



SPONSORSHIP PROPOSAL

THE INAUGURAL NATIONAL
IT TAKES A VILLAGE
AFRICAN DIASPORA YOUTH

CONFERENCE



Hilton Washington
DC/Rockville Hotel
1750 Rockville Pike.
Rockville MD 20852

July 12 - 13, 2024

Phone: 240-706-1517
Website: www.afrithrive.org
Email: truphena.choti@afrithrive.org

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Introduction

Since 2019, AfriThrive has dedicated itself to improving the health and well-being of African diaspora families through access to culturally relevant food, skills development, and economic opportunity.

Through this dedication, we bring forth a conference for families and youth to help them navigate their new homeland and unleash their potential without the restraints of unmitigated cultural shock and assimilation challenges.

It Takes a Village to do this. You ARE our village, and together, we can help the new wave of Americans to *thrive*.

Value of Your Sponsorship

Your sponsorship goes beyond financial support; it represents a significant investment in the lives of young individuals. By partnering with us, you gain:

- 1. **Brand Exposure:** Your brand will be showcased to hundreds of attendees, including academics, professionals, and other corporate sponsors.
- 2. **Educational Engagement:** Connect with thought leaders, professors, and experts in the field. This collaboration can lead to valuable insights and future partnerships.
- 1. **Corporate Responsibility:** Demonstrating your commitment to social causes enhances your corporate image and aligns with your corporate social responsibility goals.
- 1. **Community Connection:** Engaging with this conference allows you to contribute meaningfully to the community, particularly in supporting initiatives for African diaspora youth and families.

This conference seeks to catalyze change, growth, and development for African diasporan families. Your sponsorship will be instrumental in making this a reality, and we are offering tangible benefits for your organization and the community. Join us in making a real difference.

Mission



We are a 501(c) (3) non-profit organization. We BUILD vibrant and thriving African immigrant and minority families through access to nutritious, culturally appropriate food, skills development and economic opportunity.

Vision



To BUILD a sustainable world where every family thrives.






About The Conference

In the spirit of the proverb *'It takes a village to raise a child,'* we are proud to present the inaugural *'It Takes a Village - African Diaspora Youth Conference.'* This inaugural conference is dedicated to diaspora families and their youths; focusing on their unique experiences and the communal effort required to nurture their growth and success.

Highlights of the Conference:

- **Cultural Identity and Integration Workshops:** Integrating African heritage into the American cultural landscape.
- **Career Guidance Sessions:** Insights from successful African diaspora professionals and educators on navigating academic and career paths.
- **Family and Community Support Forums:** Discussions on effective parenting strategies and community support systems.
- **Youth Leadership and Empowerment Sessions:** Interactive sessions that build leadership skills and self-advocacy for the younger generation.

This conference will provide a **platform for empowerment and community-building.** It's an opportunity for families, educators, and leaders to come together to share, learn, and create a supportive environment for the thriving future of our children.



Conference Highlights

- Investment Opportunities and wealth Creation
- Parenting in 2024 and the Educational System
- Navigating the Complex Immigration system
- Youth Leadership and Empowerment
- Understanding your Paycheck and How Taxes Affect You



Host Committee

Except for AfriThrive Staff, our planning committee is comprised of dedicated volunteers. These selfless individuals bring passion and expertise, working tirelessly to ensure the success of our initiatives. Their support and dedication, as well as yours, make a profound difference in the lives of the families and youth we serve.

- | | |
|-------------------------|---------------------|
| Enock Bonyi (Chair) | Irene Nyoro |
| Karen Ngigi (Secretary) | Jacque Peck |
| Truphena Choti (CEO) | James Bosire |
| Bernard Marasa | Jefferson Mandela |
| Bernard Wachibu | Lydia Owiti-Otienoh |
| Betty Muema | Martin Choti |
| Charles Choti | Maurine Njororo |
| Eunice Waicuga | Nancy Nyakundi |
| Eva Wokabi | Piah Njeru |
| Francis Mwangi | Stephen Moreri |
| Geoffrey Kinyanjui | Susan Matubia |
| Gideon Munene | Zablon Karara |
| Gideon Nyakundi | |

Every day, I see firsthand the power of donors and sponsors. Your support enables us to expand our programs, support ambitious youth, and tackle what most think is impossible. We have achieved remarkable progress in five short years and helped families thrive. Our upcoming conference will further this impact, uniting resources to aid families. Please consider supporting us by choosing a sponsorship option aligned with your organizational goals.

