



AFRO CULTURAL FESTIVAL 2026



**AFRO CULTURAL
FESTIVAL**



WHO WE ARE

Five Star Women of Color, Inc. is a nonprofit organization dedicated to empowering women of color through community engagement, cultural celebration, and educational initiatives. The organization serves as the presenting sponsor of Afro Cultural Festival 2026.

Tax -exempt 501(c)3 nonprofit organization



Workshop | Events | Education | Resources



2500 +

Women Served



**6 + Years
of Operation**



**Community Reach
in 5 Cities**

AFRO CULTURAL FESTIVAL

Afro Cultural Festival 2026 celebrates the African, Caribbean, and African American cultural continuum as a cornerstone of American history.

WE CREATE A SPACE

Through art, music, food, storytelling, and intergenerational experiences, we honor how African and Caribbean traditions blended in the Americas to shape African American culture and how that culture has influenced every layer of American life for 250 years.

OUR MISSION



AFRO CULTURAL
FESTIVAL

BRAND STATEMENT

This festival is a reminder that African American history is not separate from American history it is foundational to it.

OBJECTIVES

As America turns 250, Afro Cultural Festival 2026 celebrates the African and Caribbean roots that shaped African American culture and the African American culture that helped build this nation.



**AFRO CULTURAL
FESTIVAL**

TARGET AUDIENCE

Afro Cultural Festival 2026 is a family-centered celebration, welcoming men, women, children, elders, and future generations to connect with the cultural roots that link Africa, the Caribbean, and African America.

PRIMARY MESSAGING

Afro Cultural Festival 2026 where the African diaspora's legacy meets America's milestone.

FESTIVAL DETAILS

- Founded: 2023
- Location: Owings Mills, Maryland
- Audience: Families, young professionals, creatives, business owners, and culture lovers
- Attendance (2025): 4,000+
- Footprint: Vendors, live music, dance, wellness, fashion, food trucks, kids zone, cultural activations



FESTIVAL HIGHLIGHTS

- Vendor Marketplace (40–60 vendors)
- Cuisine from the diaspora
 - African
 - Caribbean
 - soul food
- African Drumming & dancers
- Afro Fashion Showcase
- Local Artists performing
 - Afrobeats
 - Soca
 - Reggae
 - Soulful R&B
 - poetry
- plant swap Zone
- Food Trucks
- Wellness centers
- Soca Fitness





2025 FESTIVAL RECAP





2024 FESTIVAL RECAP



TESTIMONIALS

"Trusted by Sponsors. Loved by Vendors. Felt by the Community."



Afro Soul Festival creates measurable value and meaningful experiences across every level of engagement. Sponsors gain authentic visibility and alignment. Vendors experience real opportunity and support. Attendees feel culture, connection, and peace.

Sponsor Testimonial

"Afro Cultural Festival gave iMC Creates! more than visibility it gave us connection. As a new agency, being a Changemaker Sponsor allowed us to engage directly with families, creatives, and entrepreneurs who truly reflect the community we serve. We saw immediate growth in our audience, with hundreds of new subscribers and festival attendees even showing up to support our grand opening. This festival creates lasting relationships, not just impressions."

— April Watts, Founder & CEO, iMC Creates!

Vendor Testimonial

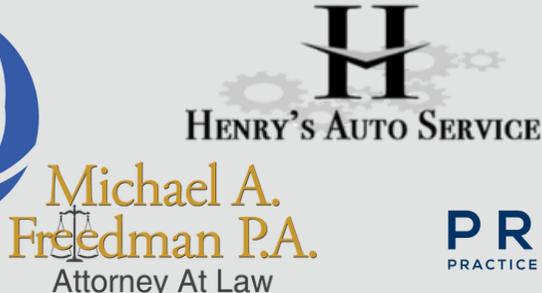
"From setup to breakdown, Afro Soul Festival 2025 was professional, welcoming, and filled with people who truly wanted to support Black-owned businesses. The crowd was intentional, engaged, and ready to buy. Afro Soul Festival understands how to create space where vendors actually thrive."

— Marjorie Nicole, Owner, NSA African Creations

Attendee Testimonial

This was my first time attending Afro Soul Festival, and I was blown away. The atmosphere was warm and family friendly. The location felt exclusive, a safe space where I simply felt at home. The Soca band "Eclipse" had me on my feet the entire time.

Takethya, Philly Native





OUR 2026 THEME

“A DIASPORA THAT SHAPED THE NATION”
Our Roots. Our Rhythm. Our Role in America.

FROM THE DIASPORA, WE SHAPED AMERICAN CULTURE.

As America marks 250 years, we honor the African and Caribbean cultural roots that have profoundly shaped American life.

African American culture did not emerge in isolation. It was born from the fusion of African traditions and Caribbean influences, carried through forced migration, resistance, survival, creativity, and community-building across generations.

That fusion became rhythm, language, foodways, spirituality, artistry, innovation, and leadership laying a cultural foundation that continues to define America.

