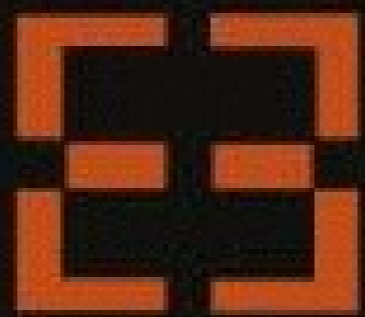


B A A F



Bergen Afro Arts Festival

SPONSORSHIP PROPOSAL

WWW.BAAFEST.ORG

Proposal

Prepared by

Simbarashe Norman Fulukia (Founder/Artistic director)

Tel: + 47 96826995

Email: simbaarts@gmail.com

Target Audience: African community

MAIN TARGET : All Audience

Preferred Timeline: Ongoing (June)

ORG NO. 812411152

"WE ARE THE FUTURE."



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ABOUT THE FESTIVAL

- BAAFEST is the first African festival in Bergen, Hordaland to bring the African community in Bergen together into a more organized fashion. Unlike competing amongst ourselves to celebrate, promote African Arts and Culture, or a festival about Africa by fellow universal citizens who know nothing about Africa doing business to confuse or mislead people with hustling business tricks.
- BAAFEST was established by dance artist (former Carte Blanche dancer), Simbarashe Norman Fulukia www.simbaarts.org guided by the philosophy of Ubuntu.
- BAAFEST main goal is not only to make a valuable contribution to the city's cultural landscape with its diversity and knowledge, but also promote collaboration, integration, peace and equality amongst the different African, Norwegian and other international population - gathering these communities in an artistic environment by making use of universal languages like dance and music.
- The festival is running for the third time midsummer of 2016, under a theme "We are the future."
- Bergen Afro Arts Festival third edition is a follow up of the festival that was implemented in the summer of 2014. We are building on the successful experience from last 2 years
- This is a family event lasting three days in June 2016 and is the largest event of its kind in Bergen, Norway.
- Attracted approx. 3000 visitors and more than 60 volunteers in 2014 & 2015
- Have received a very positive feedback from the Bergen Kommune
- Have received a sponsorship from FFUK, Sparebanken Vest, Norsk Kulturrådet, Fana Sparebank in previous 2 editions
- Marketing channels: website + Facebook, articles on local newspapers, radio, TV, posters, banner, flayers, T-shirts
- Read more about festival here: <http://www.baafest.org>

WHAT FESTIVAL CAN HELP

Primary groups

- 100 New Africans/immigrants living in Bergen
- Chances to work in the festival, to practice Norwegian, to learn Norwegian culture by interacting with Norwegian visitors
- Chances to get bigger network, to be more social and hence better integration in Bergen, Norway
- Disadvantaged Norwegian living in Bergen, Hordaland
- Chances to experience African culture

Secondary groups

- Norwegian/African NGOs
- Chances to exhibit in the Norwegian public their work and activities in Africa
- To sell souvenirs from Africa as fund raising activities
- 1000+ Norwegian, Africans and foreign tourists
- Chances to experience African culture by interacting with Africans, hence create cultural knowledge, mutual understanding and good harmony.

PLANNED ACTIVITIES

PREPARATION ACTIVITY

The following activity will be made in order to prepare the festival:

Youth exchange “FUSION PROJECT-FP” in Bergen & Bømlo

This youth exchange workshop brings together 20 young performing artists from Africa in particular from Southern African region and Hordaland region in particular Bergen. FUSION PROJECT-FP Pilot project was a great success, were Simbarashe, who conceptualize and shepherd the idea, held three weeks long workshop and worked with local and guest young professional artists to test the concept. The workshop ended up with a performance namely “NGUVA” by Simba Dance Ensemble which was supported by Norsk Kulturrådet, Bergen and Bømlo Kommune.

