

AFRIKAN   
 FUSION

2024  
SWEDEN



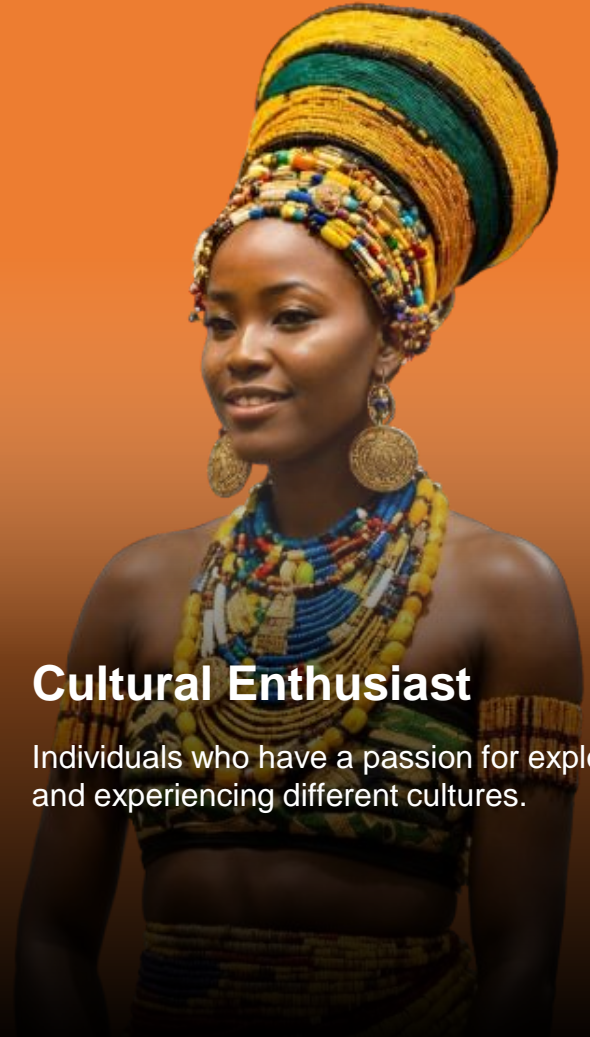


## About Afrikan Fusion

Afrikan Fusion is a vibrant celebration of African culture and sustainability, set to take place in the heart of **Stockholm, Sweden**. This inaugural event scheduled to hold on the **14<sup>th</sup> – 15<sup>th</sup> of June, 2024**, aims to showcase the rich diversity of African heritage through a unique blend of **Sustainable Fashion, Digital Art, Music, and Cuisine**, all while promoting sustainable practices and environmental awareness.

