FUTURE AFRICA NOW:
LE GRAND DAKAR BLOCK PARTY
SEPTEMBER 12, 2010
SPONSORSHIP AND BENEFACtor OPPORTUNITIES
1. OVERVIEW

A BLOCK PARTY THAT EXTENDS THROUGH THREE NEIGHBOURHOODS

Grand Avenue at the corner of Lafayette, represents the intersection of three vibrant Brooklyn neighbourhoods: Fort Greene, Clinton Hill and Bedford Stuyvesant. As Brooklyn is the world capital of the African Diaspora with the largest diversity mix in the known world, in the past, the Grand Avenue Block Party was always all-inclusive and intensely multicultural, welcoming, White, Black, old, young and whatever falls between.

This year, on Sunday September 12th, the concept expands beyond the local, 2010 is the year when at least a dozen African nations celebrate their independence from colonial powers, hence the new and improved Block Party: FUTURE AFRICA NOW.

FUTURE AFRICA NOW will feature the general trademarks of what we’ve come to expect from the Grand Avenue Block party: a marathon day long event of music, food, art, fashion, dancing and good times for all in general. In addition to this, an “African Township’ comprised of booths or stalls where each nation celebrating it’s Golden Jubilee will be represented. These booths will feature culinary, cultural and educational materials.

This proposal is geared at raising the financial and material resources needed to cover the costs of producing this event.
PRESENTED BY LE GRAND DAKAR

From local reputation to international acclaim, Chef Pierre Thiam and by default Le Grand Dakar work the gamut. For six years, Le Grand Dakar has served the needs of the surrounding neighborhoods of Clinton Hill, Fort Green and Bedford Stuyvesant, not only as a neighborhood restaurant, but also as a cultural and social nexus: Pan African cuisine is served, music performed, connections between a diverse array of locals are made: they are music enthusiasts, expatriates, intellectuals, artists, foodies, local flavor... Le Grand Dakar has been a magnet for local and international music and fine art talent. Performers who have been showcased at the restaurant include Zap Mama, Mansour Seck, Les Freres Guissés, Julia Saar, Cheik Lo, Mahawa Kouyate and Leni Stern, to name a few.

On the other hand, Pierre Thiam is an award winning chef and author on the international stage. His reputation has taken him from the prestigious Paris Gourmand Cookbook Awards to contending on the hit show ‘Iron Chef’. His appearances on other shows such as ‘Martha Stewart’ and ‘Good Morning America’ have put him on the national media radar—as one to watch. As a result news of Le Grand Dakar is from far, wide and near: a local and international hub.

2. THE PROGRAM/ EVENTS/ ELEMENTS

Characteristically, this is a day-long marathon of music, dance, eats--kicking off at 9:30 a.m until midnight. On stage will be a steady supply of music from both live bands and DJs, and drumming troupes. There will be outdoor food and beverage stations as well as pan-African cuisine available in Le Grand Dakar restaurant. A list of specific events and festival elements:
Arik Airline Raffle

Arik Airlines has donated a roundtrip for two to Lagos, Nigeria as a raffle prize. The raffle tickets will be on sale from mid-August at Le Grand Dakar and the drawing will take place during FUTURE AFRICA NOW.

Spirit of Africa Awards

The 2010 Spirit of Africa Awards will take place during FUTURE AFRICA NOW. Last years awards were presented by councilwoman Letitia James and Honorees included jazz legend Randy Weston, arts & culture impresario Danny Simmons, film maker, William Greaves amongst others.

Performances

Slated to perform on the mainstage this year:

Bajah and the Dry Eyed Crew -- the hip hop sensations from Sierra Leone,

DJ Mihoko

DJ Laye

The City Billies

Fashion show by acclaimed Brooklyn-based Nigerian designer MOSHOOD.

Film Screening

FUTURE AFRICA NOW is teaming up with the 11th Annual African Film Festival in New York for their summer outdoor series “Cinema under the Stars” to screen the critically acclaimed 2008 feature film “Sex, Okra and Salted Butter” by Mahamat-Saleh Haroun of Chad.
Le Souk (Nation Booths)
The nations celebrating their golden Jubilee will participate in an urban “Souk”--a marketplace and meeting place of cultures. Each “Golden Nation” will have a booth or stall dedicated to spreading it’s music, culture and food. These booths will be run by participating partners: African restaurants, novelty stores and boutiques and thus acting as cultural ambassadors for their respective nations.

