



SPONSOR FAQ – AFRICAN RESTAURANT WEEK

General Sponsorship

1. What types of sponsorship opportunities are available?

We offer a range of sponsorship options including:

- Festival activations (on-site presence)
- Category-exclusive sponsorships (e.g., official supplier)
- Jollof Competition sponsorship
- Influencer & digital campaign integration
- Official Guide advertising and features

All packages can be customized based on your brand goals.

2. What cities does African Restaurant Week operate in?

African Restaurant Week spans multiple markets including:

- New Jersey
- New York
- Delaware
- Philadelphia
- Maryland
- Oakland
- DC
- Chicago
- Houston

- Minnesota
- LA
- Atlanta

Sponsors have the option to activate in one or multiple cities.

3. Who attends the festival and participates in the experience?

Our audience includes:

- Food enthusiasts and culturally engaged consumers
- Restaurant owners and chefs
- Vendors and small business owners
- Influencers and media

This creates a unique mix of B2C and B2B engagement opportunities.

Festival Activations

4. What does a festival activation include?

Depending on your package, activations may include:

- Booth or branded space at the festival
- Product sampling or demonstrations
- Lead capture opportunities
- Signage and brand placement

5. Can we sell products at the festival?

Yes, depending on your category and setup. This can be discussed during onboarding to ensure alignment with event guidelines.

6. What are the setup requirements for sponsors?

Sponsors are typically responsible for:

- Booth setup (tent, table, branding materials)
- Staffing their activation
- Any product or promotional materials

We will provide detailed setup instructions ahead of the event.

Food & Chef Integration

7. Can our product be featured in food or chef experiences?

Yes. Select sponsors can be integrated into:

- Chef tastings

- Vendor menus
- Jollof Competition or cooking demonstrations

This is especially valuable for food and beverage brands.

8. What is the Jollof Competition and how can we sponsor it?

The “Taste & Vote: Jollof Competition” is a signature festival experience where chefs compete and attendees vote. Sponsors can:

- Brand the competition
- Provide ingredients or prizes
- Receive stage mentions and visibility

Marketing & Promotion

9. How will our brand be promoted?

Sponsors receive exposure through:

- Social media campaigns
- Influencer collaborations
- Email marketing
- Event signage and materials
- Inclusion in the official ARW Guide

10. Will influencers be involved?

Yes. We work with influencers to amplify the experience. Sponsors may be featured in influencer content depending on the package.

Business & Networking

11. Can we connect directly with restaurants and vendors?

Yes. The festival provides direct access to:

- Restaurant owners
- Chefs
- Food vendors

This is a strong opportunity for partnerships, distribution, and lead generation.

12. Are there B2B opportunities beyond the festival?

Yes. Sponsors may be included in:

- Restaurant activations
- Guide placements
- Extended campaigns across our ecosystem

Pricing & Customization

13. Can sponsorship packages be customized?

Absolutely. We tailor packages based on:

- Your goals (visibility, engagement, sales)
- Target audience
- Budget

14. Do you offer category exclusivity?

Yes. Select sponsorships offer exclusive category positioning (e.g., official supplier), ensuring no direct competitors are included.

Logistics & Timeline

15. When is the festival?

16. When do sponsors need to confirm participation?

We recommend confirming as early as possible. Sponsorship categories are limited and filled on a first-come basis.

17. What happens after we sign on?

You will receive:

- A sponsor onboarding guide
- Activation planning support
- Marketing integration timeline
- Event-day logistics

18. How do we measure success?

Depending on your activation, success can include:

- Brand impressions and reach
- Engagement (on-site + digital)
- Leads captured
- Direct sales or partnerships

19. Who do we contact for next steps?

connect@africanrestaurantweek.com

www.africanrestaurantweek.com