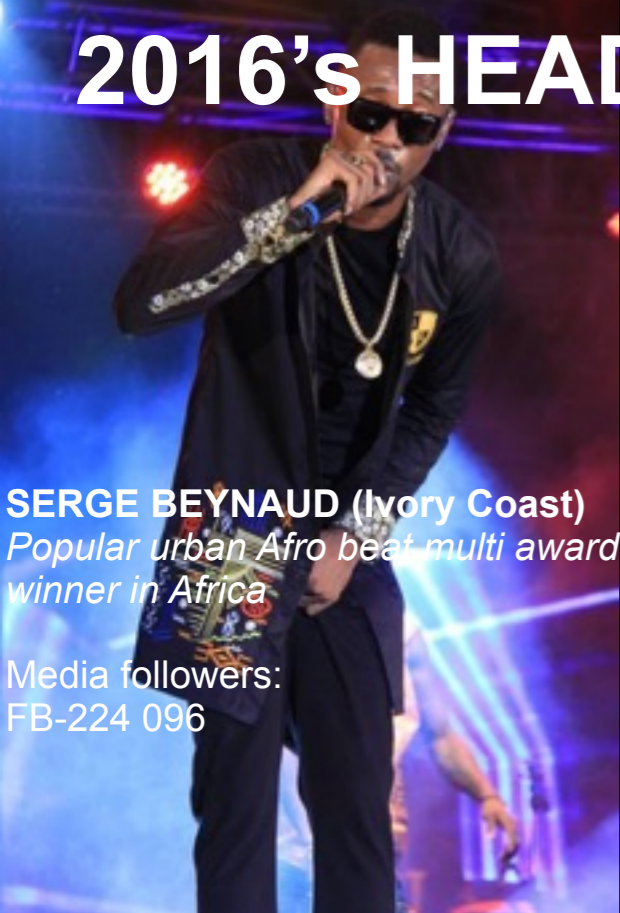
“Culture needs dialogue and dialogue needs culture! Understanding other cultures can prevent prejudice and hate e.g. Xenophobia, racism, tribalism. It contributes to mutual understanding between societies and people.” FUSION PROJECT young people meet and create at an equal level, three weeks before the main festival. This workshop is summed up in a high quality multi-cultural joint performance which will then be performed for DKS Bergen & Bømlo, pre-festival evening in Bømlo Kulturhus and on the main Festival days in Bergen.

FUSION PROJECT’s central vision is to breakdown stereotypes and racial segregation, to analyze the importance of culture, dance and music in the daily life of young people, to develop competence in the areas of western and African dance, music and to explore dance, music of each other’s culture, share teaching methods and do competence-building. The FUSION PROJECT-FP is led by S.I.D.E (Simba Dans Ensemble) www.simbaarts.org. SHINGA (PERSEVERANCE) is the 2016 FUSION PROJECT-FP’s new production featuring Zimbabwean based dynamic ensemble + Hordaland performing artists.



MAIN FESTIVAL
16 - 18 JUNE, 2016

2016's HEADLINER ARTISTS



SERGE BEYNAUD (Ivory Coast)
Popular urban Afro beat multi award winner in Africa

Media followers:
FB-224 096



Fifi the Rai Blaster (South Africa)
Hybrid of Funk, soul and Jazz

<https://www.youtube.com/watch?v=ZxNJOFLy5SQ>



DYNAMIC ARTS ENSEMBLE (ZIMBABWE)



HADZABE GROUP (TANZANIA)

PLUS

DJ SKY

The finest African DJ in Hordaland, Norway

Media followers:

FB-4,417

Media followers FB 3,898

S.I.D.E

The popular Afro-fusion dans ensemble in Hordaland led by the festival's director



ARY MORAIS (Cape De Verde)
Popular world music artist in Norway

Media followers:

