



Harambee

Annual Holiday Market 2025

New Hope Baptist Church

Friday, November 21 • 12p–8p & Saturday, November 22 • 10a–7p

3701 Colorado Blvd. Denver, CO 80205

SPONSORSHIP PACKAGE

About the Market!

The Harambee Holiday Market is a marketplace designed to support and promote small business owners, artisans, and entrepreneurs. Our event creates a unique shopping experience where our community can connect with local business owners, discover high-quality products, and celebrate entrepreneurship. The market helps businesses grow and brings people together during the holiday season.

Why Sponsor the Harambee Holiday Market?

Partnering with us means contributing to economic development, community connections, and business success. This is also an in-person opportunity to engage with over 30 small business owners, gain brand exposure with more than 200 shoppers, and reach an extended audience of over 15,000 through social media and email marketing impressions.

2024 Inaugural Market Success

- 27 small businesses showcased their products and services.
- Over 120 shoppers attended, resulting in increased economic activity.

Harambee 2025 will feature over 30 vendors, ensuring a broader selection of products and greater opportunities for small businesses.



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A Pre-Small Business Saturday Event

SPONSORSHIP LEVELS

Presenting Sponsor - \$3,000

- Premier logo placement on event signage and marketing materials
 - Verbal recognition during the event.
 - Opportunity to speak during the market.
- Dedicated space for brand activation at the event.
 - Inclusion in post-event impact reports.
- Inclusion of branded items in attendee swag bags
- Includes all benefits from Community Champion and Small Business Advocate levels.

Community Champion Sponsor - \$1,000

- Featured logo placement on event materials and signage.
 - Recognition in digital promotions and social media.
- Booth space at the market for direct engagement with attendees.
 - Inclusion of branded items in attendee swag bags
- Opportunity to distribute promotional materials in attendee swag bags.
 - Acknowledgment in event press releases.

Small Business Advocate - \$500

- Logo placement on select event signage
 - Mention in social media promotions.
- Inclusion of branded items in attendee swag bags
 - Recognition in the event program.

LET'S MAKE AN IMPACT, TOGETHER!

By sponsoring the Harambee Holiday Market, you're directly contributing to the success of local entrepreneurs and supporting economic growth in the community. We invite you to be part of this event and help create meaningful opportunities for small businesses to succeed.

For sponsorship inquiries or more details, please contact Tonoa Manuel, COO, at tonoa@ayaafoundation.org. We look forward to partnering with you!

For more information, visit www.ayaafoundation.org or contact us at community@ayaafoundation.org

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