



AFE 2025



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# A Pan-African Celebration in Norwich, UK.



# ABOUT AFRI-FEST EAST

## Powered By Few Good Men

Few Good Men (East Anglia) CIC is a community interest organisation that is dedicated to promoting African heritage, culture, and traditions through vibrant events and educational programs. We host **Afri-Fest East (AFE)**; a daytime family-centred festival showcasing pan-African culture and heritage through music, dance, literature, live performances, games, visual arts and food. **It is the first of its kind and scale in all of the East of England.**

Our goal is to promote social cohesion & racial equality via a community-led, social prescription type model.

Through **AFE**, we work with various local, regional, and national organisations to increase community engagement, improve cohesion and reduce health inequalities. Some of these include Sickle Cell Suffolk, New Routes Integration, British Red Cross, Norfolk and Waveney Mind, Sickle Cell UK & others.





# TARGET AUDIENCE

Families, Uni-Students,  
Professionals, Cultural  
Enthusiasts, and the African  
Diaspora. (**No Age Restrictions**)



## EVENT REACH

NORFOLK, SUFFOLK,  
CAMBRIDGE, PETERBOROUGH,  
COLCHESTER & LONDON







# Highlights

## AFRI-FEST EAST.

(The Maiden Edition) 2024 ■

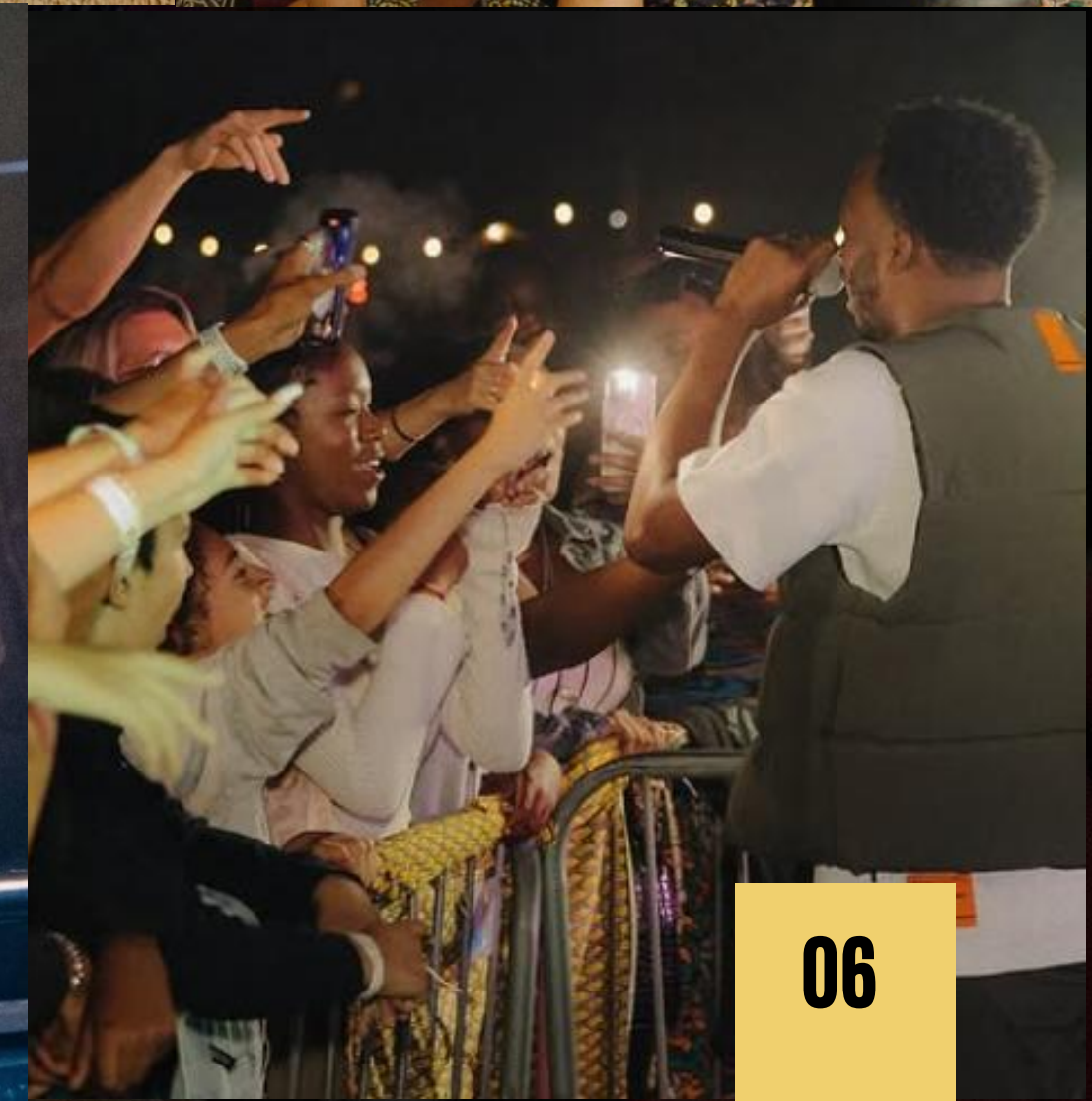




- 4K Plus of Tickets Sold
- 5K Plus Business Transaction Facilitated
- 20 Vendors