3. ESTIMATED ATTENDANCE
Last year an estimated 6000 people passed through the Grand Avenue Block Party. With a solid marketing and PR push we can increase these numbers substantially.

4. MEDIA OUTREACH
• Radio/TV: Currently negotiating media partnerships with several Africa themed radio and cable TV stations.

• Local Print & Online: Our Time Press and Village Voice, Time Out, WNYC and FlavorPill amongst others.

5. MARKETING
• Print: flyers and posters distributed locally
• Online outreach via community partners mailing lists (30,000 strong)
• Social networking sites/ viral marketing
In order to be able to produce the event and cover fixed costs such as sound equipment, stage and bands, this event is offering unique and attractive sponsorship opportunities:

6. SPONSORSHIP PACKAGES

i. Presenting Sponsor

Contribution: US$ 5,000

Offered benefits:

-Sponsor is featured as the presenting sponsor on all printed marketing materials
-Sponsor is mentioned as the presenting sponsor on press releases
-Sponsor is mentioned as presenting sponsor on Face Book Event Website
-Logo or signature treatment on banner/stage
-Sponsor will be able to display corporate banner on stage
-Sponsor will be mentioned by the MC throughout the day
-Sponsor will able to distribute marketing materials at event
-Sponsor will be able to set up own info booth
-Sponsor will have the opportunity for a five minute speech on the main stage
-5 Signed books of YOLELE! By Pierre Thiam
-Opportunity to host* a private VIP dinner event for sponsor's clients and friends at Grand Dakar for up to 20 people.

-alternatively-

-Chef Pierre Thiam will offer his catering* services at private VIP event for up to 20 people.

*Culinary materials costs provided for by the donor, Chef Thiam will provide his expertise and kitchen space.
FUTURE AFRICA NOW:
LE GRAND DAKAR BLOCK PARTY
SEPTEMBER 12, 2010
SPONSORSHIP AND BENEFACTOR OPPORTUNITIES

-Customized benefits available

ii. Co-Sponsor
Contribution: $2500

Offered benefits:
-Sponsor is featured as the presenting sponsor on all printed marketing materials
-Sponsor is mentioned as the presenting sponsor on press releases
-Sponsor is mentioned as presenting sponsor on Face Book Event Website
-Logo or signature treatment on banner/stage
-Sponsor will be mentioned by the MC throughout the day
-Sponsor will able to distribute marketing materials at event
-Sponsor will be able to set up own info booth
-2 Signed books of YOLELE! By Pierre Thiam
-Customized benefits available
iii. Media (Radio or TV) Sponsor

Contribution:
- Sponsor mentions event on a daily basis two weeks prior to the event: highlights event programs, features interviews of event participants, publicizes raffle.
- Sponsor will feature interview with Pierre Thiam and give away two signed books to listeners.
- Sponsor covers for the cost of one band as well as presents the band.
- Live coverage of event throughout the day (on site).

Benefits:
- Sponsor is featured as the official media partner on all printed marketing materials
- Sponsor is mentioned as the presenting sponsor on press releases
- Sponsor is mentioned as presenting sponsor on Face Book Event Website
- Logo or signature treatment on banner/stage
- Sponsor will be mentioned by the MC throughout the day
- Sponsor will able to distribute marketing materials at event
- Sponsor will be able to set up own info booth
- 2 Signed books of YOLELE! By Pierre Thiam
- Customized benefits available
iv. Stage Sponsor in-kind/cash (sponsor provides stage and sound equipment and or cash contribution)

**General benefits**
- Sponsor is featured as a co-sponsor on all printed marketing materials
- Sponsor is mentioned as the presenting sponsor on press releases
- Sponsor is mentioned as presenting sponsor on Face Book Event Website
- Logo or signature treatment on banner/stage
- Sponsor will be mentioned by the MC throughout the day
- Sponsor will able to distribute marketing materials at event
- Sponsor will be able to set up own info booth
- 2 Signed books of YOLELE! By Pierre Thiam

- Customized benefits available
v. Patrons

**Contribution: $2500 plus**

- Patrons will be mentioned in all event program literature
- Individual and customized benefits such as private cooking lessons and guest cooking appearance by Chef Thiam.
- 2 signed copies of Yolele! by Chef Pierre Thiam
- Special Donor and Benefactor event at Le Grand Dakar

vi. Benefactors

**Contribution: $500 plus**

- Benefactors will be mentioned in all event program literature
- 2 signed copies of Yolele! by Chef Pierre Thiam
- Special Donor and Benefactor event at Le Grand Dakar
FUTURE AFRICA NOW:
LE GRAND DAKAR BLOCK PARTY
SEPTEMBER 12, 2010
SPONSORSHIP AND BENEFACCTOR OPPORTUNITIES

