

**AFRO  
WEST**  
CANADA

**AFRO WEST 2022**



**KAREATIVE INTERLUDE**

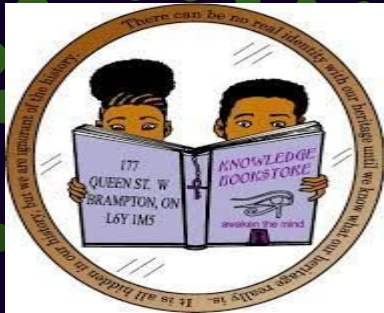
**IN PARTNERSHIP WITH**

**SUPERIOR SHEA BUTTER BLENDS &**

**KNOWLEDGE BOOKSTORE**

**PRESENT**

**AW2022**



# //AFROWEST 2022

## GOALS OF AW22

- CELEBRATE THROUGH AFRICAN DANCE + MUSIC
- OFFER AN ORIGINAL EXPERIENCE IN BRAMPTON
- PROVIDE AN ARRAY OF ACTIVITIES + CONNECTIONS
- MARKET A QUALITY EVENT FOR 2022 W TECHNOLOGY
- CONNECT BRANDS WITH NEW AUDIENCES FOR 2022
- HAVE CHILDREN + FAMILIES ENJOY THE IMMERSION
- + VIBE THAT SHOWCASES THE RICHNESS OF AFRICA
- UTILIZE ART TO HIGHLIGHT COMMUNITY DEVELOPMENT

**UTILIZING THE PLATFORM OF AFRICAN MUSIC TO EMPOWER LOCALLY AND INTERNATIONALLY TO ENHANCE CULTURAL, SOCIAL, ECONOMIC AND COMMUNAL CONNECTIONS THROUGH THE ARTS.**

**BUILDING AN APPRECIATION FOR AFRICAN CULTURE AND HERITAGE IN ONE OF THE WORLD'S MOST DIVERSE AND MULTICULTURAL CITIES.**

## MISSION

BRINGING NEW STORIES, NARRATIVES AND IDEAS TO THE FOREFRONT.

HIGHLIGHTING FAMILY, COMMUNITY AND CULTURE

## VISION

TO CELEBRATE AFRICAN HISTORY AND HERITAGE BY LIVING THE MOSAIC IN A BOLD AND INNOVATIVE WAY

# HOSTS OF AFROWEST 2022

Bringing out the STARS

Jamar McNeil

Trey Armstrong

Jessie Jones

Providing a platform for artists, entertainers  
and community to experience the essence  
of the African continent and diaspora.





# BRAMPTON AS THE INNOVATION HUB OF CANADA

**AFROWEST 2022** will bring an **INNOVATION** to the Flower City by highlighting local food and cuisine, providing an **economic boost** to the core and bringing tourists to Brampton to enjoy the sights and sounds of **AW2022**.





A CELEBRATION OF CULTURE

A CELEBRATION OF COMMUNITY

A CELEBRATION OF CREATIVITY

A FESTIVAL to inspire the entire family

# EXPOSING QUALITY PRODUCTS & SERVICES TO BRAMPTON AND THE WORLD

With over 75 vendors and community showcases, **AFROWEST 2022** will transform the downtown core into a **village** of interactive celebrations, cultural empowerment & community **investment**.





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BRINGING OUT  
THE BEST,  
FROM EAST TO WEST



# COMMUNITY ENGAGEMENT OF AW2022

- **HIGHLIGHTING** existing businesses, resources & community supports
- LOCAL LEADERS, VOLUNTEERS & COUNCILLORS **celebrating Brampton**
- **SPONSORSHIP INVESTMENT** into the African Brampton Community
- **AUDIENCE EMPOWERMENT** to CELEBRATE THE BEST Brampton has to offer







# CAPACITY - CONNECTION

AFROWest 2022 aims to bring a positive, powerful and impactful vibe to the City of Brampton. The attention from all media outlets, attendees, audience, participants and stakeholders of the 1 day festival will leave an indelible mark for years to come on the city through **effective capacity - connection**. ☆



**"AW2022 will be an event to REMEMBER!"**

- Start great conversations about depth of programming and enjoyment of African Canadian culture.
- Engage a diverse audience with an impactful vibe to network, collaborate and activate community.
- A community event that promotes wellness, technology and the arts to foster tolerance & education.
- Community building to further economic growth, social development & integrate community services.