- 14 African Acts Performed
- NOT3S -The Headline Act
- Cowfoot Prince- Celebrity Presenter







# AFRI-FEST EAST 2025

## Tastes.Colours.Vibes



# AFRICAN & CARIBBEAN MARKET



AFE 2025



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AFE 2025

# THE BUILD UP

## THE AFRO CARIBBEAN MARKET | 5<sup>th</sup> July, 2025

We will be live at the 10th Edition of the African Caribbean Market, hosted by The Norwich Global Village! At the **Afri-Fest East (AFE) Experience Stand**, we'll connect with the vibrant audience of Africans and African culture lovers, share exciting updates about AFE 2025, and offer fun activities like traditional African games and lucky dips to win AFE Merc and giveaways from our partners/sponsors.

## THE LORD MAYOR'S PROCESSION | 12<sup>th</sup> July, 2025

The **Lord Mayor's Procession** is the highlight of Norwich's summertime. This year, it embraces the "**Summer in the City**" theme, inspired by global celebrations like Rio Carnival and Mardi Gras. Our **African Drummers and Dancers**, dressed in vibrant prints, will be a part the parade, proudly flying the **AFE flag**. The procession ends at The **Chapelfield Gardens**, where our stand will feature an **African Throne Experience**, allowing visitors to don African Royal Props, sit on the throne, and feel like African royalty.





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# HIGHLIGHTS

- 11 Hours of Non Stop African Celebration
- The AFE Marketplace with 30-40 Vendors
- Delicious Pan African Food and Drinks
- Fun and Games for The Whole Family
- Live African Music & Dance Performance
- African Folklore and Poetry
- Tribal Face Painting
- Afro-Cultural Workshops
- 3 Headline Acts, 3 UK Based Upcoming Acts & 2 Celebrity Presenters



# Confirmed Acts

## DAY – TIME

- Zong Zing All Stars
- Sefo & Meriya Band
- Obase & The African Spy Band
- Bantu Arts
- Egyptian Dance Group
- Masquerade Show

## DJ LINE-UP

- DJ Laz
- DJ Sushi Sound
- DJ Muwa
- DJ Tashera

## NIGHT – TIME

- Bien (Sauti Sol)
- NSG
- Nubia
- YXL Ayo

## HOSTS

- Cowfoot Prince
- Shantel Bonsu
- Mc Jebi

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# AFE 2025 PROJECTIONS



6K

Attendees from all across the East of England & Beyond



5M

Over 5M People reached through Paid, Owned and Earned Media



10K

Business Transactions facilitated by the AFE Marketplace and Online Store



## EVENT REACH

NORFOLK, SUFFOLK,  
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COLCHESTER & LONDON



# SPONSORSHIP PACKAGES



## PLATINUM £5,000

Right to First Pick of Space Allocation for Venue Branding

Right to Stage Branding & Space Allocation for Premium Customer Experience Hub

Logo Placement on All Communication Materials, 5 Complementary tickets & 3 Media Passes

Strategic Logo Placement on Media Walls at the Lord Mayor's Carnival, AFE Brunch & The Afri-Fest East

Right to Title Sponsorship and logo placement on all awareness video content Inclusive of All Gold Benefits

X6 specialised social media adverts post event on SM Handles for AFE & Lagos Night (33K Followers)



# SPONSORSHIP PACKAGES



**GOLD £3,500**

Strategic Space Allocation for Venue Branding and Space for a Consumer Experience Hub

Logo Placement on All Communication Materials, 3 Complementary tickets & 2 Media Passes

Logo Placement on Media Walls at the Lord Mayor's Carnival, AFE Brunch & The Afri-Fest East

Logo placement on all awareness video content

Inclusive of All Silver Benefits

X4 specialised social media adverts post event on SM Handles for AFE & Lagos Night (33K Followers)



# SPONSORSHIP PACKAGES



## Silver – £1,500

Logo Placement on All Communication Materials, 2 Complementary tickets & 2 Media Passes

Logo Placement on Media Walls at the Lord Mayor's Carnival, AFE Brunch & The Afri-Fest East

Space Allocation for A Sales Booth

X2 specialised social media adverts post event on SM Handles for AFE & Lagos Night (33K Followers)

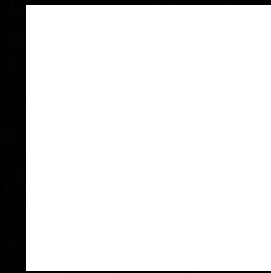
## Bronze – £1,000

Logo Placement on All Communication Materials, 2 Complementary tickets & 2 Media Passes

Logo Placement on Media Walls at the Lord Mayor's Carnival, AFE Brunch & The Afri-Fest East

X1 specialised social media adverts post event on SM Handles for AFE & Lagos Night (33K Followers)





# Let's Chat...



**afri-fest\_east**



**Afri-fest East**