FB-7 500 TWITTER- 5 000

FESTIVAL FIRST DAY

ARTISTS	ACTIVITY	VENUE	TIME
ETHIO-ERETRIA RASTAURANT	FESTIVALS RASTAURANT	ETHIO-ERETRIA RASTAURANT	10AM - 10.00AM
OPEN TO ALL	AFRICAN DANC WORKSHOP	VITALITETSENERET	2PM - 4.30PM
BAAF	OPEN REMARKS + ELABORATING THE FESTIVAL'S THEME	VITALITETSENERET	6PM - 6.30PM
EUELLA JACKSON (JAMAICAN/BRITISH) POET AND SLICK ARTIE (NAMIBIA) MUSICIAN	PERFORMING ARTS	VITALITETSENERET	6.30PM - 6.35PM
PRO. GRO (UIB) RABISON SHUMBA CHIKU ALI MC- MR CHIMHUTU	FORUM/DEBATE ON AID/NO AID TO AFRICA ,WHY!?	VITALITETSENERET	6.35PM - 7.35PM
GUEST OF HONOUR	OPENING SPEECH & OFFICIAL OPENING	VITALITETSENERET	7.35PM - 7.55PM
KOMPANI S.I.D.E	TEASER OF "SHINGA" AS OPENING PERFORMANCE	VITALITETSENERET	8PM - 8.15PM
FREE INTEGRATION DINNER	FREE INTEGRATION DINNER	VITALITETSENERET	8.20PM - 6.45PM

