



2025

PARTNERSHIP PROPOSAL

From

Alkebulan Immigrants Impact Awards



Diversity as a Pathway
TO GLOBAL SOLUTIONS



Table of Contents

Introduction	03
Mission and Vision	03
Our Goals	04
Our Impact	05
The Awards Ceremony	06
Partnership request	07
Global Heritage Festival	09
Why Partner With AIIA	12
Contact Us	13

ABOUT AIIA

The Alkebulan Immigrants Impact Awards (AIIA) is a nonprofit organisation dedicated to promoting social cohesion, diversity, and inclusion in South Africa. Our mission is to celebrate the remarkable contributions and achievements of immigrants and refugees who have made a profound and positive impact on South African society. This is achieved through our flagship initiatives: the annual Awards Ceremony, the Global Heritage Festival, Business round tables and monthly podcast.

Mission

To recognize and celebrate the exceptional contributions of immigrants and refugees in South Africa. We aim to highlight their positive impact on society, promote social cohesion, and inspire others to achieve their dreams.

Vision

To create a South Africa where immigrants and refugees are valued, respected, and fully integrated into society. We strive to foster a culture of inclusion, diversity, and opportunity for all.

GOALS



To raise awareness of the valuable contributions of immigrants and refugees to South African society.

To promote social cohesion and understanding between different communities.

To inspire and empower immigrants and refugees to achieve their full potential.

To advocate for policies that support the integration and inclusion of immigrants and refugees.

OUR IMPACT

Through our awards ceremony and other initiatives, AIIA aims to:

➔ Highlight success stories:

Share the inspiring stories of immigrants and refugees who have made a positive impact on South Africa.

➔ Build bridges:

Foster connections between different communities and promote understanding and respect.

➔ Empower individuals:

Inspire immigrants and refugees to pursue their dreams and make a difference.



THE AWARD CEREMONY



The Alkebulan Immigrants Impact Awards(AIIA) is a prestigious event that shines a spotlight on individuals who have made a profound positive impact on South African society, despite their origins. Our mission is deeply rooted in celebrating diversity and promoting inclusivity, echoing the principles enshrined in the South African Constitution: "South Africa belongs to all who live in it, united in our diversity."



Our awards ceremony serves as a platform to showcase the inspiring stories of immigrants and refugees who have embraced their adopted homeland, surmounted challenges, and enriched the cultural tapestry of our nation. By acknowledging their exceptional efforts and talents, we aim to foster a greater appreciation for the diverse cultures, skills, and experiences that immigrants and refugees bring to South Africa.



We seek to challenge stereotypes and misconceptions surrounding immigrants and refugees by highlighting their achievements, talents, and positive influences. By sharing their remarkable stories, we aspire to inspire others, both immigrants, refugees, and locals, to embrace diversity, collaborate, and work together for a more united and prosperous South Africa.

PARTNERSHIP REQUEST

We invite partners to join us in a movement toward a society that recognizes the potential within every individual, regardless of their origin. Through this commitment, we hope to break down the barriers that divide, and build a community that thrives on unity in diversity. The Awards Ceremony is not just an event or a one-time celebration, but rather, a catalyst for a continuous dialogue that shapes the future of our interconnected community.

By becoming a sponsor or partner of the AIIA, your organisation aligns itself with a cause that celebrates unity, recognizes exceptional individuals, and advocates for positive change in our society. Your support will play a crucial role in highlighting the valuable contributions immigrants and refugees make to the growth and prosperity of South Africa.

You can partner with us in the following ways:

Category 1

R 250,000

- A seat at the VIP table with Diplomats
- Logo on event program
- Logo displayed at venue
- Logo on AIIA website
- Recognition in the Annual Report
- Recognition on AIIA social media
- Opportunity to present an award
- Logo in Lifetime achievement award
- Logo on promotional material
- Verbal acknowledgement at event
- 2 minute promo video

➔ Category 2

R 150,000

- Sponsors an award
- Seat at a VIP table
- Logo on event program
- Logo displayed at venue
- Logo on AIIA website
- Recognition in the Annual Report
- Recognition on AIIA social media
- Opportunity to present award
- Logo on promotional material
- 2 minute video promo

➔ Category 3

R 100,000

- Logo on event program
- Logo displayed at venue
- Logo on AIIA website
- Recognition in the Annual Report
- Recognition on AIIA social media
- Opportunity to present an award
- Logo on promotional material

➔ Category 4

R 20,000

- A table at the Awards
- Logo on promotional material

We are open to sit down for a meeting, and listen to what you have to offer.