7. PARTNERS/SPONSORS/
Our Time Press
Arik Airlines
Mocada
Ogo Sow Productions
African Film Festival New York
Helvetica Bold.TV
Lake Isle Press
Still Hip Vintage

8. HONORARY BOARD
Bernice Green
Danny Simmons
Sahr Ngaujah
Bibi Seck
Randy Weston

9. CONTACT:
Press: Bernice Green
bernice.green@verizon.net

Sponsorship: Lukas Fitze
lukas@helveticabold.tv
+1 347 844 9212
Since opening in the up and coming Brooklyn neighborhood, Clinton Hill, Le Grand Dakar has been serving bold Senegalese-inspired food matched only by its spirit. While many dishes come straight from the heart of Senegal, Chef Pierre Thiam also draws from other West African and French influences, creating a menu that transcends borders. More than a restaurant, Le Grand Dakar has established itself as a cultural center, drawing crowds from every borough who find themselves bouncing along to the regular live Afrobeat and jazz acts or attending unique art and dance events. In a laidback but lively atmosphere, Le Grand Dakar truly captures the tastes, smells, laughs, and spirit of the Senegalese kitchen with an inspiring warmth and ease.

» Event and Catering Highlights
Chef Thiam is frequently asked to personally cater many prominent celebrations and gatherings. It has been an honor to host and cater events such as:

- Brooklyn Academy of Music (BAM) dinners to honor such prestigious attendees: Sekous Sundiata, Grammy Award-winning poet; Urban Bush Women Dance Company; modern dance legend Germaine Acogny; the launch of DanceAfrica 2009.

- BAM’s annual Sounds Like Brooklyn Music Festival has chosen Le Grand Dakar once again as a venue to showcase Brooklyn’s vibrant and diverse music scene.

- Jeffrey Deitch—founder of Deitch Projects, newly appointed director of MOCA, and a big fan of Chef Thiam’s food—has hired Le Grand Dakar to cater numerous projects.
• In addition to Deitch Projects, Chef Thiam has catered for many other famed artists and art events: Kehinde Wiley, Ethiopian artist Julie Mehretu, Russell Simmons’ Rush Philanthropic Arts Foundation annual dinner, the Corridor Gallery openings, MoCADA openings (Museum of Contemporary African Diaspora Arts).

• Other major cultural events catered: the “Fela!” launch party (off-Broadway), French Tourism Bureau in honor of French Caribbean Cultural week, African Travel Association annual dinner, Afropop dinner at Tavern on the Green in honor of Harry Belafonte and Angelique Kidjo, the All for African “Knock Out Poverty” benefit dinner, Gracie Mansion’s Black History Month Dinner.

• Chef Thiam has catered many private dinners for prestigious guests, including: the Bahrain Ambassador to the United States, Mr. Hennie Du Toit (counselor of Political Affairs Embassy of the Republic of South Africa), Welile Nhalpo (South African Ambassador to the United States), his Excellency President Jakaya Kikwete (Republic of Tanzania), Honorable Pr. David Mwakyusa (minister of Health and Social Welfare, Republic of Tanzania), Bill Thompson; a private dinner hosted by Dr. Sonia Sachs and Professor Jeffrey Sachs (Special Advisor to UN Secretary-General Ban Ki-Moon and founder/co-President of the Millennium Promise Alliance).

• Both jazz legend Randy Weston and award-winning actor Jeffrey Wright held their birthday parties at Le Grand Dakar. For the second year in a row, Chef Thiam catered famed hip hop group The Roots’ Christmas part at BB King’s.

» Accolades
Both Le Grand Dakar and Chef Thiam’s cookbook, Yolele!, have received numerous awards and honors for their excellence in the restaurant and publishing worlds, including:
FUTURE AFRICA NOW:
LE GRAND DAKAR BLOCK PARTY
SEPTEMBER 12, 2010
SPONSORSHIP AND BENEFACTER OPPORTUNITIES

• **Yolele!**: Finalist for the prestigious IACP Julia Child Award (2009) and winner of the Special Jury Price (Gourmand World Cookbook Award 2009) to be awarded in February ’10 at the Paris World Cookbook Fair.

• Brooklyn Borough President Marty Markowitz awarded Le Grand Dakar’s annual African Village Block Party a NYC Proclamation.

