

# ABOUT AFRIKIN FEST

AFRICA + KIN = AFRIKIN

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Afrikin Fest is a celebration of history, culture, people - us. Innovation is at the forefront of Afrikin Fest, and this will be evident by the companies, products and influencers that will take part in the weekend-long event.

The Afrikin Fest experience extends beyond the traditional festival model. "Afrikin Talks", workshops, and exhibitions will make Afrikin Fest the first festival in the world that fuses live music with technology, enterprise, and education with a focus on Africa and the African diaspora.

Team Afrikin is a dedicated and accomplished collection of entertainment, media, and international relations professionals who together pool their expertise to create cultural events unlike any other. From event management to booking first-rate artists and developing effective press and marketing campaigns, Team Afrikin's skill in creating new experiences with a social impact is unparalleled.

## MISSION

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Our mission is to advance the ingenuity, economic, and social opportunities of Africa and the African diaspora.

Afrikin Fest will simultaneously highlight the importance of the *Black dollar*, which continues to rise as the percentage of the Black middle class increases.

We recognize our responsibility to the world - to better the lives of others and the communities we serve, and Afrikin Fest will inspire others to do the same.



# THE OPPORTUNITY

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Africans and "diasporans" are making waves in technology, enterprise, fashion, the health sciences, arts and culture, and the list goes on. There's a rising new generation of bold, creative-thinking innovators and entrepreneurs who deserve a closer look. We will bring these trailblazers to one place, where innovators will gain exposure and connect with leaders in various industries.

Afrikin Fest will be a festival like no other, and it will become a household name in the very measurable near future by virtue of its connection to the target niche market of over 1.4 billion people - proof that the African diaspora is important in terms of numbers. This group is one of the most active communities of citizens outside of their countries, yet Florida lacks a gathering that highlights and targets Africans and people who represent the African diaspora.

# THE ANSWER

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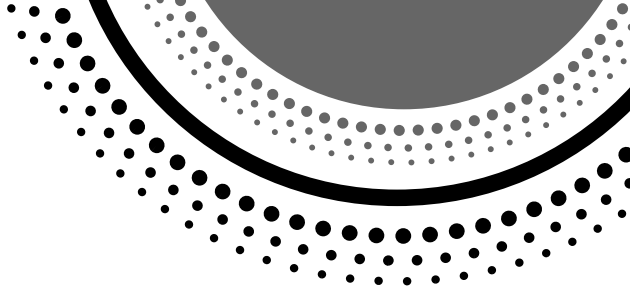
The key to unlocking Afrikin Fest's potential is content: World-class musical talent, a caliber of culinary offerings that will rival any food and wine festival, and an innovation consortium with workshops and exhibitions hosted by top industry influencers.

Many retailers and Fortune 500 companies established advertising teams and allocated significant amounts of resources to tap into the steadily increasing buying power of Black consumers. Afrikin Fest is the answer to this opportunity, and we're taking it steps further to raise the profile of the African diaspora's multi-sided marketplace.



# A NEW STANDARD

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*What will set Afrikin Fest apart from other traditional and mainstream festivals is the emphasis that will be placed on the following components:*

## INNOVATION

We're inviting trailblazers and up-and-comers of the African diaspora who have identified gaps in the market, developed solutions, have a presence in the marketplace and are ready to present their ideas to investors to take them to the next level.

## AFRIKIN "TALKS"

Afrikin "Talks" will be held during the daytime on both Friday and Saturday of the Festival. The goals of Afrikin Talks is to inform, empower, and share human and capital resources with festival goers who represent or are interested in the following industries: Activism/social justice, arts and culture, business, education, health, media, technology, and women's issues.

## EXHIBITIONS

Afrikin Fest will host a platform for innovators to gain exposure and connect with leaders in various industries. Through our exhibitions, we'll encourage collaborations between influencers and emerging ingénues. Exhibitions include but are not limited to: Afrofuturism, art installations, drum and dance workshops, wine and rum tastings, and startup business spotlights.

## MUSIC

Evenings will be dedicated to Afrikin Music Fest, which will showcase the most influential and celebrated musical acts of Africa and the African diaspora. The acts represent various countries of the diaspora and will perform on two stages throughout the three nights of the festival.

## CUISINE

We won't just provide food for sustenance. We're curating the finest in African inspired cuisines that will be available to event patrons at Afrikin Fest's full-service pop-up restaurants. The arrangement will be reminiscent of Miami's famous Lincoln Road "restaurant row" style cafes. Afrikin Fest will also offer a wine and rum tasting experience sponsored by beverage companies that represent the African diaspora.