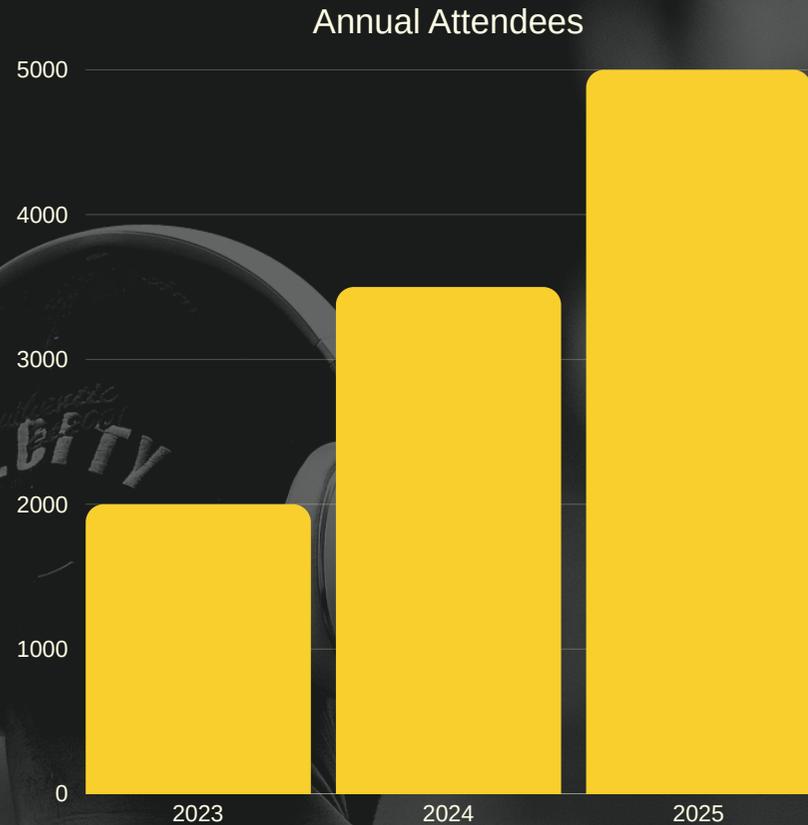
IMPACT & REACH

MEDIA & PRESS PRESENCE

- Local and regional media outlets (print + digital)
- Community blogs and cultural publications
- Event photography for post-event features
- Potential radio & local TV calendar listings
- Coverage aligned with America's 250th anniversary programming



AFRO CULTURAL FESTIVAL



Reach

Numbers based on year 2025; Range based on sponsorship

- 3,000–5,000 Attendees
- 10,000–120,000+ Brand Impressions
- 400–1,800 Booth Interactions
- 45,000–75,000 Digital Reach
- Media & Press Exposure

Afro Cultural Festival delivers meaningful engagement, cultural relevance, and measurable visibility during a nationally significant moment.

PARTNERSHIP INVESTMENT OPPORTUNITIES



Acknowledgement at Event	Premium vendor space	Premier logo placement on all festival materials	VIP passes for guests	On-site booth in prime location
Name/Logo on Marketing Materials	Option to include material in VIP Swag bag	Vendor Space	Event Signage	Sponsor spotlight blog on website
Featured in all press releases	Social media recognition	Speaking opportunity at festival	Stage spotlight during opening festival	Dedicated promo video produced and shared across platforms

Sponsoring Afro Cultural Festival isn't just about brand visibility, it's about being part of a movement that celebrates Black culture, community, and creativity.

IDEAL PARTNERS



AFRO CULTURAL
FESTIVAL

FOR COMMUNITY IMPACT



Hospitals



Restuarants



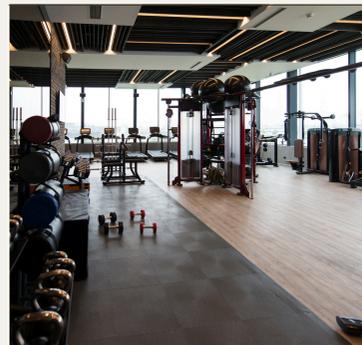
Beauty Brands



Healthcare



Universities



Fitness Centers



Banks



Food Industry

PARTNERSHIP INVESTMENT OPPORTUNITIES

SPONSOR SUPPORT FUNDS:

- Youth cultural programming
- Artist pay
- Kids zone + family activities
- Community wellness activations
- Free admission access

We are seeking 5–7 founding sponsors for 2026
Commitments due by April 10, 2026
Custom packages available



Title Sponsor
\$25,000

75,000–120,000 brand impressions
1,200–1,800 direct engagements



Big Energy
\$10,000

40,000–65,000 brand impressions
800–1,200 direct engagements



Change Maker
\$5,000

25,000–40,000 brand impressions
600–900 direct engagements



For the People
\$1,000

10,000–20,000 brand impressions
400–600 direct engagements

LET'S PARTNER

FOR COMMUNITY IMPACT

EMAIL ADDRESS

shalewa@fivestarwomenofcolor.com

PHONE NUMBER

(410) 845-6217

Schedule a meeting to discuss partnership details. Join us in empowering communities of color.



AFRO CULTURAL
FESTIVAL