# WHERE IS THE PARTY AT?

## Proposed Sites for AW2022

### Gage Park

- 71 Acres
- Multifunctional Park
- Floral Garden + Gazebo
- Accessible Play Structure
- Additional Space for Seating
- Safe Environment
- Hosted Previous Events
- Central to Brampton Core
- Nearby Street Parking + P
- Park Connected w History

### Emancipation Park

- 100 Acres
- Large Open Space for Event
- Able to Host Sporting Activities
- Able to Host Concerts + Stages
- Accessible Routes to Site
- Space for Food Trucks
- Outside the Brampton Core\*
- Flexible Set Up + Function
- Provide Key Supports\*\*\*
- Park Connected w Heritage



Alternative sites are being considered for AW2022 ex. Chinguacousy Park\*\*\* due to need for water and electricity; Also a VIRTUAL contingency plan is designed\*\*

# BUILDING UP THE COMMUNITY

## Through Economic Unity

### Community Partners

Superior Shea Brand  
Knowledge Bookstore  
BCAN Peel  
Caribbean Vibrations  
Planet Africa  
Malcolm's Choice  
Kreative Interlude  
Jones + Jones Prod.  
City of Brampton

### Event Sponsorship

Up North Naturals  
Faye Beverages  
Hudhud - Safarione  
Ethiopian Airlines  
Newman Water  
Dream Realty Inc.  
Afrocan  
PACU  
Primus + Star

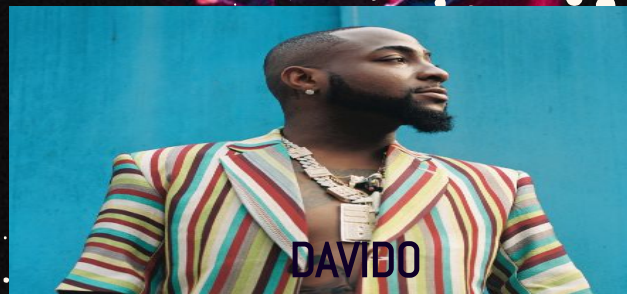
### Organizational Grants

Telus Family Foundation  
Ontario Arts Council  
Metcalf Foundation  
Skills Development Fund  
Canadian Heritage  
Ontario Cultural Attraction Fund  
Canada Tourism Fund  
Brampton Festival  
+ Advance Brampton Fund  
+ Neighbourhood Initiative



WANT BIG IMPACT?  
AFROBEAT ATTRACTS COMMUNITY

A chance for fans to enjoy  
marquee performances



# A FAMILY AFFAIR FILLED WITH POSITIVE VIBES - GREAT MUSIC - SOUL STIRRING FESTIVITIES

MUSIC

FOOD

DANCING

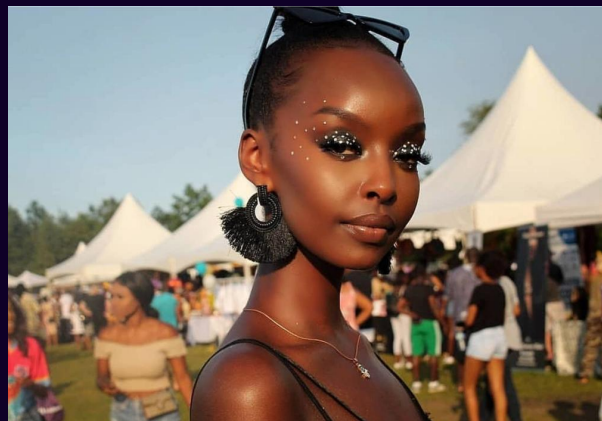




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[www.afrowestfestival.ca](http://www.afrowestfestival.ca)







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QUESTIONS?



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THANK YOU!