GLOBAL HERITAGE FESTIVAL

A month prior to the Alkebulan Immigrants Impact Awards, partners are also invited to enjoy the culmination of all our activities in the year at the Global Heritage Festival. AIIA Global Heritage Festival is a vibrant celebration of the rich tapestry of cultures brought together by immigrants and refugees from around the world who are residing in South Africa. The festival provides a unique opportunity to network, engage and collaborate with the broad audience of more than 2,000 attendees showcasing their global heritage through art, music, dance, traditions and culinary delights. Partners will be given the opportunity to exhibit and showcase their brand and offering to the audience and attendees of the festival.



DATE
Sat, Sept 6th, 2025

TIME
10:00 – 18:00 [AWAITING
CONFIRMATION]

VENUE
TBC

The festival offers an immersive experience, showcasing a wide range of cultural expressions such as:

- Music and Dance: Rhythmic beats and graceful movements from different continents.
- Art and Crafts: Exquisite displays of traditional and contemporary artistry.
- Cuisine: A culinary journey through diverse flavours and tastes.
- Fashion: Showcasing the elegance and creativity of various cultures.

Held annually, the festival aims to foster unity, understanding, and appreciation for diverse heritages. Beyond entertainment, the festival serves as a platform for:

- **Community Building:** Fostering connections among immigrants and locals.
- **Cultural Exchange:** Promoting understanding and respect for different cultures.
- **Economic Empowerment:** Supporting both locally and immigrant-owned businesses and artisans.

Partner with us, by securing a stand at the festival, for R20 000, where you can showcase your brand to an audience of more than 2000 attendees. There, you will have the opportunity to have face-to-face interactions with potential clients.

The other ways in which you can partner with us are as follows:

Category 1

Title sponsorship

R 450 000

- VIP access and networking opportunities
- Logo on event program
- Logo displayed at the venue
- Logo on AIIA website
- 8 VIP tickets to Festival
- Recognition on AIIA social media
- Recognition in Annual report
- Promote your company on stage
- Exhibition stand

Category 2

VIP section sponsorship

R 250 000

- Prominent logo placement in event materials
 - Acknowledgment in press releases and promotional materials
 - High visibility on event signage
 - Premium booth or exhibit space
 - 6 VIP tickets and access
 - Exhibition stand
-

Category 3

Gold sponsor

R 100 000

- An exhibition stand
- Logo on event program
- Logo displayed at venue
- Logo on AIIA on website
- Recognition on AIIA social media
- Logo on promotional material
- 4 VIP tickets

Category 4

Silver sponsor

R 50 000

- An exhibition stand to showcase your brand during the Festival
- Logo displayed at venue
- Logo on the AIIA website
- Logo on promotional material
- 2 VIP tickets

Category 5

Bronze sponsor

R 30 000

- Exhibition stand
- Logo displayed at Festival
- Logo on promotional material

Category 6

Product Placement
sponsorship

R 20 000

- Exhibition stand
-
- 

Why Partner With AIIA

➔ Brand awareness

AIIA is not just an event, but an interaction through which your brand can generate awareness as well as build lasting connections with your target audience. It is a great opportunity for your company to generate interest, among those who don't yet know your brand, by allowing you to present your brand. The interactive nature of AIIA will allow your target market to engage directly with your brand and its products, and allow your company to create emotional connections with future customers. All-in-all, AIIA will boost brand awareness and enable you to reach more people.

Further benefits of becoming a sponsor and partner


- **Brand Visibility:** Your brand will be prominently featured in our marketing materials, social media campaigns, and during the awards ceremony, reaching a diverse audience.
- **Positive Brand Association:** By supporting an event that celebrates diversity and inclusion, your organisation will be associated with positive social impact.
- **Networking Opportunities:** The awards ceremony gathers visionaries, trailblazers, and change-makers, providing your organisation with valuable networking opportunities.
- **Media Coverage:** The event will attract media attention, offering your brand additional visibility and exposure.

We, therefore, kindly request you to join us in recognising dedication, innovation, and commitment to making a positive impact by partnering with us to ensure the success of the Alkebulan Immigrants Impact Awards and the festival. We are open to discuss, and tailor the packages according to your needs.




"Together, let us create a society that embraces diversity, values, inclusivity, and celebrates the contributions of all its members."

Contact Us

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