# NUMBERS

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SPEAKERS: 25

MUSICAL ACTS: 9

WORKSHOPS: 15

RESTAURANTS: 10

EXPECTED ATTENDANCE: 2,500/day

EVENT SCOPE: GLOBAL

## GENDER

Male: 43%

Female: 57%

## ETHNICITIES

Black: 43%

White: 25%

Hispanic: 32%

## AGE GROUPS

18 - 25: 10%

25 - 34: 43%

34 - 65: 47%

## EDUCATION

High School: 8%

Some College: 32%

College Graduate: 46%

Post Graduate: 14%

## INCOME

Under \$25,000: 3%

\$25,000 - 49,999: 6%

\$50,000 - 74,999: 9%

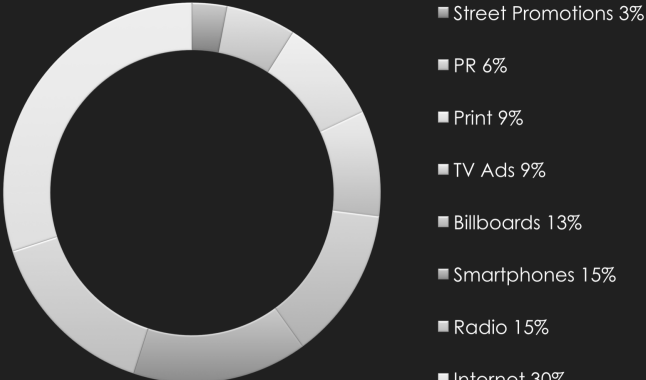
\$75,000 - 99,999: 33%

\$100,000 - 149,999: 21%

\$150,000 - 199,999: 18%

\$200,000 - 249,000: 6%

Over \$250,000: 4%



Marketing Segment	Percentage
Internet	30%
Smartphones	15%
Billboards	13%
TV Ads	9%
Print	9%
PR	6%
Radio	15%
Street Promotions	3%

## MARKETING

Team Afrikin will implement an extensive marketing strategy to create buzz about Afrikin Fest. This will be done through a variety of segments - from grassroots to online tactics - to attract our target audience and reach profitability in our first year.

A great deal will be placed on digital marketing in an effort to reach the African diaspora's population of 1.4 billion , and the growing number of people who rely on the internet and their smartphones to access information and services.



# BENEFICIARY

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The nonprofit organization Give Me Dignity raises awareness about and provides resources and rehabilitation for survivors of childhood sexual abuse (CSA).

Its founder, Ms. Julie Mansfield, taps into her expertise as a journalist and her wide network in South Florida to raise awareness about the issue. Julie is a survivor of CSA and wrote a memoir titled *Maybe God Was Busy*, an account of molestation, incest, rape, violence, and abuse from the tender age of eight. Julie's work as an activist has been featured in numerous media outlets such as the South Florida Caribbean News and Al-Jazeera.

  
GIVE ME DIGNITY, INC. is a 501(c)(3) nonprofit organization.



## THANK YOU

Give Me Dignity  
50 NE 50 Terrace  
Miami, FL 33137

(800) 829-5500  
info@givemedignity.org  
www.givemedignity.org

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Afrikin Fest  
6815 Biscayne Boulevard, #103-365  
Miami, Florida 33138

(305) 900-5523  
info@afrikinfest.com  
www.afrikinfest.com

# AFRIKIN FEST AFRIKIN FEST

## PRODUCTION/LOAD IN SCHEDULE

THURSDAY SET START	THURSDAY SET END	KEYNOTE SPEAKERS	ARRIVAL	DOCK	Check Start	Check End
n/a	n/a	Dr. Sonia Sanchez	1:00PM	2:00PM	2:30PM	3:30PM
n/a	n/a	Onyeka Nubia	2:30 PM	3:30 PM	4:00PM	5:00PM
n/a	n/a	Dr. Gregory Thomas	3:30 PM	6:00 PM	5:30PM	6:30PM
n/a	n/a	Dr. Carole Boyce-Davies	6:00 PM	7:00 PM	7:00PM	8:00PM
n/a	n/a	Gregory Tate	6:45 PM	7:45 PM	8:30PM	9:30PM
FRIDAY SET START	FRIDAY SET END	ARTIST	ARRIVAL	DOCK	Check Start	Check End
3:00 PM	4:00 PM	Doors Open	n/a	n/a	n/a	n/a
4:00 PM	5:00 PM	Health Workshops	1:00PM	2:00PM	n/a	n/a
5:30 PM	6:30PM	Education Workshops	3:30 PM	4:30 PM	n/a	n/a
7:00 PM	8:00PM	Women's Issues	5:00 PM	6:00 PM	n/a	n/a
8:00 PM	9:30PM	Bachaco	6:00 PM	7:00 PM	9:00 AM	10:30 AM
10:00 PM	11:30 PM	Jahfe	6:45 PM	7:45 PM	11:00 AM	12:30 PM
12:00 AM	1:30AM	SPAM All Stars	8:30 PM	9:00 PM	1:00 PM	2:00 PM
SATURDAY SET START	SATURDAY SET END	ARTIST	ARRIVAL	DOCK	Check Start	Check End
3:00 PM	4:00 PM	Doors Open	n/a	n/a	n/a	n/a
4:00 PM	5:00 PM	Afrofuturism Talks	1:00PM	2:00PM	n/a	n/a
5:30 PM	6:30PM	Startups Talks	3:30 PM	4:30 PM	n/a	n/a
7:00 PM	8:00PM	Activism & Social Justice Talks	5:00 PM	6:00 PM	n/a	n/a
8:00 PM	9:30PM	Danay Suarez	6:00 PM	7:00 PM	9:00 AM	10:30 AM
10:00 PM	11:30 PM	Boukman Eksperyans	6:45 PM	7:45 PM	11:00 AM	12:30 PM
12:00 AM	1:30AM	Tiken Jah Fakoly	8:30 PM	9:00 PM	1:00 PM	2:30 PM
SUNDAY SET START	SUNDAY SET END	ARTIST	ARRIVAL	DOCK	Check Start	Check End
3:00 PM	4:00 PM	Doors Open	n/a	n/a	n/a	n/a

