



JULY 28-30, 2023
CHICAGO, IL

35TH ANNUAL

GHANA FEST[®]



" F O R W A R D T O G E T H E R "

LEGACY
SPONSORSHIP
KIT



CREATED BY:
GNC BUSINESS MANAGER,
ABENA AMPOFO

GHANAFEST®



GhanaFest® was a one-day annual festival held on the last Saturday of July since 1988. In honor of the year of return, GhanaFest® transformed into a special Three-Day celebration to commemorate going forward. Every year GhanaFest® is one of the biggest summer cultural festivals in the Midwest. It attracts over 7,000 people from Chicago and across the world to enjoy the showcase of Ghana's culture, food, fashion, art, and music.

GHANAFEST®



GHANAFEST® WAS CREATED TO CELEBRATE THE HISTORY AND CULTURE OF THE WEST AFRICAN NATION, GHANA, (FORMERLY KNOWN AS THE GOLD COAST) TO CHILDREN & FAMILIES OF THE DIASPORA. IT EMBRACES THE SPECIAL BOND OF UNITY BETWEEN GHANA AND THE UNITED STATES WHILE EDUCATING THE COMMUNITY ABOUT GHANA'S RICH TRADITIONS. GHANAFEST® OVERFLOWS WITH ESSENCE FROM THE LOCAL CHIEFTAINS, QUEEN-MOTHERS, THEIR PRINCES, PRINCESSES, AND OTHER COURT MEMBERS PARADING MAJESTICALLY IN OPULENT REGALIA AS DRUMS BEAT OUT RHYTHMIC MELODIES. VENDORS DISPLAY AND SELL AFRICAN ARTS AND CRAFTS WHILE REGIONAL CUISINE IS DISHED OUT AS LIBERALLY AS THE HOSPITALITY. THERE IS DANCING, MERRIMENT, ART, EXCITEMENT, AND MOST OF ALL, APPRECIATION FOR THE ABUNDANCE OF HARMONY IN THIS ANNUAL FESTIVAL.

2022 GHANAFEST® WEEKEND



PRE-GHANAFEST CORPORATE EXCELLENCE AWARDS & DINNER

Encouraging the advancement of the Ghanaian community being at the forefront of the board room, we introduced an awards dinner with Ghana Dignitaries to open Ghana business opportunities.



34TH CHICAGO GHANAFEST®

Chicago was graced with amazing performances by special invited musical guests –Kofi Kinata, Fameye & Akwaboah from Ghana. They delighted the audience with a wide variety of music with accompanying stage performers and dancers.



GHANAFEST® SOCCER MATCH

We ended the weekend with an exciting match of Ghana vs Liberia. Our Ghana BlackStars of Chicago took home the trophy for the launching football match !



WELCOME TO GHANAFEST[®]

[Click a picture to view the video](#)



Dignitaries

Ghana Dignitaries from Ghana and the United States come yearly to attend the richness of GhanaFest.[®]



African Goods

We bring a wide variety of African goods to be sold to the diaspora, educating them on our resources and drive for economic stability.



Cuisine

When it comes to great eats we have a variety of Ghanaian dishes to give patrons a chance to sample delicious cuisines from different regions in Ghana



GHANAFEST®

"For generations, Chicagoans of Ghanaian descent have fortified our greater culture and indelibly impacted entire neighborhoods boasting an extraordinary tradition nurtured on the coast of Western Africa".

~ FORMER CHICAGO MAYOR RAHM EMANUEL

"As one of the largest gatherings of African immigrants, in the United States, this year's GhanaFest® aims to increase its impact on visitors from the Chicago metropolitan area, nationally, and internationally."

~ Former Illinois Governor Bruce Rauner



As Mayor, and on behalf of the City of Chicago, it is my pleasure to welcome all of those gathered for *Ghanafest 2017*.

Sponsored by the Ghana National Council of Metropolitan Chicago and held in Chicago for nearly 30 years, *Ghanafest* attracts thousands of guests from across Chicago, the United States, Africa, and the world. It includes live cultural performances, a parade of Chiefs, Queens, and tribal groups in royal regalia and cultural dress, and samplings of traditional Ghanaian cuisine as well as displays of African arts and crafts – all in historic Washington Park. *Ghanafest* highlights Chicagoland's great diversity by bringing Chicagoans of all walks of life together, to learn about and share in Ghanaian dance, music, and cuisine while recognizing the many contributions made by Ghanaians to the vitality of Chicago.

