

INTERNATIONAL POP WEEK

2010 Sponsorships

GOLF TOURNAMENT | ART FESTIVAL | POP FESTIVAL



all for africa

**INTERNATIONAL
PALM OUT POVERTY WEEK**

SEPTEMBER 27TH THROUGH OCTOBER 4TH, 2010





THE MISSION

All for Africa, a 501-(c)3 non-profit organization, takes a collaborative approach to poverty reduction by working with the private sector to foster projects that generate economic and social benefits in the communities in which they are located.

Programs focus on agriculture, clean water, community health, education, energy, environmental impact, micro-financing and skills training/livelihood creation.

All for Africa provides a forum for collaborative conversation and education amongst all stakeholders including private sector, NGOs and civic organizations through a coordinated program of events and information support through our web site, electronic newsletters and extended reach through our network of strategic partners in the private and public sector.

All For Africa INTERNATIONAL PALM OUT POVERTY WEEK September 27th through October 4th, 2010



WHY ALL FOR AFRICA?

- Your gift is not a “here today, gone tomorrow” donation. Your donation is a philanthropic investment which increases in value by 35 times over the next 35 years.
- All for Africa is a leader in promoting collaboration amongst not for profit and local community organizations implementing successful projects on the African continent.
- All for Africa develops programs that take a holistic approach to the long-term sustainable economic growth of local communities throughout Africa.
- An investment in Africa is an investment in our world economic and environmental community.



ABOUT THE PALM OUT POVERTY INITIATIVE

- In 2008, All for Africa launched *Palm Out Poverty (POP)*, All for Africa's flagship campaign. The Palm out Poverty program will **provide significant long-term sustainable economic impact** while also serving as a foundation for considerable **continent wide benefits relating to poverty reduction, illness prevention and education**. POP is being developed, built and managed with sustainable and environmentally sound practices and policies. The project is a member of the Roundtable on Sustainable Palm Oil and is committed to promoting local community engagement.
- Working with Herakles Farms, **All for Africa is planting one million oil palm trees on approximately 17,000 acres of land in West Africa**. Once mature, the trees will yield approximately 300,000 barrels of sustainable crude palm oil each year for the next 35 years.
- As well as providing direct positive local and regional impact, the **Palm Out Poverty Initiative is expected to create \$700 million dollars in long term funding** generated through the production and sale of palm oil. **These funds will be utilized to develop programs and build capacity for community level projects in clean water, community health, education, energy, micro-financing and skills training/ livelihood creation**.
- All for Africa's start-up cost is \$20 per tree. The cost from the planting of the seedling, until the tree reaches oil-producing maturity (3 years) is approximately \$70 per tree and includes the seeds, fertilizer, planting, growing and harvesting. Herakles Farms is subsidizing each tree at approximately \$50 per tree, while All for Africa is raising the funds through donations for the initial share of the unsubsidized cost of \$20 per tree.

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LONG TERM REGIONAL AND CONTINENT WIDE IMPACT

- Avoids the *here today, gone tomorrow* problem of philanthropic funding – **POP will generate an estimated \$700 million dollars in funding** for program development and capacity building for programs in clean water, community health, education, energy, micro-financing and skills training/livelihood creation.
- A donation to POP will be a **philanthropic investment that is expected to increase in value 35 times** over the next 35 years. A \$500 donation is expected to generate \$17,500 in long term funding for crucial nonprofit initiatives.
- Revenue from palm oil sales will allow for program development and capacity building across the continent – all with a focus on **creating local and regional economic independence**.
- Currently successful programs can now focus building capacity and expanding mission, rather than fundraising.
- POP trees **will absorb more than 28,000,000 pounds of carbon dioxide** every single year.
- POP trees are contributing to the productivity of Africa's uncultivated farmland. About 60% of the world's potential farmland that is uncultivated is in Africa alone.
- Herakles Farms/Palm Out Poverty Initiative is a **member of the Roundtable for Sustainable Palm Oil**. POP trees are setting a global example of sustainable and ethical palm oil production.



POSITIVE DIRECT LOCAL/REGIONAL IMPACT

- Hiring local labor – total project will create **700 agricultural jobs**;
- **Infrastructure development** to include power generation, processing mills, and repair facilities;
- **Large scale infrastructure development** to include road, bridges and ports;
- **Social infrastructure development** including schools, medical centers, recreational facilities, employee housing and clean water;
- **Small-and-medium-sized-enterprise (SME) development** in local and regional economies;
- **Lower local cost of processed crude palm oil** and palm kernel oil – currently there are few large-scale producers to meet local/regional demand for this food staple;
- **Best practices for environmental impact and resource efficiency** taught to neighboring smallholder farmers and workers;
- Smallholder model to support local farmers, assisting in building scale, increasing yields, improving sustainability best practices and assuring a community buyer at a fair rate;
- Project includes local High Conservation Value Forest (HCVF) and Critical Habitat preservation.