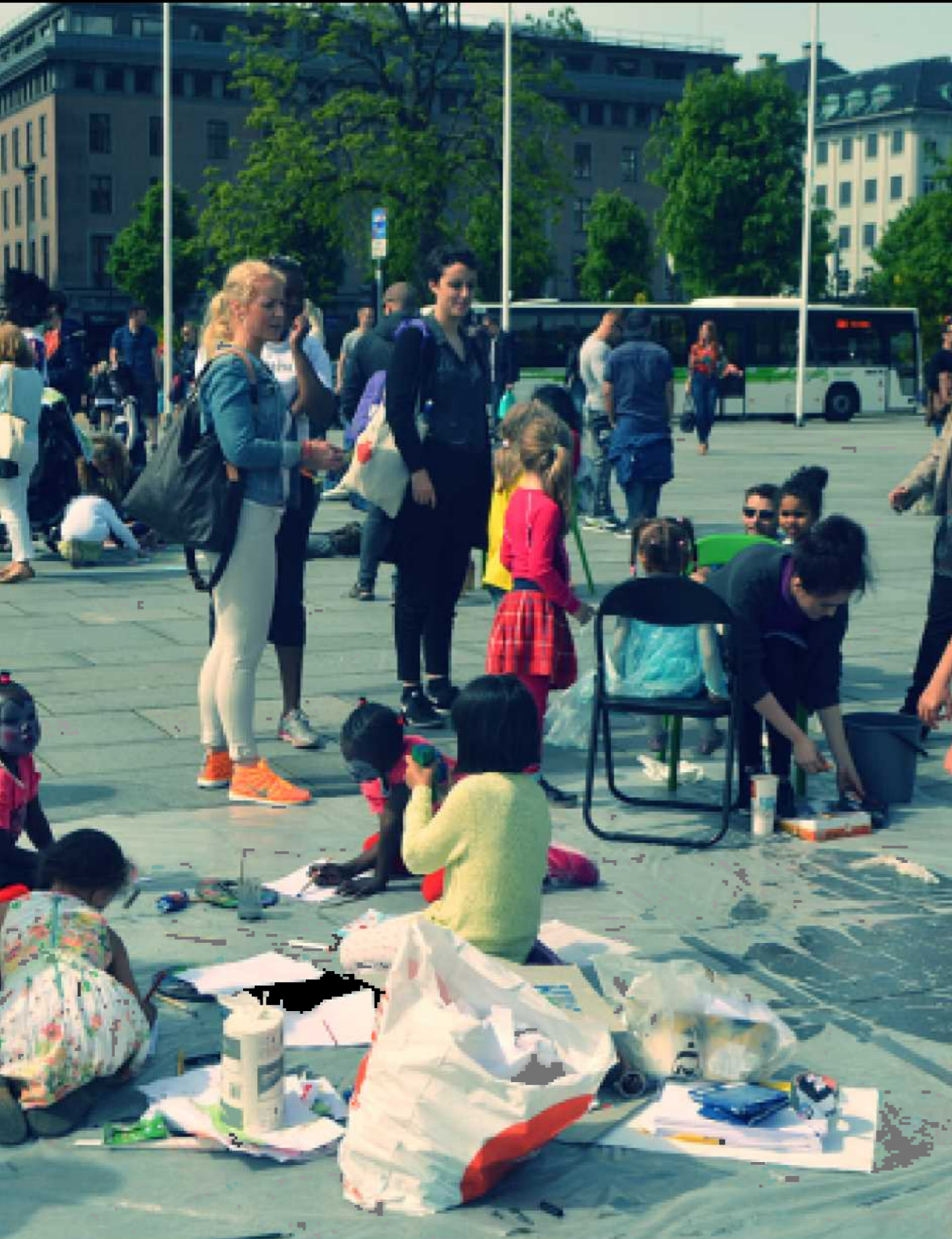


17 JUNE, 2016 SECOND DAY

ARTISTS	ACTIVITY	VENUE	TIME
ETHIO-ERETRIA RASTAURANT	FESTIVALS RASTAURANT	ETHIO-ERETRIA RASTAURANT	10AM - 10.00AM
PROFESSIONAL DANCERS	CREATIVE DANS WORKSHOP	STUDIO BERGEN CARTE BLANCHE	9.30AM - 11.00AM
BERGEN, STORD & BØMLO KULTURSKOLE	AFRICAN DANS HIP HOP DANS WORKSHOP	BERGEN DANSSENTER STUDIO	12NOON - 1.30PM
EUELLA JACKSON SLICK JOHN FALSETTO	AFRO BEATS AFRO POP MUSIC	VÅGSALLMENNINGEN SQUARE	2PM - 3PM
BERGEN, STORD & BØMLO KULTURSKOLE + S.I.D.E & DYNAMIC ARTS ENSEMBLE	FLASH MOB + MARIMBA & MBIRA MUSIC	VÅGSALLMENNINGEN SQUARE	3PM - 4PM
4CCP HAYDOM	FOLK DANCE & MUSIC	VÅGSALLMENNINGEN SQUARE	4PM - 5PM
KOMPANI S.I.D.E	"SHINGA" CONTEMPORARY DANS PERFORMANCE	USF BLACK BOX	7PM - 8PM
FIFI THE RAI BLASTER	UBUNTU CONCERT	CAFE SANAA	10PM - 03.00AM



18 JUNE, 2016 THIRD DAY



ARTISTS	ACTIVITY	VENUE	TIME
ETHIO-ERETRIA RESTAURANT	FESTIVALS RASTAURANT	ETHIO-ERETRIA RESTAURANT	10AM - 10.00AM
AFRICAN PARADE	AFRICAN PARADE	TORGALMENINGEN-NYGÅRDSARKEN	12NOON
