



September 13, 2020

Harambee Festival
was established in
1974

Company

% Mr/Mrs Owner

Harambee Festival
814 Whitestone Lane
Dallas, TX 75232
214-533-2054

Dear Mr./Mrs. Owner,

Harambee! Perhaps you're familiar with this Swahili greeting which means "Let's Pull Together!"

**Harambee
Steering
Committee**

For 45 years, since 1974, the Harambee Festival of Dallas has done just that – it has pulled our community together for both support and enjoyment, on the last Saturday of October. This event provided a central hub for community resources for families and local businesses. The whole family will be uplifted by this safe alternative to Halloween.

Willie Minor
Chair

Norma Adams-Wade, the well-respected winner of many journalism awards and a popular columnist of the Dallas Morning News says, "Harambee is now the longest-running festival of its kind – a unity festival that now brings together all cultures." The 2020 theme is "Harambee Seeing the Future of Our Children" and our overall mission is to educate and unify all generations, cultures and social groups. This year, as never before, in the aftermath of the Covid-19 Pandemic, our community needs this event.

Bobbie Murkledove
**Co Chair &
Finance Chair**

Due to COVID -19 this year's festival will proceed on October 31, 2020 as planned just on a different format. Local families and those from surrounding cities will still be able to register for: FREE treat bags & care packages during the Drive-Thru virtual event located at 2922 MLK Jr. Blvd., Dallas, Texas 75215 starting at 10:30am to 3:30pm or until supplies last. There is an expectation of over 20+ Community Partners, 50+ Volunteers and 400+ families to attend.

Eltonya Hill
**Marketing &
Promotions Chair**

All families are to stay inside their vehicle with an open trunk. Walk-Ups are also welcome. Masks are required for each volunteer and recipient.

Aloise Erims
Entertainment Chair

Every year we have been able to impact many generations. All participants will be able to share the love by streaming a schedule of live festivities during the Virtual Festival as well. A list of events will soon be announced online via local and national media outlets.

Ella Wilson
Watoto Village Chair

Danette Ausborne
Volunteer Chair

We have a lineup of presenters and youth performers from around the world. This time around, with our Virtual Festival, the Dallas Harambee Steering Committee will reach past our annual attendance of over a thousand families, a

Natashia Cooper
Vendor Chair

hundred vendors and volunteers from across North Texas, as well as to present our traditions and connect with others globally.

The majority of the population carries a mobile device and has a social media account. By acquiring a streaming platform such as Facebook or YouTube and the right promotional mix, the festival will reach well over millions, if not in one day, definitely over one month. Using cross promotions with sponsors, partners, performers, presenters and volunteers, what a great opportunity to reach over a million people across the country and the globe on a mobile format through social media, live streaming views, shares and downloads.

The Harambee Festival is an event you can trust. The Steering Committee insists on a positive, secure experience for every family, volunteer, entertainer and sponsor. Each of our previous 45 years have been incident-free. Our 100+ volunteers earned community service hours and a free lunch. Fifty percent of vendor fees benefited the MLK Jr Community Center Social programs. Attendance topped 5,000. You can be proud to join other highly esteemed sponsors for an event with this kind of history, impact and exposure with sponsors such as:

- The City of Dallas
- Martin Luther King Jr Community Center
- Dallas Tourism Public Improvement District (DTPID)
- The Citizen's Committee to Save Our Children, Inc.
- McDonald's

With your support and the support of like-minded individuals and companies, we can continue this awesome festival. Enclosed you will find information about various sponsorship opportunities and the benefits you/your company will derive from your sponsorship. Please carefully consider how you can help us this year and share this opportunity with others who wish to promote the success of future generations in our community.

Please respond to this letter/email with a written sponsorship description NO LATER THAN Friday, September 25, 2020. All checks are payable to Harambee Dallas or go to <https://paypal.me/HarmabeeDallas>. For more information, please visit www.harambeedallas.org. Further questions can be directed to Willie Minor (214-978-7164) or Bobbie Murkledove (214-533-2054) or send an email to dallasharambeefestival@yahoo.com.

Sincerely,

Willie H Minor Jr

Willie H. Minor Jr., Chairman