• Councilwoman Laetitia James, a regular customer, honored Le Grand Dakar with a NYC Council Citation.

» Community

Le Grand Dakar is truly a staple in the Brooklyn community, hosting local events that bring the neighborhood closer and continually introduce new people to the rich culture, music, art, and cuisine of West Africa. Recent highlights include:

• **African Village Block Party, an annual event organized by Le Grand Dakar.** For the occasion, the street is closed and a center stage featuring live music, live group painting of a mural on a large canvas (organized by Pratt students), a fashion show with local designers using the street as a runway, vendors, drummers, and dancing in the street. Last year, the event ended by honoring prominent leaders of the community with the African Spirit Award (2010 will be a special commemoration as they plan to mark the 50th anniversary of the independence of African nations).

• Hosted a Jazzmobile event, which is a multifaceted outreach organization bringing jazz to the largest possible audience by producing concerts, festivals and special events worldwide.

• The restaurant is very much involved with the local schools—classes often come to the restaurant to learn about West African cooking and food culture, have tastings, etc., including: the Brooklyn Friends School, Professor Edward Berg-
man Culinary Tourism Class at the NYC College of Technology, Brooklyn Community Arts & Media High School, the Pratt Institute.

• Other community events include: a monthly art opening that showcases African and local artists and “Bridging the Gap,” a dinner debate with guest speaker Professor Cornel West (Princeton University).

» Cooking Classes
Chef Thiam has earned a well-established reputation as an expert on West African cuisine due to his exceptional knowledge, but his contagious passion also makes him a wonderful instructor. He is often asked to teach classes at New York’s most well-respected and distinguished culinary institutions, including:

• French Culinary Institute (Chef Thiam was asked to take part as a judge in the final exam jury in 2009); Institute of Culinary Education (ICE), The Open Center (weekly classes in August 2009), Whole Foods Bowery (sold out class in January 2010).

» Other Notable Events and Appearances

• Appearance on Iron Chef America, popular Food Network show, where Chef Thiam competes against Bobby Flay
• Featured author/chef at Disney EPCOT International Food and Wine Festival, Fall 2009 (book signings and lectures)
• Featured chef/author at Google headquarters in NYC (2009)
• Regular appearances at The Cellar at Macy’s Cooking Demo (2007, 2008, 2009)
• Cited by “Huffington Post Readers Pick Favorite Little Known Spots” (2009)
• Guest on WOR Food Talk program (2009)
• Guest on NPR’s prestigious Splendid Table (2009)
• Guest on Martha Stewart Satellite Radio program (2009)
• Food demo at Chelsea Market in NYC
Some Notable Clients

- His Excellency Ambassador Moussa Makan Kamara of Francophonie (Commonwealth of French-speaking former colonies including Canada, Vietnam, etc.)
- His Excellency Paul Badji, ambassador of Senegal to UN

Upcoming Events

- The Museum for African Art has expressed interest in working Le Grand Dakar in connection with the opening of their new space on Fifth Avenue.

- BAM’s Sounds Like Brooklyn Music Festival celebrates some of the best music from the borough with two weekends packed with concerts at BAM and at clubs all over Brooklyn. In 2010, Le Grand Dakar will feature famed jazz vocalist Somi and the Jojo Kuo Afrobeat Collective.

- The cast and crew of “Fela!” has booked Le Grand Dakar for a cast party in February 2010.
Brooklyn’s Grandest Village Festival Returns!
Le Bon Soiree Hosted by Le Grand-Dakar Restaurant
Saturday, August 16

Grandstanding on Grand Avenue in 2007.

Brooklyn is home to many wonderful, hip happenings, but the grandest mid-summer event of all is the great village festival on Grand Avenue, between Lafayette and Clinton Avenues in Clinton Hill, Brooklyn, hosted annually by Le Grand-Dakar Restaurant.

This year, on Saturday, August 16th, our friend and host Pierre Thiam, owner/chef of Le Grand-Dakar, transforms the entire block into one dazzling day-into-night multi-dimensional, multi-cultural melange of spirited song, dance, poetry readings, feasting and people, people, people. It features New York’s most exciting and innovative musicians, visual and performing artists, filmmakers, clothing designers, DJs and more. It is interactive and encourages inter-networking and dialoguing. And it will include a range of wonderful activities for all ages, including programs for children and adults.

In previous years, a highlight was the creation of a giant abstract art work... by some of Mr. Thiam’s guests, which number upwards from 500.