DEESTREET JOHN FALSETTO	FACE PAINTING MBIRA & MARIMBA MUSIC WORKSHOP/EXHIBITION	KIDS ZONE (MAIN STAGE)	12NOON
WELCOME GREETINGS FROM BAAF TEAM	WELCOME SPEECH	SIMBA STAGE (MAIN STAGE)	12NOON
CHARLOTTE MEERING & GLINER STRAUSS	YOGA & ZUMBA	YOGA IN THE PARK OF NYGÅRDSARKEN	12.10- 12.30PM
EUELA JACKSON & SLICK	SPOKEN WORD & AFRO POP MUSIC	SIMBA STAGE (MAIN STAGE)	1PM
DJ PROFESSOR & FIFI THE RAI BLASTER	AFRO BEAT MUSIC	SIMBA STAGE (MAIN STAGE)	1.30PM
DYNAMIC ARTS ENSEMBLE	ZIMBABWEAN FOLK DANS + MUSIC	SIMBA STAGE (MAIN STAGE)	1.30PM - 1.45PM
FOLK GROUPS FROM BERGEN	AFRICAN FOLK DANS + MUSIC	SIMBA STAGE (MAIN STAGE)	1.45PM - 2.45PM
ARY MORIAS	AFRO JAZZ	SIMBA STAGE (MAIN STAGE)	3PM - 3.15PM
4CCP HAYDOM HADZABE GROUP	TANZANIA FOLK DANS + MUSIC	SIMBA STAGE (MAIN STAGE)	3.15PM - 4.00PM
MOPATHO DANCE THEATRE	BOTSWANA FOLK DANS + MUSIC	SIMBA STAGE (MAIN STAGE)	4.05PM - 5PM
KOMPANI S.I.D.E (BERGEN/ BOMLO) AFRICAN DANCE COMPANY	SHINGA CONTEMPORARY DANS PERFORMANCE	USF BLACK BOX	7:30PM - 08:30PM
FUSION PROJECT SERGE BEYNAUD DJ OLAV EGGSTOL DJ REAGAN	CLOSING CEREMONY CONCERT & PARTY	KVARTER	10PM - 02:30AM