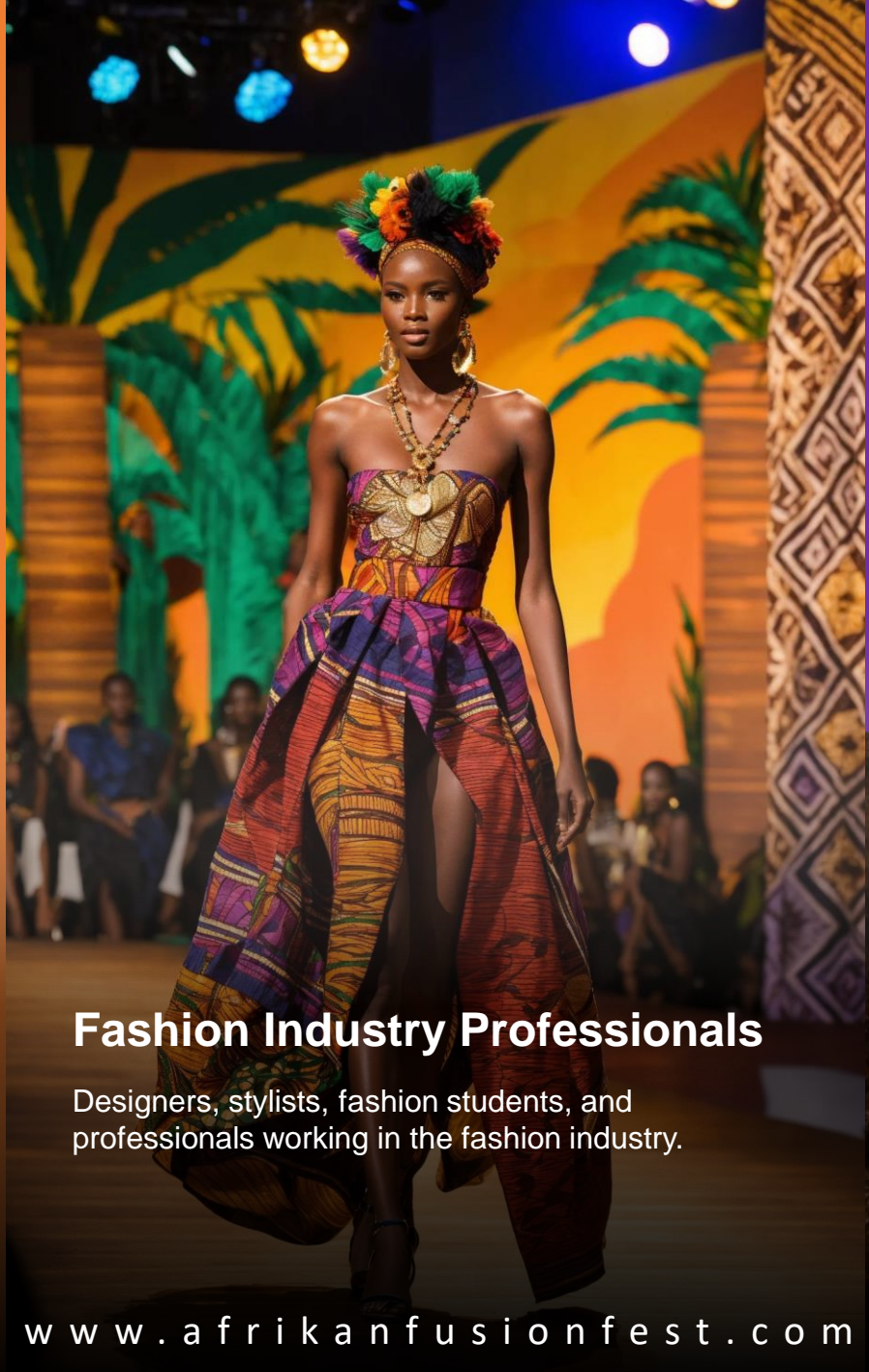
Afrikan Fusion's mission is to celebrate the richness of African culture while promoting sustainable practices and fostering cross-cultural understanding. By bringing together artists, designers, musicians, and thought leaders, the event aims to inspire creativity, encourage dialogue, and spark positive change.