For generations, Chicagoans of Ghanaian descent have fortified our greater culture and indelibly impacted entire neighborhoods boasting an extraordinary tradition nurtured on the coast of western Africa. Chicago is proud to be home to a vibrant Ghanaian community especially as *Ghanafest* continues to enhance Chicago's rich cultural and ethnic milieu. I commend the Ghana National Council of Metropolitan Chicago for its numerous activities, and steadfast effort to unite the Ghanaian, African, African American and Caribbean communities. I recognize all involved with *Ghanafest* for bringing African history and cultural traditions to all of the people of Chicago.

I hope you have a truly enjoyable festival and offer congratulations on this milestone 29th anniversary. Best wishes for much continued success.

Sincerely,

Rahm Emanuel
Mayor



LEGACY

TRADITION

LONGEVITY



History of GNC

The GHANA NATIONAL COUNCIL (GNC) began in the 1960s as the GHANA STUDENT'S UNION (GSU) of Chicago. Volunteers joined forces to set up the GSU, which immediately rallied support and goodwill in the community. Representations were established with the Ghana Government and with the Ghana Embassy in Washington.

GNCCHICAGO.ORG



GNC HISTORY

In January of 1984, the various Ghanaian organizations in Illinois joined together and established as the Ghana National Council of Metropolitan Chicago. The council operates as a 501(c)(3) organization granted by the Internal Revenue Service. The history continues today as the story of the Ghana National Council, now an umbrella organization of twelve (12) affiliate Ghanaian organizations.