DANS & MBIRA WORKSHOPS

- People come and try to play the African Thumb piano from Zimbabwe, Outdoor contemporary dans, yoga and Zumba workshops





YOGA IN THE PARK

AFRICAN EXHIBITION

- A small introduction of African countries in photos and paintings
- African paintings



KABATI(UGANDA)

AFRICAN MARKET

- To sell
souvenirs
from Africa





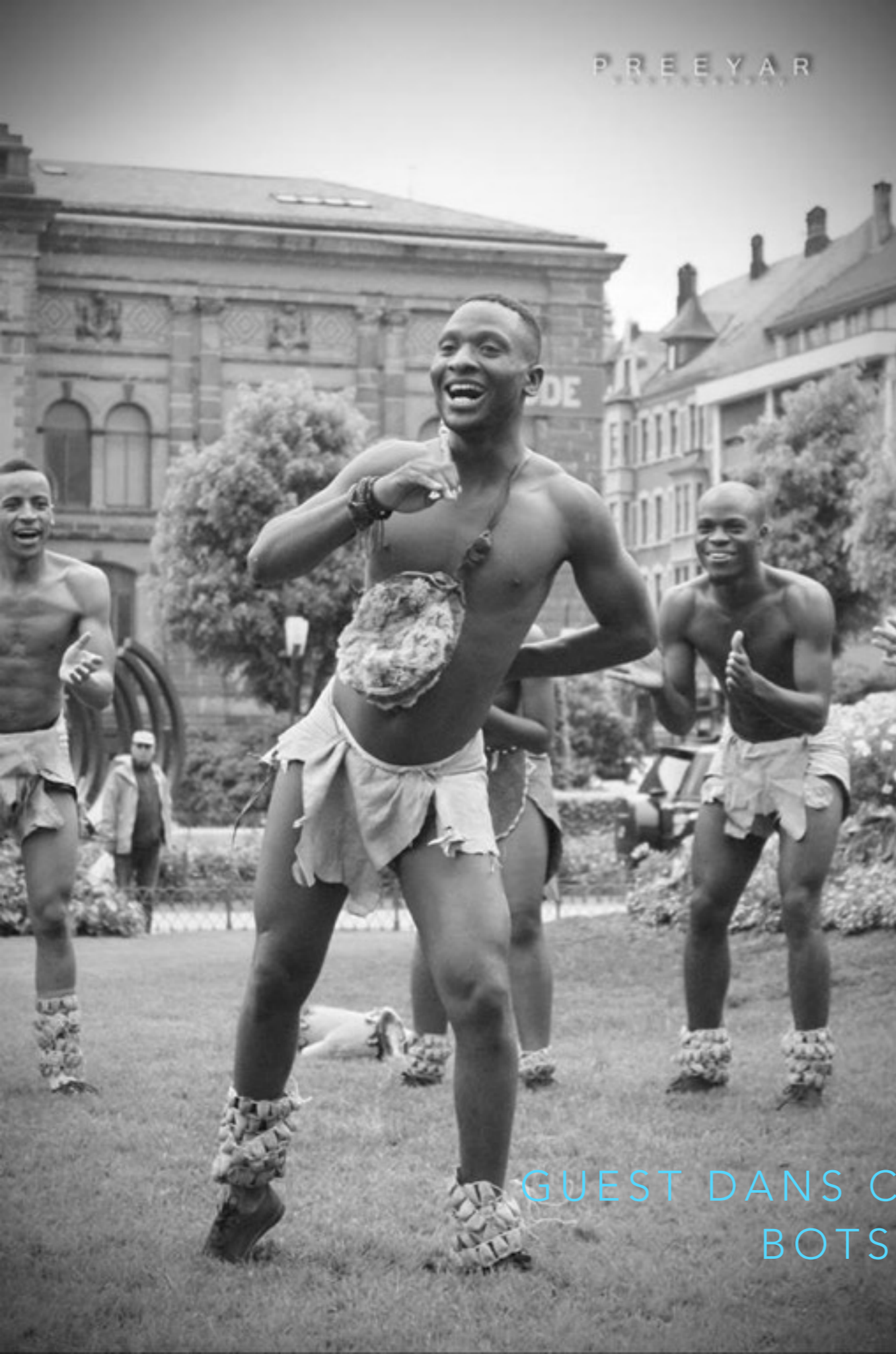
LAILA (MORROCCO)

