



AFRICA
Fest



AACCCS

2025 SPONSORSHIP PROGRAM



"The AACCCS-Issamba Centre has had a remarkable impact on our community by fostering cultural exchange, empowerment, and inclusivity. Their commitment to celebrating African and Afro-descendant heritage aligns perfectly with our mission at the Philippine Bayanihan Community Centre, strengthening the bonds between diverse communities."

Dominga Passmore
President
Bayanihan Cultural and Housing Society

"The African Arts & Cultural Community Contributor Society (AACCCS) stands as a beacon of inclusivity and cultural celebration. Their programs are instrumental in showcasing the rich tapestry of African and Afro-descendant heritage, providing a vibrant platform for cultural expression and community engagement. By fostering an environment where diverse traditions are celebrated and respected, the Issamba Centre strengthens community ties and empowers individuals through cultural pride and mutual understanding. Their unwavering commitment to diversity and empowerment makes them a vital force in building a more inclusive and connected community."

Grace Lore
MLA Victoria-Beacon Hill



MESSAGE FROM THE EXECUTIVE DIRECTOR

The African Art & Cultural Community Contributor Services (AACCCS) is proud to present our event platform for 2025. Since inception, AfriCa Fest events in Victoria and Quebec City have attracted visitors from across the region, captivating audiences with outstanding musical performances, delicious food offerings and a range of activities for the entire family.

AfriCa Fest generates a positive economic impact for each community. Events like AfriCa Fest not only promote tourism awareness but also showcase the cultural diversity present throughout Canada. AfriCa Fest provides sponsors with a unique opportunity to engage with attendees in a fun, welcoming environment.

On behalf of the AACCCS and our community partners, thank you to the many sponsors who generously support the continued growth and success of AfriCa Fest, as well as our on-going concert presentations, Black History Month celebrations and the Black in BC Leadership Summit. We are deeply appreciative of our corporate partners who are sincerely committed to supporting the Black community.

Sincerely,

Executive Director
AACCCS

ABOUT US



The African Arts & Culture Community Contributor Services was founded in Victoria in 2012. The organization is dedicated to advancing awareness and understanding of the richness and diversity of African and Caribbean cultures. Our programs promote a broad range of cultural, educational and artistic activities and events.

The AACCSS presents annual AfriCa Fest events in both Victoria and Quebec City, celebrates Black History Month each year, and hosts major concert presentations featuring top African and Caribbean artists.

In 2020, the Society was mandated by the government of British Columbia to act as the Community Convener for people of African descent living in British Columbia, in addressing the rise in hate and racism in our province through the BC Resilience Project.



AFRICA FEST 2025 EVENT DETAILS



AfriCa Fest Victoria 2025

June 26 - June 29, 2025

(Add in times of event for each day)

Centennial Square, Douglas Street, Victoria, BC

AfriCa Fest Quebec City 2025

May 16 - May 25, 2025

(Add in Venue Details) Québec City, QC

Black in B.C. Leadership Summit

January 31 - February 1, 2025

Creekside Community Recreation Centre, Vancouver, BC

AfriCa Fest offers a vibrant mixture of entertainment for the entire family. The energy is high and the fun is non-stop throughout the day.

A festival is not complete without great food and AfriCa Fest features a wide variety of food vendors who offer up multicultural food selections reflecting the cultural diversity of both the African and Caribbean communities.

AfriCa Fest is proud to showcase more than 50 local artisans. We curate the best artisans from throughout BC and Quebec who display their hand-crafted, locally-made products.



“I have had the pleasure of collaborating with AACCCS-Issamba Centre and our working relationship has been nothing short of exemplary. Their commitment to uplifting Black Canadian communities is evident in every project we undertake. The professionalism and dedication of the team make it a joy to work alongside them. Together, we are making a meaningful impact”

Mamadou Diabate
World-renowned Balafon Artist

We showcase a seamless blend of traditional rhythms, contemporary sounds, and innovative fusions that resonate with audiences from all walks of life. Our lineup consistently includes world-renowned artists, each a master in their craft, delivering performances that are not only captivating but also deeply culturally enriching.

This year, at AfriCa Fest in Québec and Victoria, we curated an impressive lineup of 64 bands featuring over 350 individual artists.





Our on-going concert series showcases top African artists. We have had the honor of presenting many exceptional talents including Amara Kanté, celebrated for his masterful djembe rhythms, Merlin Nyakam, whose dynamic performances merge African dance and music, Adama Bilorou, a balafon virtuoso, Naby Camara, who carries deep griot traditions, Zal Sissokho, a mesmerizing kora player, Joyce Nsana, known for her soulful and powerful vocals, Mamadou Diabaté and Percussion Mania, who have redefined African percussion, along with Naxx Bitota, Lasso Sanou, Fourat Koya, Alpha Yaya Diallo, Richy Jay, Waahli, and Djeli Tapa, each leaving a lasting impact with their unique contributions to African and world music.



