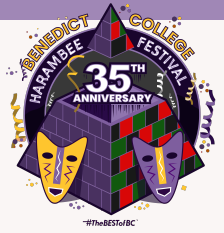


2024



HARAMBEE FESTIVAL

Sponsorship Packet



#TheBESTofBC™



2024

HARAMBEE FESTIVAL





THE HARAMBEE FESTIVAL

For the first 35 years, the Benedict College Harambee Festival was held on campus in the College's HRC Arena. The Festival has grown tremendously since its founding, attracting 8,000 to 10,000 people annually to Richland County and to the campus. Patrons attend year after year and benefit from free medical screenings; non-profit displays that inform the community about AARP, Social Security Administration, James R. Clark Sickle Cell Foundation, AIDS Research, University of South Carolina Center for the Study of African American History (Columbia 63: Our Story Matters); health, wellness, financial literacy and workshops; educational and fun activities in the KIJILI, the Children's Village; a Women's Village; and a car and bike show.

The Harambee Festival is a college-wide event for the entire family and community. Attendees are attracted to the large array of hard-to-find general and ethnic merchandise which includes books, art, Negro League baseball caps, honey produced on-site by bees, ethnic soaps, clothing, and old-school CDs. Merchandise vendors from South Carolina, Georgia, North Carolina, Virginia, Texas, and New York have participated in the festival.

A staple of the Harambee Festival is the delicious food! Patrons are encouraged to visit their favorite food truck annually. The talk among patrons concerning the food is legendary. The major focus at the Festival is the performance stage featuring ongoing physical acts. The announcers keep everyone informed regarding the run-of-show and provide public service announcements. Harambee 35 will be held on April 20th, 2024, on the grounds of the Charlie W. Johnson Stadium located at 1920 Two Notch Road, Columbia S.C. 29204

#TheBESTofBC™

#TheBESTofBC™



ABOUT BENEDICT COLLEGE

Founded in 1870 by a woman, Bathsheba A. Benedict, Benedict College is a private co-educational liberal arts institution with over 1,700 students enrolled in its 26 baccalaureate degree programs and 2 masters degree programs. Defying trends, Benedict College maintains a nearly equal male and female student population. This Midlands HBCU welcomes students from all 46 counties in South Carolina, 30 states across America, and 26 countries around the world.

Benedict offers several high-demand fields of study in STEM, Cyber Security, Mass Communication, Sport Management, Business Administration, Engineering, Computer Science, and Biology. The College also has a diverse faculty of which 80 percent are full-time, and 71 percent hold doctorates or the equivalent.

There are over 18,000 proud Benedict Tigers throughout the nation. Benedict College has been a community leader for over 152 years and is a significant contributor to South Carolina and the region. Contributing \$130 million and 1,218 jobs in total local and annual economic impact, a Benedict graduate working full-time throughout his or her working life can expect to earn \$1.1 million in additional income because of their Benedict College degree.

The College made front-page news in the spring of 2018 when it became the first South Carolina college to lower its tuition by 26 percent. Cutting tuition drew praise from the Commission on Higher Education, South Carolina's education oversight body. The commissioner noted that the move Benedict College made should be applauded because it offers families affordability and students greater access to higher education.

Benedict College has been highly regarded and exceptionally ranked for its programs by several academic and traditional publications. For example, Benedict College was ranked as one of the top baccalaureate colleges in the nation by Washington Monthly magazine for creating social mobility and producing cutting-edge scholarship and research. In 2019, Benedict College received the 2019 ACE/ Fidelity Investments Awards for Institutional Transformation and was named the HBCU of the Year by HBCU Digest.

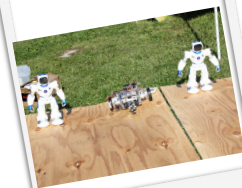
Benedict College is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award baccalaureate and master's degrees. Five of the College's degree programs hold national accreditation: Social Work, Environmental Health Science, Studio Art, and the Tyrone Adam Burroughs School of Business and Entrepreneurship and Environmental Engineering.





THE CHILDREN'S VILLAGE

This has been one of the wise additions to the Harambee Festival. As an institution of higher learning, it is incumbent to provide learning opportunities during the festival. Over the years, the children have been exposed to scientific experiments, storytelling, face painting, and videos. This is where children learn, play, and are exposed to multicultural activities.



