



THE EIGHTH ANNUAL

AFRO BEATS

AT THE

LAKE

AUGUST 22ND, 2026



**A CULTURAL
PLATFORM.**

AFROBEATS AT THE LAKE IS A COMMUNITY-DRIVEN FESTIVAL CELEBRATING MUSIC, ART, AND CREATIVE EXPRESSION FROM ACROSS THE AFRICAN DIASPORA.

NOW IN ITS 8TH YEAR, IT HAS GROWN INTO A MARQUEE SUMMER EVENT IN OAKLAND, DRAWING 4,000+ ATTENDEES AND SUPPORTING A THRIVING ECOSYSTEM OF ARTISTS, CREATIVES, AND SMALL BUSINESSES.

MORE THAN A FESTIVAL, IT IS A CIVIC AND CULTURAL PLATFORM—CREATING SPACE FOR CONNECTION, REPRESENTATION, AND ECONOMIC OPPORTUNITY.

**BUILT BY
COMMUNITY**





14K

INSTAGRAM FOLLOWERS

527K IMPRESSIONS (90 DAYS)

69K ACCOUNTS REACHED

2.5K PROFILE VISITS

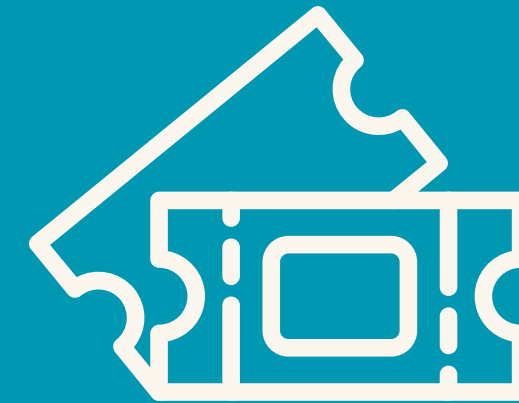


25-44

CORE DEMOGRAPHIC (~62%)

59% WOMEN / 41% MEN

**TOP MARKETS:
OAKLAND, SF, SAN JOSE, SACRAMENTO**



+4K

ATTENDEES TO THE FESTIVAL

**+15K HARD TICKETS SOLD FOR OUR
OTHER EVENTS
OVER THE LAST 12 MONTHS**

2026 VISION

- **\$150K SPONSORSHIP GOAL**
- **+25% ATTENDANCE GROWTH**
- **DEEPENING PARTNERSHIP WITH THE CITY OF OAKLAND**
- **EXPANDING COLLABORATIONS WITH LOCAL CREATIVES & COMMUNITY ORGANIZATIONS**

TO ESTABLISH AFROBEATS AT THE LAKE AS A FLAGSHIP WEST COAST CULTURAL DESTINATION WITH NATIONAL RELEVANCE



SPONSORSHIP OPPORTUNITIES

SUPPORTER (\$5K-\$10K)

- BRAND MENTION (WEBSITE + DIGITAL)
- TICKETS + ON-SITE PRESENCE

BRONZE (\$15K-\$25K)

- VENDOR BOOTH / ACTIVATION
- SOCIAL MEDIA INCLUSION
- EVENT TICKETS + BRAND VISIBILITY

SILVER (\$25K-\$40K)

- PREMIUM ON-SITE PRESENCE
- DEDICATED SOCIAL + VIP EXPERIENCE
- INTEGRATION INTO FESTIVAL PROGRAMMING

GOLD (\$40K-\$75K)

- HIGH-VISIBILITY BRAND PLACEMENT
- CUSTOM CONTENT + CAMPAIGN INTEGRATION
- PREMIUM HOSPITALITY + EXPERIENTIAL ACTIVATION

OFFICIAL PARTNER (\$75K+)

- CATEGORY EXCLUSIVITY
- CO-BRANDED FESTIVAL PRESENCE
- FULL-SCALE INTEGRATION ACROSS ON-SITE, DIGITAL, AND MEDIA
- PREMIUM VIP + HOSPITALITY ACCESS

**CUSTOMIZABLE PACKAGES ARE AVAILABLE FOR ANY AND ALL DONATIONS. NOTHING IS TOO SMALL.
PLEASE CONTACT US TO DISCUSS POSSIBLE OPPORTUNITIES.**

CONTACT US

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OR

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