gncchicago.org



BACKWARDS
NEVER



GHANAFEST[®] DEMOGRAPHICS



35%

AFRICAN - AMERICAN



45%

AFRICAN



20%

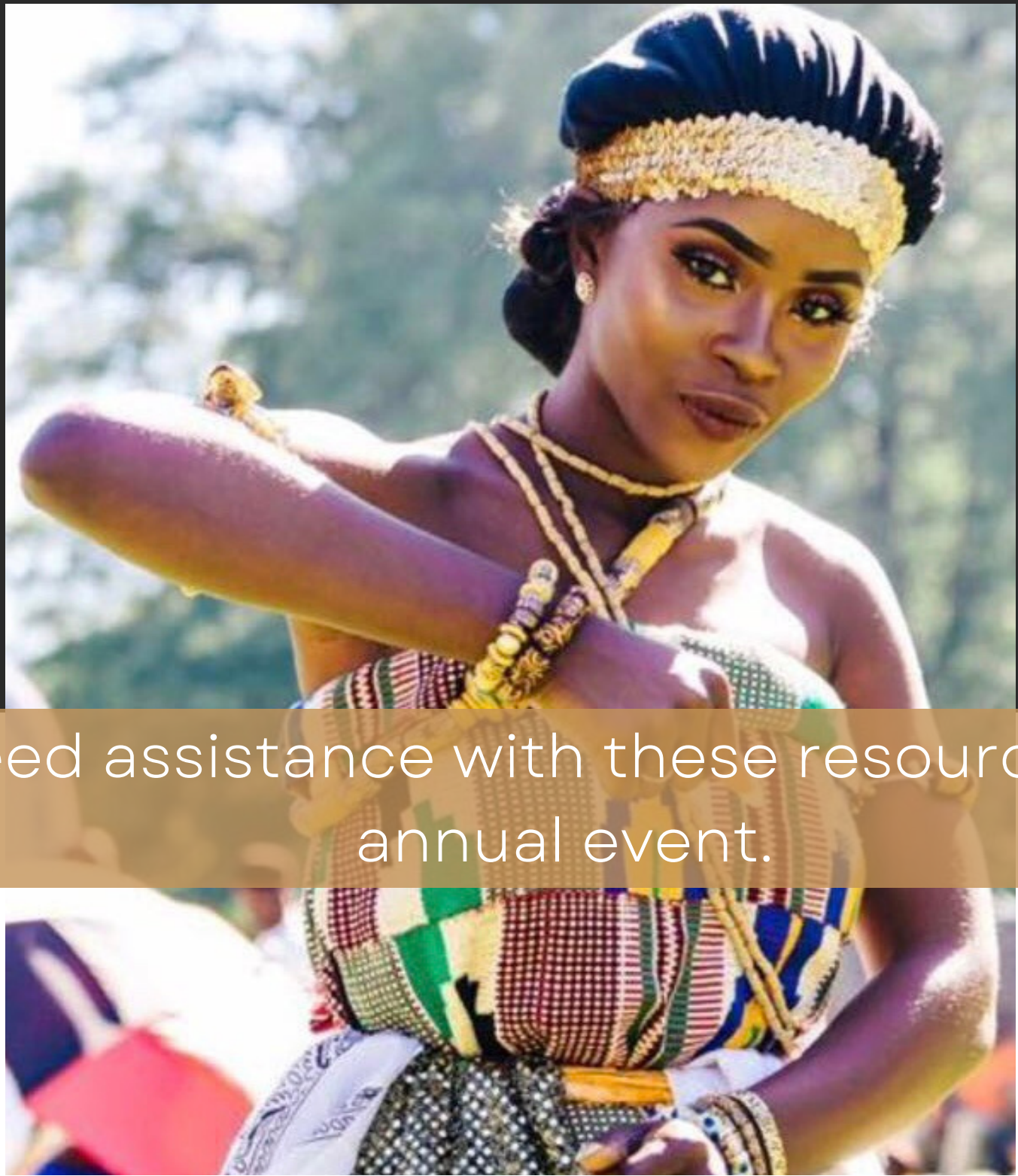
VARIOUS
ETHNICITIES

50% families · 50% singles · 45% male · 55% female

CORPORATE & MEDIA SPONSORSHIP OPPORTUNITIES



GHANAFEST® RESOURCES



We need assistance with these resources for our annual event.

- Artist's Performance —-\$20,000
- Staging----\$20,000
- Sound---- \$8,000
- Youth Village - \$5,000

- Sanitizing Stations - \$6,000
- Lighting----- \$6,000
- Musical Instruments- \$5,000
- Stage Hands——-\$5,000

GHANAFEST® LEGACY SPONSORSHIP



LEGACY - \$ 25,000

- Company logo on main stage/backdrop/all promotional material/media interviews/social networks
- (2) 5-minute remarks at GhanaFest®
- (5) company mentions during the GhanaFest®
- Vendor Booth at GhanaFest®
- 35 complimentary tickets
- Corporate Ad on GNC website for 1 year
- Front inside page of GhanaFest® Magazine



ROYALTY - \$10,000

- Company logo on backdrop
- (1) 5-minute remark at GhanaFest®
- (3) company mentions during the GhanaFest®
- Vendor Booth at GhanaFest®
- 20 complimentary tickets
- Corporate Ad on GNC website for 6 months
- Back inside page of GhanaFest® Magazine



UNITY - \$ 5,000

- Company logo on social media channels
- (1) 2-minute remark at GhanaFest®
- (3) company mentions during the GhanaFest®
- Vendor Booth at GhanaFest®
- 10 complimentary tickets
- Corporate Ad on GNC website for 3 months
- Full page Ad in GhanaFest® Magazine

WCIU 26- THE JAM



ABC 7 - MORNING NEWS



**NBA 5 CHICAGO
"MAKING A DIFFERENCE"**



GHANAFEST® 2019



**GHANAFEST® 2018
BISA KDEI**

CLICK A
PICTURE
TO VIEW
THE
VIDEO



**WGN 9 NEWS
"PEOPLE TO PEOPLE"**



CONTACT OUR BUSINESS MANAGERS

The funds provided by this event will be used to provide school supplies to the youth, seminars, training for employment and help build a GhanaHouse.

The Ghana National Council of Metropolitan Chicago thanks you in advance for your support.

For any questions, to become a Legacy Sponsor, or to learn more about our organization, please contact our Business Managers

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gncchicago.org

35 years and counting

gncchicago.org



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