During the month of February each year, Canadians are invited to celebrate and honor the contributions of people of African descent. As part of Black History Month, we host a series of engaging activities, including a Black History Month Launch, a symposium/summit, a family-oriented celebration, and the Issamba Showcase Festival.

The African Arts & Culture Society and its team are committed to promoting cultural awareness through a variety of special event activities.



THE SPONSORS

AfriCa Fest offers a wide range of opportunities for sponsors to engage in effective business-to-consumer experiential marketing and on-site sales. You can purchase naming rights to the event or main stage, create your own activation space, secure exclusive promotional roaming rights or sponsor an Interactive Zone.



THE SPONSORS

TITLE SPONSOR – AFRICA FEST VICTORIA AND AFRICA FEST QUEBEC CITY

As the Title Sponsor, your brand will be granted Exclusive Naming Rights and will be included in all event branding, marketing materials, and official communications. Your Brand will be presented across all platforms, including digital marketing, print materials, event signage, and press releases. This prestigious sponsorship also includes prime placement at the event, recognition during opening ceremonies, and a comprehensive package of promotional opportunities tailored to maximize your brand's exposure.

Title Sponsor
\$10,000

MAIN STAGE SPONSORSHIP

As the Main Stage sponsor, your brand will be granted Naming Rights and premium visibility and will be prominently displayed on all Main Stage branding and digital content. You will receive recognition during all Main Stage announcements and have speaking opportunity during opening ceremonies.

Main Stage Sponsor
\$5,000



SPONSORSHIP OPPORTUNITIES

BLACK HISTORY MONTH

As part of Black History Month in February, the Presenting Sponsor will be showcased during all the month-long events including the event launch, symposium/summit and the Issamba Showcase Festival. You will be prominent in all event marking, digital content and official ceremonies.

Presenting Sponsor
\$10,000

BLACK IN B.C. LEADERSHIP SUMMIT

As part of Black History Month, the African Arts & Culture Community Contributor Services presents the Black in BC Leadership Summit. The two-day event held in Vancouver January 31-February 1, 2025 showcases organizations and black leaders who are driving change and fostering inclusivity in our communities.

Presenting Sponsor
\$5,000

ISSAMBA CONCERT SERIES

Major concert events are presented at various venues in Victoria on a regular basis. As a Presenting Sponsor of a major concert, you will be front and centre, enjoying a package of sponsor benefits including complimentary tickets, VIP treatment and opportunities to meet the artist in person.

Presenting Sponsor
\$2,500 (per concert)



SPONSORSHIP BENEFITS

As a sponsor of AfriCa Fest, you will receive a variety of sponsorship benefits depending on your level of support, which may include:

- Prominent on-site branding including the Main Stage
- Brand exposure on the Main Stage LED screen
- Recognition in public address announcements
- Recognition in print advertising
- Recognition in social media platforms including Facebook, X/Twitter and Instagram
- Logo and link to your business on the event website
- Inclusion in all event collateral marketing materials including banners, posters, flyers
- Opportunity to participate in Official Opening Ceremonies
- Approval to showcase your products & services in your own branded exhibitor space
- Official Roaming Rights
- Valuable exposure through 'earned media' news coverage of the event

Keep in mind, our team will be happy to create a customized activation to showcase your business.



SOCIAL MEDIA

Sponsors will enjoy recognition and profiling through our social media platforms with more than 100,000 followers and over 150,000 impressions generated last year.

FACEBOOK

<https://www.facebook.com/aaccsociety/>
<https://www.facebook.com/africa.fest.ca/>
<https://www.facebook.com/issambablackentrepreneurs/>

INSTAGRAM

<https://www.instagram.com/issambacentre/>
<https://www.instagram.com/africafest/>

TIKTOK

<https://www.tiktok.com/@issambacentre>

TWITTER/X

<https://x.com/VicAfriCaFest>

WEBSITE

The Issamba Centre in Victoria has a dedicated website which generates more than 35,000 visits each year.
www.issambacentre.ca



HOW TO REACH US

African Art & Cultural CCC Inc.

Suite 21, 3255 Glasgow Avenue
Victoria, BC V8X 4S4

Pulcherie Mboussi
Executive Director
M 778.922.2378
E vaccsociety@gmail.com



