



FESTIVAL GUIDE

2021

WWW.AFRICANFESTUSA.ORG

BROUGHT TO YOU BY AFRICAN FEST USA | 233 E SOUTHERN AVE #26168 TEMPE, AZ 85282

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Festival Guide

African Fest USA is more than an event; it is a showcase of a continent. This family gathering is for the entire and community and we want everyone's experience to be wonderful and exciting. We want you to enjoy the Festival in person, but before you arrive on the day of the Festival we want to keep you updated on the happenings of the day and events leading up to the festival.

Our team has prepared this document for you to view with relevant and important information for vendors, sponsors, and guests in the months leading up to the Festival. We will cover all aspects of the event to keep you informed on preparations leading up to the event; including guests and surprises.

Please follow African Fest USA on Facebook and Instagram for updates to the talent and performance lineup.

FESTIVAL DETAILS

The African Fest USA will take place at Kiwanis Park's Ruben Romero Picnic Area in Tempe, Arizona.

KIWANIS PARK

Ruben Romero Picnic Area

5500 South Mill Avenue Tempe, AZ 85283

Mill Avenue and All America Way

Gates will open Friday at 12:00 and Saturday and Sunday will open 11:00am the event will close at 6:30pm.

TICKETS

Tickets for African Fest 2021 can be purchased online at Africanfestusa.org or at the gate on the day of the event. Ticket prices are as follows:

CHILDREN	0-5 years	GA	FREE
YOUTH	6-12 years	GA	\$5
ADULT GA	12+ years	GA	\$20
*VIP	12+ years	VIP	\$100

***VIP ticket includes: Front parking, Express entrance, Exclusive access to VIP lounge area, one free drink, Front row seat to fashion show, Meet and greet with designers and artists**

***Pricing for children and youth accompanying VIP adults will still remain at \$0 and \$5**

VIP LOUNGE AREA SPONSORED by EPIC PARTY TEAM Dja's Touch Design

Refunds or exchanges will not be issued or granted.

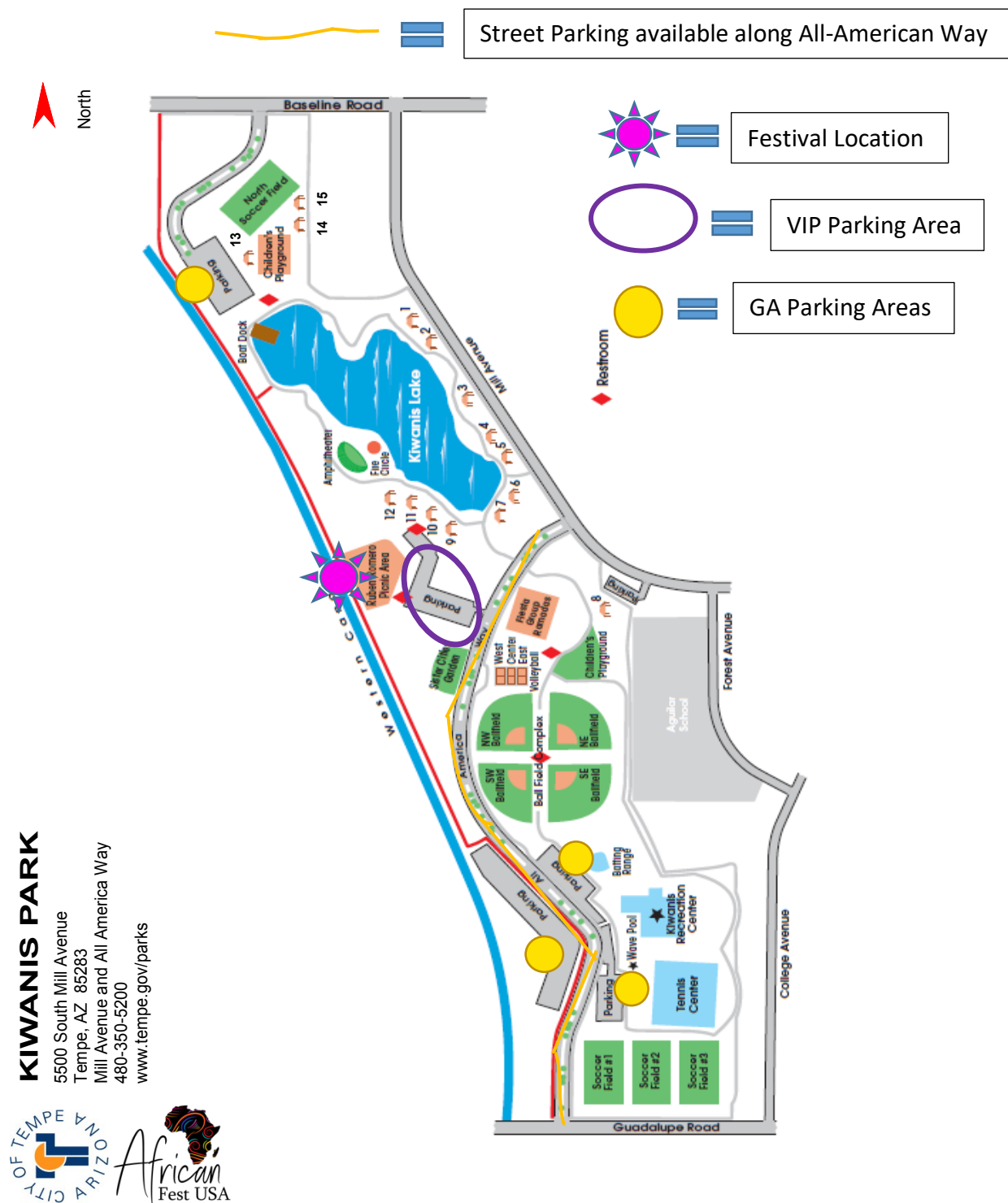
Note that the food sold by festival vendors is not included within ticket pricing and must be purchased separately.