WHY PALM OIL?

- Both increasing population growth and production of bio-fuel are causing vegetable oil consumption to grow faster than supply and palm oil is best positioned to supply this demand.
- Because of the oil palm's high oil yield and its versatility, it is the world's main source of vegetable oil and fats.
- It is an essential input in food, soap, personal care production, and fuels.
- Oil palm is one of the most efficient crops, producing the highest energy output:input ratio of all other vegetable oil crops. Required low input of fertilizer, fuel and pesticides, and is not genetically modified. It requires only 0.26 hectares of land to produce one ton of oil while soybean, sunflower and rapeseed require 2.22, 2 and 1.52 hectares, respectively, to produce the same.
- Palm Oil has a superior health profile (lacks trans-fats, non-genetically modified, potential to lower cholesterol, and an abundance of anti-oxidants).
- West Africa has climatic conditions that are ideal for the native plant and an abundance of previously logged land ready for cultivation, which will create agricultural development and economic growth in West Africa.



INTERNATIONAL PALM OUT POVERTY WEEK

- We are officially declaring the Week of September 28th to October 4th, 2010 International Palm Out Poverty Week (POP). Our goal for the week is to gather hundreds of individuals from around the globe to help us increase awareness and bring us one step closer to our fundraising goals.
- The fundraising goal for International POP Week is \$500,000. When this goal is achieved we will have raised funds to plant 25,000 trees, producing approximately \$500,000 per year for 35 years to support programs in health, education, skills training and microfinance.



EVENTS INCLUDE:

Championship Fundraising Dinners – An International Viral Campaign

September 28th-October 31st

Host an African Dinner and Raise \$1,000! Held worldwide

Golf Tournament

at Glen Arbor Golf Course

10am-8pm Tuesday, September 28th, 2010

Art Festival

featuring a showcase of African art and a speaking program

September 29th, 2010

POP Festival

The African Event of the year in New York City featuring **Quest Love, Bajah + the Dry Eye Crew,**

MC Sahr Ngaujah, celebrities, business decision makers, African food, beverages, dancing and celebration!

SLATE, on 21st between 5th and 6th

Monday, October 4th, 8 pm to 1 am



WEEK LONG SPONSOR: \$60,000 (September 28th – October 4th)

- Logo, blog and highlights with Africa.com our media partner (100,000 hits per month)
- All for Africa Partnership Recognition – Fortune Magazine, World's Most Admired Companies Issue, March 2011
Includes logo, company name and url. 5 Million + readers internationally
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach
- VIP Table of 10 at the POP Festival (includes stage side seating with complimentary bottle service throughout the evening and access to celebrities and high-end business decision makers)
- 4 spots in the Golf Outing, 4 Tickets to Art event
- Logo as presenting Sponsor on POP Week Web Pages with link to company webpage on allforafrica.org
- Highlights and mentions in all PR
- Logo at each event on Step and Repeat
- Speaking and presenting opportunities at each of these events
- Opportunity for marketing and/or product distribution at all of the events
- Podcast Interview on our Web site, with Links to iTunes
- Newsletter highlight section in September featuring an article about your company or organization



POP FESTIVAL SPONSORS: \$30,000 (October 4th, 2010)

- Logo and recognition on Africa.com (100,000 hits per month)
- All for Africa Sponsorship recognition - Fortune Magazine, World's Most Admired Companies Issue, March 2011
Includes logo, company name. 5 Million + readers internationally
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach
- VIP Table of 10 at the POP Festival (includes stage side seating with complimentary bottle service throughout the evening, food buffet and access to celebrities and high-end business decision makers)
- 4 Additional General Admission Tickets
- Logo as presenting sponsor on Championship Fundraiser Dinner Campaign Outreach page with company profile
- Highlights and mentions in all PR
- Logo on event on Step and Repeat
- Logo, Company information and url links on invitations, websites and on allforafrica.org
- Speaking and presenting opportunities at each event
- Opportunity for marketing and/or product distribution at event
- Company logo and article in All for Africa September newsletter Seeds of Progress



POP FESTIVAL SPONSORS: \$15,000 (October 4th, 2010)

- Logo and recognition on Africa.com (100,000 hits per month)
- All for Africa Sponsorship recognition - Fortune Magazine, World's Most Admired Companies Issue, March 2011
Includes logo, company name. 5 Million + readers internationally
- VIP Table of 10 at the POP Festival (includes stage side seating with complimentary bottle service throughout the evening, food buffet and access to celebrities and high-end business decision makers)
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach
- Logo on event on Step and Repeat
- Logo, Company information and url links on invitations, websites and on allforafrica.org
- Company logo and acknowledgement in September newsletter Seeds of Progress