INTERNAL REVENUE SERVICE  
P. O. BOX 2508  
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date: **AUG 18 2010**

GIVE ME DIGNITY INC  
50 NE 50 TER  
MIAMI, FL 33137

Employer Identification Number:  
27-2882192  
DLN:  
17053194328030  
Contact Person:  
SHAWNTEL R SANDERS ID# 31456  
Contact Telephone Number:  
(877) 829-5500  
Accounting Period Ending:  
December 31  
Public Charity Status:  
170(b)(1)(A)(vi)  
Form 990 Required:  
Yes  
Effective Date of Exemption:  
June 14, 2010  
Contribution Deductibility:  
Yes  
Addendum Applies:  
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

Please see enclosed Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, for some helpful information about your responsibilities as an exempt organization.

Letter 947 (DO/CG)



**FLORIDA DEPARTMENT OF AGRICULTURE & CONSUMER SERVICES**  
**COMMISSIONER ADAM H. PUTNAM**

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May 31, 2016

Refer To: DTN2799049 CH34581

GIVE ME DIGNITY, INC.  
50 NE 50TH TER  
MIAMI, FL 33137-2717

RE: GIVE ME DIGNITY, INC.  
REGISTRATION#: CH34581 EXPIRATION DATE: May 25, 2017

Dear Sir or Madam:

The Department has received your application submitted under Chapter 496, Florida Statutes, the Solicitation of Contributions Act. Effective July 1, 2013, qualified charitable organizations are exempt from the fee based registration if they meet the following criteria:

- \* The charitable organization or sponsor has less than \$25,000 in total revenue during the preceding fiscal year.
- \* The fundraising activities of the charitable organization or sponsor are carried on by volunteers, members, or officers who are not compensated and no part of the assets or income of the organization or sponsor inures to the benefit of or is paid to any officer or member of the above named charitable organization or sponsor.
- \* The charitable organization or sponsor does not utilize a professional fundraising consultant, professional solicitor, or commercial co-venturer.

Based on the information provided, it appears your organization is not subject to the fee based registration and has complied with the filing requirements of s. 496.406.

PLEASE NOTE: If circumstances change, and you no longer meet one or more of the above listed qualifiers during this exemption period, you must submit a registration application with all required attachments and fees within 30 days of the qualifying change.

Every charitable organization or sponsor which is required to file under s. 496.406 must conspicuously display the registration number issued by the Department and in capital letters the following statement on every printed solicitation, written confirmation, receipt, or reminder of a contribution:

"A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE."

The Solicitation of Contributions Act requires an annual renewal to be filed on or before the date of expiration of the previous exemption. The Department will send a renewal package approximately 35 days prior to the date of expiration shown above. A COPY OF THIS LETTER SHOULD BE RETAINED FOR YOUR RECORDS. If we may be of further assistance, please contact the Solicitation of Contributions Section.

Sincerely,

*Tianna Baity*

Tianna Baity  
Regulatory Specialist I  
850-410-3770  
Fax: 850-410-3804  
E-mail: tianna.baity@freshfromflorida.com





- GENERATORS
- LIGHT TOWERS

- RV'S
- PORTAPOTTIES

ATM

- KIDS ZONE IS BARRICADED

GATE 2

NONPROFIT

A&C BOOTHS

VOLUNTEERS

EMT

GATE MAIN ENTRANCE

GATE 7

Porta Potties

FOOD COURT

ATM

ATM

B A R



KIDS ZONE

ARTIST MERCH

Vendor Merchants Row

VIP TENT

BAR

Sound Booth

40X40 MOBILE STAGE

BACKSTAGE  
Production - Dressing

GATE 5

Ice/Concessi

GATE 3

Crew Tent

ARTIST CATERING TENT

GATE 4

THE BEACH/OCEAN

THE BEACH/OCEAN

