award and \$200 cash prize. Runner up to receive \$100 cash prize. All participants will receive consolation prize of \$50 cash for participation. Total 6 DJs to compete in a one or two rounds, performing 15-minute sets for the crowd and judging panel.

July 20th, 2019 (Family Day)

11:30am to 10:30pm

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

July 21st, 2019

11:30am to 8:30pm

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 public at no cost

Notable Performers

Halifax Based	Burkina Faso Based	Toronto Based	Dartmouth Based	Montreal Based	Ottawa Based
Eritrea Community	Amity Meria	Amadou Kineou of Burkina Faso	Carson Downey Band	Gotta Lago of Cote D'Ivoire	Ramesha Burundi Drummers
Imani Band				Benkadi of Guinea	
Ifo Drummers					
Vana Kaku of Sudan				AKTIV-9 Haitian Dancers	
Maritime Centre for African Dance (MCAD)					
Wotanara Drum and Dance					
Advocates for Truth					
Marius Vitry and the African Vibrations					

Sponsorship Levels and Benefits

Diamond: \$20,000 or more	Festival and Heritage month activities to be publicly named in sponsor's honor**** Will receive complementary information booth*** Will receive complementary full page for advertising in festival program*** 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 program*** 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 Top DJ award or Family Day to be named in sponsor's honor* Will receive complementary information booth*** Will receive complementary full page for advertising in festival program*** 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 Top DJ award or Family Day to be named in sponsor's honor* Will receive complementary information booth*** Will receive complementary half page for advertising in festival program*** 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 program*** 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 program*** 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

2018 Sample Short Festival Programme

AFRICA FESTIVAL OF ARTS AND CULTURE

Sackville Landing on the Halifax Waterfront
from 4pm to 10pm, Friday July 20th and
11:30am to 10pm, Saturday 21st and
11:30am to 8pm Sunday July 22nd 2018.

PERFORMERS INCLUDE:

- Carson Downey
- Conquerors for Christ
- Kenyan Simba Zambezi Acrobats
- Master Drummer Amadou and Djeli Sira
- Mapou Ginen
- Dicko Fils
- Remesha Burundi Drumming
- Marius Vitry and the African Vibrations
- Africa Drumming
- The Mas Cencerro Connectives
- Bobomusique Band
- Maritime Center for African Dance
- Cultural Dances
- DJ and Lots More

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SPONSORS INCLUDE...









SCHEDULE OF EVENTS

Friday, July 20th

Opening, Welcome in Various, African Libation	4:30pm - 4:50pm
African Talking Drums	4:50pm - 5:00pm
African Drumming	5:00pm - 5:30pm
Multicultural Drummers	5:30pm - 6:05pm
African Dance (MCAD)	6:10pm - 6:40pm
African Dance (Nigerian)	6:45pm - 7:20pm
Imani African band	7:25pm - 8:05pm
Carson Downey Rock and Blues Band	8:10pm - 9:10pm
Youth Program/DJ	9:15pm - 10:30pm

Saturday, July 21st

African Talking Drums	11:30am - 12:00pm
Multicultural Drummers	12:00pm - 12:30pm
Master Drummer Amadou Kienou Solo	12:35am - 12:50pm
Drumming Workshop by Master Drummer Amadou Kienou	12:50pm - 1:20pm
African Dance (Nigerian)	1:25pm - 1:55pm
African Dance (MCAD)	2:00pm - 2:30pm
Imani African Band	2:35pm - 3:05pm
Kenyan Simba Zambezi Acrobats	3:10pm - 3:40pm
Mapou Ginen (Haitian Dance)	3:45pm - 4:35pm
Interlude (Partners Recognition, Goodwill Messages)	4:35pm - 4:50pm
Kenyan Simba Zambezi Acrobats	4:50pm - 5:20pm
Burundian Ramesha Drums	5:25pm - 6:15pm
Kenyan Simba Zambezi Acrobats	6:15pm - 6:50pm
Bobomusique Band	6:50pm - 7:50pm
Master Drummer Amadou and Djeli Sira Band	7:55pm - 8:55pm
Carson Downey Band	8:55pm - 9:55pm
Dicko Fils Band	9:55pm - 10:55pm

Sunday, July 22nd

African Talking Drums	11:30am - 12:00pm
Drumming Workshop by Master Drummer Amadou Kienou (Rootsdrumdance)	12:00pm - 12:30pm
African Drumming and Dance (Rootsdrumdance)	12:35pm - 1:00pm
Kenyan Simba Zambezi Acrobats	1:05pm - 1:30pm
Mapou Ginen (Haitian Dance)	1:30pm - 2:15pm
Interlude - David Wood Leader of Leaders Award	2:15pm - 2:20pm
African Drumming and Dance (Rootsdrumdance)	2:20pm - 2:45pm
Marius and African Vibration Band	2:45pm - 3:05pm
Kenyan Simba Zambezi Acrobats	3:10pm - 3:30pm
Burundian Ramesha Drums	3:35pm - 4:10pm
Bobomusique Band	4:15pm - 5:10pm
Kenyan Simba Zambezi Acrobats	5:15pm - 5:35pm
Master Drummer Amadou and Djeli Sira Band	5:40pm - 6:35pm
Dicko Fils Band	6:35pm - 7:30pm
Grand Finale (Dicko, Bobo, Amadou) Band	7:30pm - 8:20pm

1 Sprucewood Court, Dartmouth, Nova Scotia, B2W 6E7

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Appendix B

Images of Select Notable Performers



Benkadi



Amadou Kineou



Gotta Lago



Wotanara Drum and Dance



Amity Meria



AKTIV-9