POP FESTIVAL SPONSORS: \$7,500 (October 4th, 2010)

- Logo and recognition on Africa.com (100,000 hits per month)
- All for Africa Sponsorship recognition - Fortune Magazine, World's Most Admired Companies Issue, March 2011
Includes company name. 5 Million + readers internationally
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach
- VIP Table of 10 at the POP Festival (includes stage side seating with complimentary bottle service throughout the evening, food buffet and access to celebrities and high-end business decision makers)
- Logo, Company information and url links on invitations, websites and on allforafrica.org
- Company listing and acknowledgement in September newsletter Seeds of Progress



\$25,000 SPONSORSHIPS – September 28th, 2010 Golf Outing

For the Golf Tournament (September 28th, 2010) to benefit All for Africa

Located at GlenArbor (a Gary Player designed course in New Bedford, NY)

- Round of Golf for Four Players
- Happy Hour and Dinner
- Practice Facility
- Two Hole Signage
- Logo on Step and Repeat for Dinner Photo opportunities
- Company Logo on Golf Balls, Hats, T-Shirts, or Water Bottles
- 4 VIP Tickets to the POP Festival (October 4th, 2010)
- Company logo and URL in September Newsletter
- Company logo and URL on POP launch event pages
- Logo and recognition on Africa.com (100,000 hits per month)
- All for Africa Sponsorship recognition - Fortune Magazine, World's Most Admired Companies Issue, March 2011. Includes logo, company name. 5 Million + readers internationally
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach



ART FESTIVAL SPONSOR: \$2,500 (September 29th, 2010)

- 4 tickets to the art event
- Logo on event website
- Logo in invitation and collateral
- Logo on event step and repeat banner



MEDIA SPONSORS:



okayafrica.

GIVING YOU TRUE NOTES SINCE 247,000 BC

FORTUNE

All For Africa INTERNATIONAL PALM OUT POVERTY WEEK September 27th through October 4th, 2010



IN-KIND SPONSORS: Afrocentric liquor, beer, wine, silent auction, food for events

- 2 Tickets to the POP Festival on October 4th, 2010
- Signage on the table
- Logo on events website
- Logo in all invitations and collateral
- Mention on all media sponsor programming or print
- A blog or podcast about your business
- Logo and url on Sponsor Page: POP Viral Dinner Campaign featuring Marcus Samuelsson, 100,000 + initial outreach. A cooperative marketing campaign for patrons to download coupons for your business to be used during POP Week.



MARKETING DEMOGRAPHICS

Your presence during Palm Out Poverty Week will expose your brand to over 1,000 event attendees. Online exposure for our International Group of Champion Fundraising Campaign will increase visibility to our over 10,000 supporters!

- Total Supporters: 10,000
- Unique Visitors to Website: 7,000 per month
- E-mail Distribution Subscribers: 2,500+
- Demographic Breakdown:
 - 55% High Net-Worth Business Executives and Leaders
 - 45% Professional African Diaspora
 - 20% Professional African Americans
 - 30% College/University Students
 - 75% Pursuing Advanced Degrees
 - 46% Male
 - 54% Female



PROGRAM DELIVERY PARTNERS

- AMREF
- Face Africa
- Batonga Foundation
- Georges Malaika Foundation
- MacDella Cooper Foundation
- Our Reading Spaces
- Shine on Sierra Leone
- Christian Solidarity International
- Youth Action International
- Africare
- Charity: water
- Little Sisters of St. Francis

- Miracle Corners of the World
- Save Africa Inc
- SOLEM (University of Paris)
- Ubuntu Education Fund
- Zara Center

Total Mailing List across all partners and All for Africa: 8,500

Total Face Book Supporter across all partners and All for Africa: 60, 691



PRESS TO BE INVITED

- New York Daily News
- Amsterdam News
- Black Star News
- Africanpath.com
- African News Digest
- African Sun Times
- WHCR Radio 90.3 FM (Harlem)
- New York Beacon
- Fight Beat
- Liberty News.com
- MSG.com
- Le Griot Newspaper/Afrikanspot.com
- Diamondboxing.com
- SAR FM Radio
- Fortune Magazine - Confirmed
- The African Bazaar - Confirmed
- Africa.com – Confirmed
- New York Times – Social News
- Vanity Fair
- Essence



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- Sony



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ASSOCIATION PARTNERSHIPS

- Corporate Council in Africa
- Business Council of International Understanding (BCIU)
- UN Office of Partnerships
- UN Foundation



OUR FOUNDING CORPORATE PARTNERS

Sithe Global Power, LLC is an international development company engaged in the development, construction, acquisition and operation of electric generation facilities in attractive markets around the world. www.sitheglobal.com

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