Do not forget an ID and copy of your ticket receipt.

Parking will be available at almost all designated parking areas throughout Kiwanis Park (see map). There is designated **VIP ONLY parking** directly across the Ruben Romero Picnic Area.

MAP

Please see map below for event layout/details.



Festival Location

VIP Parking Area

GA Parking Areas

KIWANIS PARK

5500 South Mill Avenue
Tempe, AZ 85283
Mill Avenue and All America Way
480-350-5200
www.tempe.gov/parks





- | | | |
|---------------------|-----------------------|--|
| 10x10 Tent | 10x10 Tent with Power | Food Trucks/Vendors with/without Power |
| Tabletop Only | Handwashing Station | Portable Restrooms |
| Festival Fence Line | VIP Area | Existing Park Restrooms |
| | | ATM |

PROHIBITED ITEMS

- ❖ Metal, plastic and glass containers of any kind
- ❖ Backpacks and large bags over 14"x14"
- ❖ Large flags and banners
- ❖ Poles and staffs (metal, plastic, or wooden)
- ❖ Weapons of any kind
- ❖ Food and beverages
- ❖ No animals (with the exception of service animals)
- ❖ Fireworks
- ❖ Whistles, air horns of any kind
- ❖ Laser pointers
- ❖ Umbrellas
- ❖ No adhesive stickers of any kind
- ❖ No coolers or containers of any size
- ❖ Missile/projectile like objects
- ❖ No frisbees or inflated balls of any kind
- ❖ Confetti and streamers
- ❖ Selfie sticks
- ❖ Smoking (ex: cigarettes, cigars, e-cigarettes and vapes)
- ❖ Coolers or Personal Glassware
- ❖ Instruments
- ❖ Outside Food & Beverage
- ❖ Unauthorized drones or aerial devices
- ❖ Drugs & Drug Paraphernalia
- ❖ Pets & animals – (only CERTIFIED service animals are permitted)

All attendees are subject to search upon entry.

PHOTO RELEASE

BY ENTERING AND BY YOUR PRESENCE AT THE AFRICAN FEST USA Festivals, YOU CONSENT TO BE PHOTOGRAPHED, FILMED AND/OR OTHERWISE RECORDED. YOUR ENTRY CONSTITUTES YOU CONSENT TO SUCH PHOTOGRAPHY, FILMING AND/OR RECORDING AND TO ANY USE, IN ANY AND ALL MEDIA THROUGHOUT THE UNIVERSE IN PERPETUITY, OF YOUR APPEARANCE, VOICE, AND NAME FOR ANY PURPOSE WHATSOEVER IN CONNECTION WITH THE AFRICAN FEST USA 2021. YOU UNDERSTAND THAT ALL PHOTOGRAPHY, FILMING AND/OR RECORDING WILL BE DONE IN RELIANCE ON THIS CONSENT GIVEN BY YOU BY ENTERING THE FESTIVAL GROUNDS. IF YOU DO NOT AGREE TO THE FOREGOING, PLEASE DO NOT ATTEND THE AFRICAN FEST USA Festivals.