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HARAMBEE FESTIVAL

Sponsorship Opportunities

HARAMBEE! SPONSOR \$15,000

- Special recognition as the Harambee Festival Premier Sponsor
- Speaking/Podium opportunity at the Harambee Festival
- Three (3) marketing tables with tent throughout the Harambee Festival
- Five (5) full-page electronic advertisements displayed at the Harambee Festival
- Twenty (20) admission tickets to the Harambee Festival
- Company listing, logo, and link on the Harambee Festival website for one (1) year
- VIP parking for ten (10) cars at the Harambee Festival

GOLD SPONSOR \$10,000

- Naming rights for the Harambee Festival Stage
- Podium recognition at the Harambee Festival
- Two (2) marketing/vending table with tent at the Harambee Festival
- Four (4) full-page electronic advertisement displayed at the Harambee Festival
- Fifteen (15) admission tickets to the Harambee Festival
- Company listing, logo, and link on the Harambee Festival website for one (1) year
- VIP parking for five (5) cars at the Harambee Festival

LEGACY SPONSOR \$5,000

- Naming rights for the Children's Education Village
- Podium recognition at the Harambee Festival
- One (1) marketing/vending table with tent at the Harambee Festival
- Three (3) full-page electronic advertisement displayed at the Harambee Festival
- Ten (10) admission tickets to the Harambee Festival
- Company listing, logo, and link on the Harambee Festival website for one (1) year
- VIP parking for five (5) cars at the Harambee Festival

DISTINGUISHED SPONSOR \$2,500

- One (1) marketing/vending table at the Harambee Festival
- Two (2) full-page electronic advertisement displayed at the Harambee Festival
- Five (5) admission tickets to the Harambee Festival
- Company listing, logo, and link on the Harambee Festival website for one (1) year
- VIP parking for two (2) cars at the Harambee Festival

CONTRIBUTING SPONSOR \$1,000

- One (1) marketing/vending table at the Harambee Festival
- One (1) full-page electronic advertisement displayed at the Harambee Festival
- Two (2) admission tickets to the Harambee Festival
- VIP parking for one (1) car at the Harambee Festival

You may confirm your sponsorships, advertisements, and donations at
<https://www.benedict.edu/harambee-festival/>

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HARAMBEE FESTIVAL

ADVERTISEMENT

ELECTRONIC ADVERTISEMENTS

The upcoming Harambee Festival 35 is a significant event; to commemorate it, a digital memory book will be created. If you wish to advertise your business or organization, you can purchase ad space in the Harambee Festival 35 Digital Memory book. The book is an excellent way to showcase your brand and reach a wider audience. You can choose from three different ad sizes- Full Page, Half Page, and 1/4 Page, which cost \$100, \$75, and \$50, respectively. Don't miss this chance to feature your business in the digital memory book.

- One (1) Page - \$100
- One Half (1/2) Page- \$75
- One Fourth (1/4) Page- \$50
- Will be displayed on the Electronic Viewboard

Ad Specifications

For each advertisement, please limit your phrasing to no more than 20 words. We kindly ask that you provide digital pictures exclusively, with all images saved in either jpeg, jpg, or png format.

Direct any questions regarding advertisements and sponsorships for the Harambee Festival to:

Dr. George Devlin
Harambee Festival Founder
Associate Vice President for Academic Affairs
Benedict College
1600 Harden Street
Columbia, South Carolina 29204
803-705-4417
George.Devlin@benedict.edu

You may confirm your sponsorships, advertisements, and donations at <https://www.benedict.edu/harambee-festival/>

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HARAMBEE FESTIVAL

SPONSORSHIP & DONATION LEVELS

SPONSORSHIP OPPORTUNITIES

- Harambee! Sponsor (Premier)- \$15,000.00
- Gold Sponsor- \$10,000.00
- Legacy Sponsor- \$ 5,000.00
- Distinguished Sponsor- \$2,500.00
- Contributing Sponsor- \$1,000.00

DONATION LEVELS

\$50.00 - \$999.00

FRIENDS OF HARAMBEE PATRONS LIST

- \$500.00
- \$250.00
- \$100.00
- \$50.00
- Will be displayed on the Electronic Viewboard

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