**- Dr. Truphena Choti
AfriThrive Founder /CEO**



Conference Topics

Day 1

12
JUL

Investment Opportunities: Strategies to create intergenerational wealth

From real estate to IRAs and beyond. Learn how the American dream can work for you so you have financial freedom.

PANEL DISCUSSION

12
JUL

Identity and Mental Well-being

Practical approaches to nurturing a positive sense of identity and effective strategies for promoting mental well-being in diaspora family structures.

PANEL DISCUSSION

12
JUL

Parenting in 2024: How to Support and Take Charge of Your Child's Education

The challenges and opportunities in advocating for your child so they go through the education system successfully.

PANEL DISCUSSION

12
JUL

Immigration and your Family: How to Navigate the Complex US System

How to manage, navigate and advocate for your family before you're in jeopardy, and how to get out IF you're in jeopardy!

PANEL DISCUSSION

Day 2

13
JUL

Role of Faith and Spirituality: Family and Child Well-Being

Engaging and thought-provoking discussion that promises to offer fresh perspectives and practical strategies for integrating spirituality into family life.

PANEL DISCUSSION

13
JUL

Nurturing Youth Voices - Empowering and Centering the Voices of Young People

This session delves into the everyday experiences of youth in the diaspora who navigate the mix of their heritage culture with their current environment.

PANEL DISCUSSION

13
JUL

The Doubles are Killing Me: Get Smart About Working

Insights and practical strategies for navigating the complexities of the workplace as a multicultural individual. Learn how to work smarter.

PANEL DISCUSSION

**AFRITHRIVE GALA OF
EXCELLENCE & AWARDS**



Program Advertising

Full Page Ad: \$2000.00

- Cover/Full page: 5.125" wide x 7.125" high
- Full color
- Submit electronically as PDF, JPEG or TIFF
- High resolution (300dpi)

Half Page Ad: \$1000.00

- Half page: 5.125" wide x 3.5" high
- Full color
- Submit electronically as PDF, JPEG or TIFF
- High resolution (300dpi)

Quarter Page Ad: \$500.00

- Half page: 5.125" wide x 1.75" high
- Full color
- Submit electronically as PDF, JPEG or TIFF
- High resolution (300dpi)

Vendor Displays: \$350.00

- 10x10 space with two chairs
- One complimentary ticket to the Gala event.



Explore More Opportunities. Looking to make a bigger impact? We offer a range of additional sponsorship and special branding opportunities tailored to maximize your visibility and engagement with our audience. *For more information* and to discuss how you can be a part of this inaugural conference, please reach out to Dr. Truphena Choti at: truphena.Choti@afriThrive.org.

Sponsorship Packages



Seed Planter

Start your journey with us by planting a thriving seed!

Logo placement on event materials

Social Mentions

2 Conference Registrations

1 Conference Gala Ticket

Speech Shoutout/
Vendor Table

\$5,000



Growth Cultivator

All BRONZE Package benefits plus:

Logo placement on event materials

4 Conference Registrations

2 Conference Gala Tickets

Table for Materials Display

Access to VIP Networking Session

\$10,000



Harvest Leader

All SILVER Package benefits plus:

Logo placement on event materials

6 Conference Registrations

4 Conference Gala Tickets

Dedicated Social Media Posts

Speaking Opportunity at Conference + Vendor Table

\$25,000+



Legacy Creator

All GOLD Package benefits plus:

Logo Placement on Event Materials + Vendor table

10 Conference Registrations

8 VIP Conference Gala Tickets

Exclusive CEO guided tour of Afrithrive Cultural Farm

VIP table and seating at all conference events

\$30,000 +



Specific Sponsorship Opportunities



Cocktail Reception Sponsor

- Exclusive cocktail hour branding includes napkins, banners, and digital displays.
- Acknowledgment as the Cocktail Hour Sponsor in event materials and announcements.
- Four (4) Complimentary Conference Registrations
- Two (2) VIP tickets to the Conference gala.
- Opportunity to include branded items or promotional materials in the cocktail area.
- Mention in the event program and select social media posts.

\$4,000+



Music and Entertainment Sponsor

- Branding as the exclusive Music and Entertainment Sponsor in all relevant event communications and signage.
- Logo placement and special mention before and after each musical or entertainment act.
- Four (4) Complimentary Conference Registrations
- Two (2) VIP tickets to the Conference gala with reserved seating.
- Opportunity for a brief welcome address during the entertainment segment.
- Inclusion in pre-event promotional materials and social media posts.

