

BRING ON THE SUNSHINE'S ANNUAL

AFRICAN FESTIVAL

DISCOVER | CONNECT | SUSTAIN

BLACK RENAISSANCE

SPONSORSHIP PACKAGE



"BRING ON THE SUNSHINE"





ABOUT US

Established in 2010, Bring On The Sunshine (BOTS) emerged as a grassroots response to anti-Black racism, to address discerned needs within our community. Our founding vision was clear: to unite people, fostering a collective celebration and support for individuals of African descent in Canada. Since our inception, we have dedicated ourselves to empowering and strengthening the African, Black, and Caribbean communities in the Waterloo region, with a specific focus on supporting youth and new immigrants to Canada.

At the core of our mission is the commitment to cultivating leaders and nurturing communities within an ecosystem grounded in mutual respect. Through our impactful programs, we go beyond conventional narratives, shining a spotlight on the profound contributions of Black individuals to world history, transcending the confines of slavery. This intentional approach plays a critical role in guiding youth toward developing a robust sense of identity, heritage, and a deep appreciation for African culture and values.

OUR MISSION

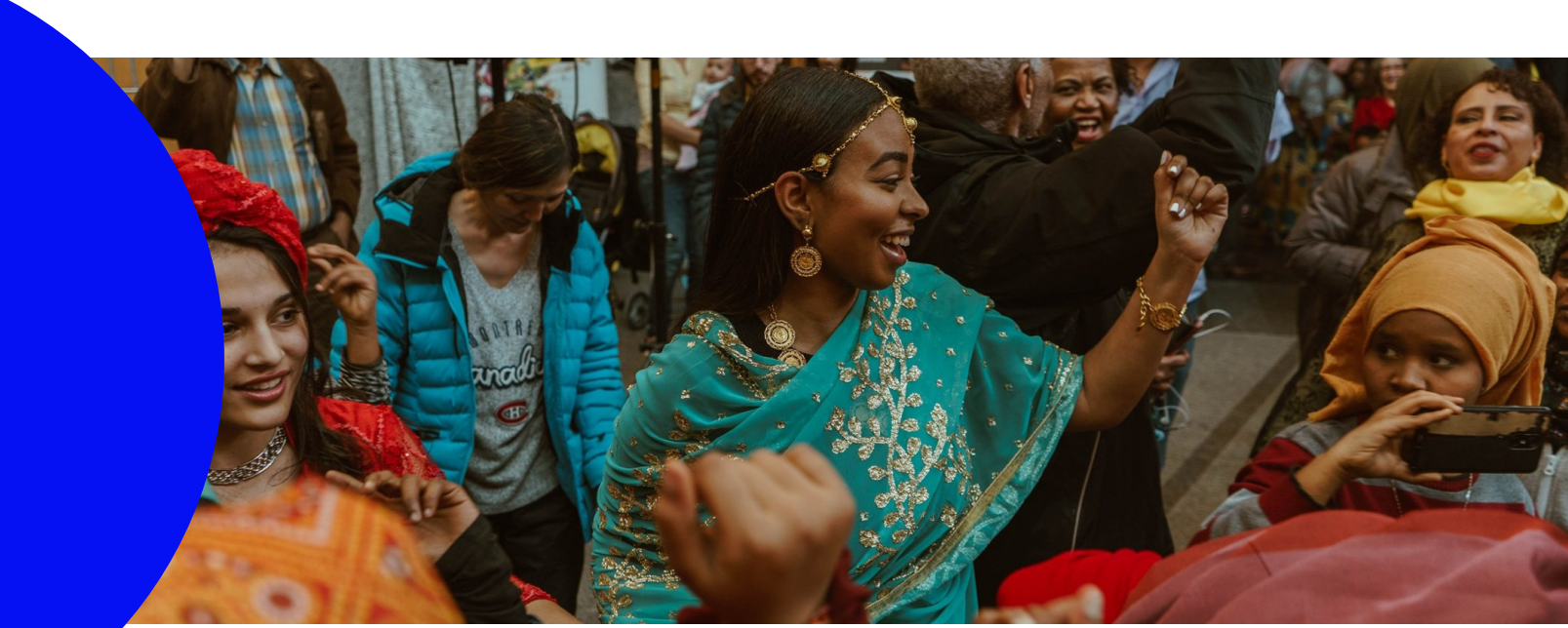
TO DEVELOP LEADERS AND CREATE COMMUNITIES IN AN ECOSYSTEM OF MUTUAL RESPECT.

OUR VALUES

“UMUNTU NGUBUNTU NGABANTU...”

I AM BECAUSE WE ARE ... A PERSON IS A PERSON BECAUSE OF PEOPLE

UBUNTU | COLLABORATION | CULTURE | STORYTELLING | LISTENING | EXCELLENCE | RESPECT



BRING ON THE SUNSHINE'S ANNUAL AFRICAN FESTIVAL

Why It Matters

Our annual African Festival is our flagship event that serves as a catalyst for belonging, celebration, culture, and family within the Kitchener-Waterloo community. Staged in February, a traditionally dreary month, the festival holds special significance for newcomers, offering a ray of joy and connection.

Embodying the spirit of "ubuntu," BOTS champions the interconnectedness of individuals, reinforcing the idea that we are all integral parts of a shared and diverse community.

From live performances, artist showcases, workshops, a bustling vendor marketplace, kids activities, and much more, this event contributes to the cultural fabric of the region, promoting a sense of pride and belonging among all who attend.



Scan QR Code to watch
our past African Festival



BE A PART OF THE COMMUNITY CELEBRATING BLACK HISTORY MONTH

Elevate your organization's image and brand by becoming a valued sponsor of the Bring on the Sunshine's Annual Festival!

Sponsors enjoy extensive exposure across electronic and print media, providing a distinctive way to stand out in a unique target market. Diverse sponsorship opportunities are at your disposal, and advertising is strategically directed through our partner organizations, including the KW Multicultural Centre, various African, Black, and Caribbean groups, local church networks, and community centers. With attendance at past events ranging from 3000 to 7000 people, our festival caters to young families in the Waterloo Region.

Join us in commemorating Black History Month by supporting grassroots and black-led organizations, empowering our community to celebrate diversity, resilience, and shared heritage.



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SPONSORSHIP LEVELS

LEVEL	OFFERED	COST
<p>Ubuntu Gold Sponsorship <i>("Humanity to others")</i></p>	<ul style="list-style-type: none"> • Prime company logo placement on event website with active link to company website • Recognition in Press Releases and Social Media • Prime logo placement on signage at the event • Acknowledgment by the MC • Opportunity to conduct a special on-site promotion • Right to distribute product samples/promotions to event participants • Complimentary information table at the event 	<p>\$5000</p>
<p>Pamoja Silver Sponsorship <i>("We are one")</i></p>	<ul style="list-style-type: none"> • Company logo placement on event website with active link to company website • Logo placement on signage at the event • Recognition on Social Media • Thank you recognition at the event • Right to distribute product samples/promotions to event participants • Complimentary information table at the event 	<p>\$2500</p>
<p>Simunye Bronze Sponsorship <i>("Together")</i></p>	<ul style="list-style-type: none"> • Company logo placement on event website with active link to company website • Logo placement on signage at the event • Recognition on Social Media • Thank you recognition at the event 	<p>\$1000</p>



WANT TO BE A SPONSOR?



Sign up today to be a sponsor by scanning the QR code

or

Clicking on this [link](#)

For further inquiries contact us at

info@bringonthesunshine.ca