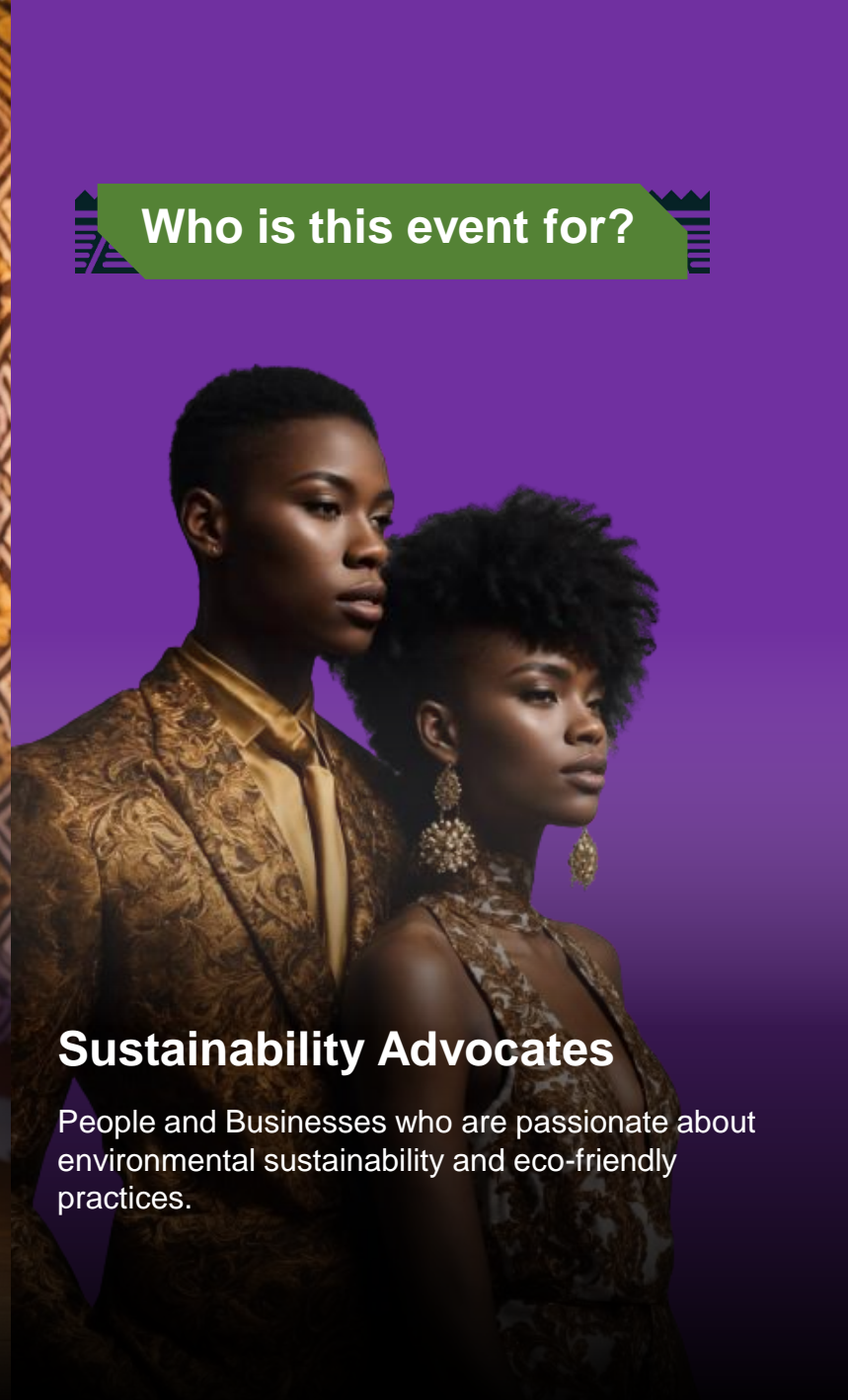
### Cultural Enthusiast

Individuals who have a passion for exploring and experiencing different cultures.



### Fashion Industry Professionals

Designers, stylists, fashion students, and professionals working in the fashion industry.



### Sustainability Advocates

People and Businesses who are passionate about environmental sustainability and eco-friendly practices.

Who is this event for?

Speakers



**Bayo Lawal**  
Creative Director, Orange  
Culture, London



**Mèba Moché**  
Group Policy Specialist,  
Scania Group



**Desmond Wright**  
Head of IT and IT Transformation,  
Euromaint Rail AB,  
Sweden

Key Event Highlights



Official Launch and Networking Dinner



Main event & Sustainable Fashion Showcase

Key Event Highlights



Exhibition and Cuisine Court



Speaker Sessions and Panel Discussions

## Brand Visibility and Exposure

Afrikan Fusion offers sponsors the opportunity to reach over 3000 attendees (onsite and online), including cultural enthusiasts, industry professionals, and sustainability advocates. This exposure can increase brand recognition by 20% and reach a wider audience interested in cultural diversity, fashion, sustainability, and creative arts.

Sponsors will also be featured in our pre and post event campaigns with an estimated reach of over 1,000,000 unique users in Sweden, UK and Africa

## Targeted Marketing Opportunities

Sponsoring Afrikan Fusion provides sponsors with access to a targeted audience, with 70% of attendees interested in relevant topics or demographics. This targeted approach can lead to a 25% increase in brand engagement and potential leads.



## Networking and Partnership Building

As a sponsor, individuals and organizations can leverage Afrikan Fusion Festival to connect with sponsors, speakers, and industry professionals. These connections can lead to potential partnerships or collaborations that align with sponsors' business goals.

## Positive Brand Association

By associating with Afrikan Fusion, sponsors can enhance their brand's reputation and create a positive impression among a large number of attendees interested in socially responsible initiatives. This positive brand association can lead to an increase in brand trust and loyalty among consumers.

The world is going green and consumers want to know that the brands they love also support the values of sustainability in a stylish and creative way. This platform is therefore, perfect for sustainability marketing for brands.

Sponsorship Tier	Bronze Sponsor	Silver Sponsor	Gold Sponsor	Platinum Sponsor
Investment	\$2,000	\$5,000	\$7,500	\$10,000
Logo Placement	Small logo on website	Medium logo on website	Large logo on website	Prominent logo on website and promotional materials
Brand Recognition	Mention in event program	Logo in event program	Prominent logo in event program	Exclusive branding opportunities
Complimentary Tickets	2	5	10	15
Social Media Exposure	Mention on social media	Dedicated social media post	Featured in social media campaign	Custom Social Media Exposure
Speaking Opportunity			1 speaking slot	2 Speaking Opportunity
Exhibition Booth			Standard booth space	Premium booth space and customization options
Award of Recognition				Award of Recognition



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