\$5,000+



Media Sponsor

(Audio-visual services, media production, including video recordings, webcasting, TED lighting, and technicians at the venue)

- Logo on post-event video materials
- Identified as a media partner on conference materials
- +All Silver Sponsor Benefits

\$6,000 +



Publishing Sponsor

Print costs of the conference booklet, banners, posters, welcome package, team t-shirts, etc.

- Branded welcome package
- Identified as publishing sponsor materials
- +All Silver Sponsor Benefits

\$6,000 +



Breakfast Sponsor

- Branding during the breakfast period, including napkins, banners, and digital displays.
- Acknowledgment as the Breakfast Sponsor in event materials and announcements.
- Four (4) Complimentary Conference Registrations
- Two (2) VIP tickets to the Conference gala.
- Opportunity to include branded items or promotional materials in the breakfast area.
- Mention in the event program and select social media posts.
- Share own video during breakfast
- Speaking opportunity during breakfast (5 minutes)

\$6,500+



Luncheon Sponsor

- Branding during lunch, including napkins, banners, and digital displays.
- Acknowledgment as the luncheon Sponsor in event materials and announcements.
- Six (6) Complimentary Conference Registrations
- Four (4) VIP tickets to the Conference gala.
- Opportunity to include branded items or promotional materials in the luncheon area.
- Mention in the event program and select social media posts.
- Share your own video during lunch
- Keynote Speaker Intro/MC

\$10,000 +



'It Takes a Village - African Diaspora Youth Conference'
Sponsorship Commitment Form
(Please complete and send by May 15th)

Sponsor Information:

- | | |
|-------------------------------|--------------------|
| 1. Company/Organization Name: | 2. Contact Person: |
| 3. Address: | 5. Email: |
| 4. Phone: | |

Sponsorship Level:

(Please **CIRCLE** your desired sponsorship level)

Seed Planter	Growth Cultivator	Harvest Leader	Legacy Created	Other
\$5,000	\$10,000	\$25,000	\$30,000	\$_____
				Please Specify

- Music and Entertainment Sponsor
- Cocktail Reception Sponsor
- Breakfast Sponsor
- Luncheon Sponsor
- Publishing Sponsor
- Media Sponsor

Payment Information: Check (Make payable to AfriThrive Inc.) P.O. Box 6093, Silver Spring, MD 20906

- | | | |
|---------------|-------------|------------------------|
| Bank Transfer | Credit Card | Other (Please specify) |
|---------------|-------------|------------------------|

Logo and Promotional Material:

Please attach a high-resolution logo for promotional use.

Social Media Handles/Links:

Special Requests/Notes: Specify any particular interests in specific programs or initiatives or any special requests related to your sponsorship.

Agreement: I,....., on behalf of, hereby commit to sponsoring the 'It Takes a Village - African Diaspora Youth Conference' as indicated above. I understand that this commitment is subject to the terms and conditions of AfriThrive Inc.

Signature: _____

Date:

Please return this completed form to: Dr. Truphena Choti Email: Truphena.Choti@afri thrive.org

Your Impact is Immeasurable

Your support goes beyond the financial contributions. It represents a commitment to cultural understanding, educational empowerment, and nurturing young lives. By joining us as a sponsor, you become an integral part of a community that values diversity, inclusiveness, and the prosperity of future generations.

A Partnership for Change

We are excited about the prospect of partnering with you. Together, we can create an enriching experience for the children of immigrant African families, providing them with the tools and opportunities to thrive in their new homeland. This conference is a stepping stone towards building stronger communities and fostering the leaders of tomorrow.

Next Steps

If you have completed the Sponsorship Commitment Form, we thank you and look forward to collaborating. If you are still deciding, please remember that your contribution, big or small, can make a significant difference. We encourage you to contact us with any questions or to discuss how we can align our efforts for the most significant impact.

Stay Connected

We believe in the power of communication and collaboration. Stay tuned for updates on the conference and other ways to engage with AfriThrive and the communities we serve.

Contact Information

For any inquiries or further discussions, **please contact Dr. Truphena Choti Email: Truphena.Choti@afri thrive.org**. We hope to embark on this journey with you, uniting for the well-being and success of our children.

Sincerely,

Dr. Truphena Choti
Founder/CEO
AfriThrive Inc.



**Let's connect on
Social Media**



[instagram.com/afri thrive.inc](https://www.instagram.com/afri thrive.inc)



[facebook.com/afri thrive.inc](https://www.facebook.com/afri thrive.inc)



twitter.com/afri thrive.inc