SCHEDULE

The African Fest USA stage is the center of the Festival experience and will host international guests, fashion shows and global music personalities. As artists and guests sign up we will be sharing updates via social media.

COMING SOON!

- ❖ Shop Traditional African Art, Spices, Clothing, and Goods
- ❖
- ❖ Chance to win lunch or dinner for 2 once a week for a year at Cafe Lalibela

VENDORS

Vendors are an important part of the image of the Festival. We are committed to selecting a variety of African food, service, crafts and merchandise vendors to be part of our Festival. There will be several locations throughout the Festival grounds where vendors will be stationed. There will be local and international African vendors providing a variety of products and tests for all guests to enjoy.

- ✓ Vendors are first come, first considered. Contact us as soon as possible to discuss how we can incorporate you in to the Festival.

We are looking for:

- ✓ Food Vendors
- ✓ Retail Vendors
- ✓ Artists/Crafters
- ✓ Service Providers

We believe the experience is defining element of the Festival and vendors play a key part to how visitors will spend their time. To provide an enjoyable experience for vendors and visitors we carefully consider products and services provided by everyone. If approved, we will follow up with details on how to sign-up for our many spaces available.

Application: <http://www.africanfestusa.org/festival/vendors/>

VOLUNTEER

At African Fest USA we are always happy to have members of the community as part of our team. If you would like to be a part of this exciting event you can email us at infoafu19@gmail.com. We are always happy to give individuals an opportunity to make the Festival a success, because we believe everyone is an important part of the team. By joining the African Fest team, you can make this year's Festival a success.

Having put together a variety of large events, our team is experienced with large teams while incorporating the contribution of individuals. We want you to be a part of this exciting opportunity to share and experience a cultural stage unlike any other. If you believe you have something to contribute, we will listen and give you the opportunity to shine. Contact us today!

SPONSORS

African Fest USA is a cultural exchange hub and sponsors are important to the work we do to share the identity of Africa and Africans to the United States. We want to thank everyone who has helped us to get this point. It is because of individuals and organizations like you we are able to present a festival of this magnitude.

If you would like to sponsor the African Fest USA 2021, or future African Fest USA events

please visit <http://www.africanfestusa.org/get-involved/sponsors/>

A HUGE thank you to this African Fest USA 2021 Sponsors!



NEWS AND MEDIA

Please visit <http://www.africanfestusa.org/press/> for media inquiries.

TRAVEL

Coming soon...

HOTELS

Coming Soon...

FAQs

Q. What is African Fest USA?

A. African Fest USA is a non profit organization based in phoenix, Arizona. The purpose of African Fest USA is to foster understanding of African culture, celebrate and showcase African cultural achievements, and bring the community together through positive experiences. African Fest USA will create an art focused cultural experience to enrich and broaden the knowledge Arizonans have about African descendants and the continent of Africa.

The mailing address of African Fest USA is
233 E Southern Ave #26168 Tempe, AZ 85282

Q. When is the festival?

A. Friday March 26, Saturday March 27, Sunday March 28. 2021

Q. Where is this year's Festival?

A. This year's Festival will be held at Kiwanis Park, Tempe AZ

Q. What time do gates open?

A. The gates will be opened at 12:00 on Friday March 26 & Saturday 27 and Sunday 28 11:00am

Q. Will Re-entry be allowed?

A. We will allow re-entry throughout the day as long as attendee has official festival stamp and/or wristband given upon initial entry.

Q. Will there be vegetarian, vegan and/or gluten-free menu offerings?

A. Yes our vendors will have multiple options to address these dietary needs.

Q. Is there a map of the grounds I can see?

A. Yes, please visit our website or refer to festival guide table of contents for map.

Q. Will you be posting set times in advance?

A. Yes, we will. Beginning February 2021 we will begin sharing the program schedule on social media.

Q. What weather should I prepare for?

A. This is an outdoor event so please prepare for any weather conditions. However, we will update with weather conditions, as we get closer to the Festival date.

Q. Will the Festival be canceled if it rains?

A. No, rain will not cancel the Festival.

Q. Are there ATMs on site?

A. Yes, we will have ATM's. Charges may apply.

Q. How do I become a food partner or activation partner?

A. Please visit Africanfestusa.org and complete the vendor application.

Q. How can I sign up to be a volunteer?

A. You can visit our volunteers page or contact us directly at infoafu19@gmail.com