STREET PERFORMANCES

- African sports
 - Copeira, Rakaraka, Chikweshe, Mahumbwe
- Dance & Music



PREEYAR



GUEST DANS COMPANY FROM
BOTSWANA



FORUM AT BERGEN
LITREATUREHOUSE





DJ SKY(LIBERIA)
&
SIMBA (ZIMBABWE)



HASSAN(MOROCCO)



KINGSLEY(NIGERIA)

CONTEMPORARY
DANCE
PERFORMANCES



• Simba Dans Ensemble



PARTNERS

Simba Dance Ensemble

Café Sanaa

Sky Entertainment

Bergen Letreature House

Bergen Dance Centre

Bergen Kulturskole

Bømlo Kulturhus

Bømlo Kulturskole

Kirkens Bymisjon

Living with HIV

Batteriet Vest

Francine M Jensen

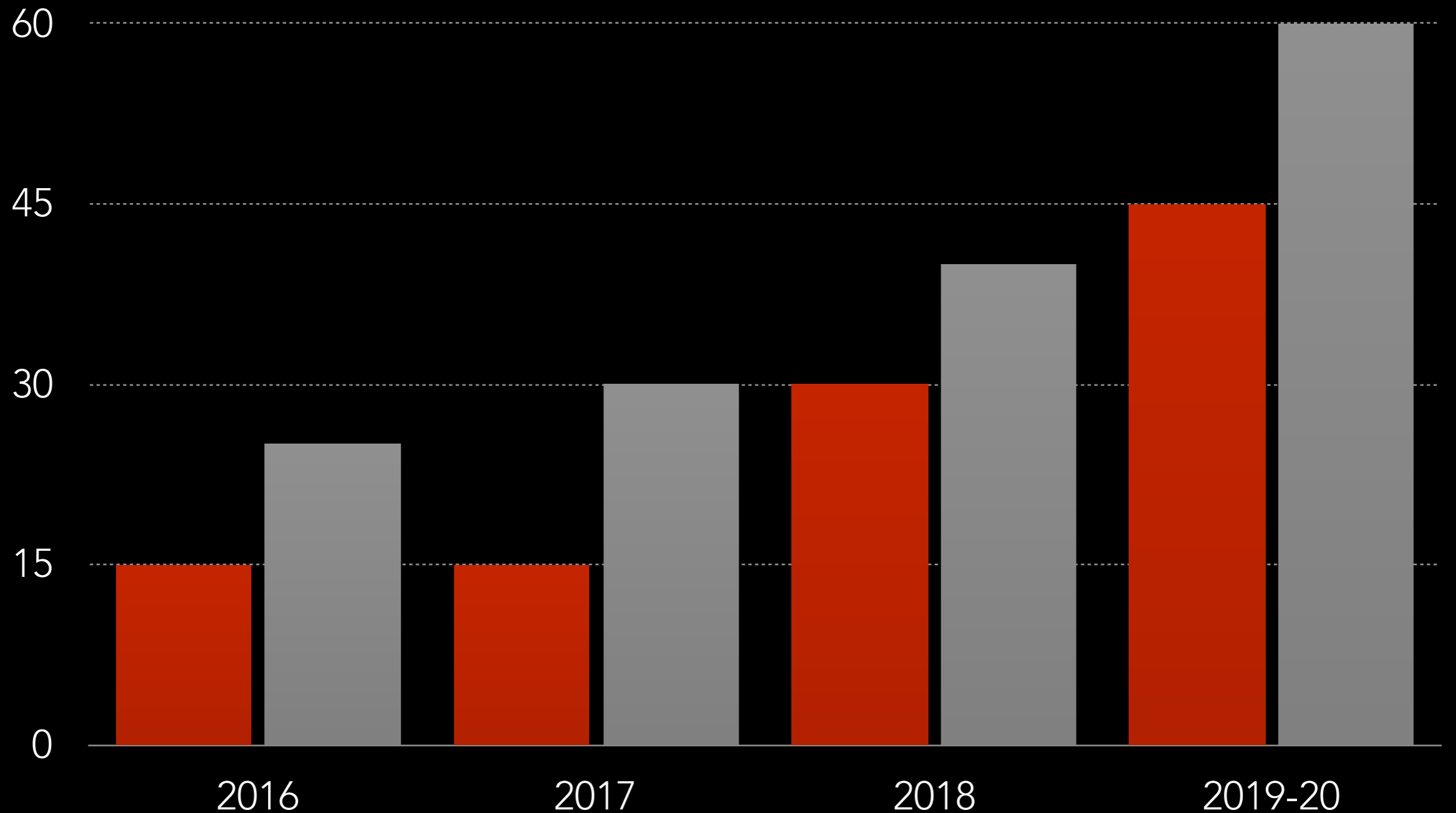
Prayer Pro

Gunnar Nilsen (fotos & video)

FINANCIAL PLAN

FESTIVAL GROWTH CHART

RED - FINANCIAL SUPPORT
GREY - NUMBER OF AUDIENCE



SPONSORSHIP & MARKETING OPPORTUNITIES

- Branding on the main stage of the event
- Sampling rights in allocated areas
- Experiential activity in the park
- Branded interview areas
- Branded chill-out/lounge areas
- Participants in branded outfits
- Logo placement on wristbands
- Referenced on all social media
- Logo placement on flyers
- Placement on event tickets
- Brand exposure on press releases
- Brand exposure in all newsletters for Baafest & Partners
- Competition give-aways
- Complimentary tickets to events
- Backstage and VIP Access
- Website banners
- Product placement at point of sales

TIMELINE FOR FESTIVAL 2016



This is the timelines with details works to do for each month.

POTENTIAL FINANCIAL RESOURCES

Bergen Kommune scenekunst, Bergen Kommune Integration sector, Sparebanke Vest, Fana Sparebank.

- Sponsors
- Profit/revenue from selling revenue from music concert, selling place for Afro market, souvenirs
- Donation

PERSONNEL

- Artistic director: – Mr. Simbarashe Norman Fulukia aka Simba

In charge of general management and implementation

- Volunteer manager: Mr. Bernedict Peter

In charge of coordinate with available 20+ volunteers and make working plan for each shift

- Production manager: Mr. Victor Chimhutu

In charge of main facilities

- Marketing manager: Mrs. Francine

In charge of preparing and implement marketing plan

- Accounting manager: Mr. Philmon Chigwida

In charge of financial issues

- Fundraising manager: Mrs.Dora Loro Poni

In charge of contacting authorities and companies for sponsorship

PREVIOUS SPONSORS(2014 & 2015)

- Yearly sponsor Bergen Kommune
- Other sponsors; Kulturråd, Sparebank Vest, FFUK, and Fana Sparebank





““I aim to inspire, empower and encourage people through my dance, arts and culture guided with the philosophy of UBUNTU”.

–SIMBARASHE NORMAN FULUKIA AKA SIMBA
FOUNDER/DIRECTOR OF BAAFEST

THANK YOU FOR YOUR KIND ATTENTION!