And of course, Le Grand-Dakar Restaurant serves up delicious cuisine designed by master chef Thiam, whose much-anticipated cookbook will be released next month.

“Le Grand-Dakar Restaurant is more than a dining space,” says artist Danny Simmons, a frequent diner. “It is a cultural mosaic, a unique microcosm of the best that New York has to offer. And it is a celebration of the elders. In previous years, a highlight was the creation of a giant abstract art work... by some of Mr. Thiam’s guests, which number upwards from 500. And of course, Le Grand-Dakar Restaurant serves up delicious cuisine designed by master chef Thiam, whose much-anticipated cookbook will be released next month.

“Le Grand-Dakar Restaurant is more than a dining space,” says artist Danny Simmons, a frequent diner. “It is a cultural mosaic, a unique microcosm of the best that New York has to offer. And it is a celebration of the elders. In previous years, a highlight was the creation of a giant abstract art work... by some of Mr. Thiam’s guests, which number upwards from 500. And of course, Le Grand-Dakar Restaurant serves up delicious cuisine designed by master chef Thiam, whose much-anticipated cookbook will be released next month.

Judging from the photos on this page of last year’s affair, this Saturday, Grand Avenue will give new meaning to “from local to global.”

Clinton Hill premier establishments, including the popular Choice, Mirrors on Grand, N.Y.U. spa and Still Hip Brooklyn will participate in the grand event. Everyone is invited. It begins at 9a and ends at 10p. We’ll see you there. (BG)

Chef Pierre Thiam, owner of Le Grand-Dakar Restaurant, is seen here with his wife Umarah and son Haroun. Photos by: Arum Caplan.

“SISTERS,” an exhibition of works by Sadika Andora Collier, will debut at Le Grand-Dakar Restaurant (Grand Avenue, between Clifton and Lafayette Avenues) on Saturday, August 16. The opening reception takes place on Sunday, August 17, starting at 6pm, and the public is invited.
FUTURE AFRICA NOW:
LE GRAND DAKAR BLOCK PARTY
SEPTEMBER 12, 2010
SPONSORSHIP AND BENEFACTOR OPPORTUNITIES

Brought Kwanzaa Experience to New York in September

Kwanzaa came alive in mid-September at nightfall during Le Grand Dakar Restaurant’s “Spirit of Africa” salute to nationally known village griots, those whose inspired good works have strengthened our community’s legacy connections to the Mother Continent.

“In this award honors your commitment to singing the Song that has no end; keeping our Stories alive through your art, your gifts, your service, sharing the Knowledge that connects all of us to each other and to the Eternal source; and, as both message and message, embodying the strength, the courage and the enduring values of the Ancestors.”

Djibril Diallo, United Nations Communications Specialist; Mamadou Niang, Sr. Producer, French Television; New York City Councilwoman Letitia James and PR specialist Graham Weathersteen, the event’s master of ceremonies, joined Thiam in presenting the first “Spirit of Africa” awards. Also that evening inside Dakar Restaurant, a special screening was presented of Mr. William Greaves’ 1966 First World Festival of Negro Arts documentary filmed in Dakar, Senegal. Outside the restaurant, beneath a canopy and single dim overhead light — reminiscent of a setting in an African rural village square; Mr. Greaves’ camera captured the honorees gathered around a small table of candles.

Thiam’s “Spirit of Africa” was the closing segment of Thiam’s daylong 2009 annual block party celebration which embodied all the elements of the seven African-based principles of Kwanzaa (called Nguru Saba in Swahili): Umoja (Unity) was in full effect, from the impromptu drum performances by Ialsa With Wolves (Stephen Wilson) and Brazilian artist Emanu Silva and art exhibition of Dudley Vaccianna to the parade of colorful fashions by such designers as Brenda Brunson and of Tribal Truths, Courtney Washington and Joan Vaccianna, and the rhythms of the Koko and the AfroBeat Collective. The entire day was a salute to African cultural origins and African-American cultural heritage.

When a last-minute misunderstanding concerning a music license threatened to silence the festive spirit, Kwanzaa’s Kujichagulia principle of self-determination and empowerment resonated in full effect. Wilson, Silva and the Congo Square’s drums of passion created a more appropriate score from the morning hours into the late night.

Ujamaa (Collective Work and Responsibility) foundations were established by Thiam’s neighbors, business associates and professional event partners, which included Still Hip Brooklyn, Mirrors on Grand, Legacy Ventures, Victoria Horford Media Group, Choice Lafayette, DBG Media, scores of community photographers, among others.

In the evening awards event, the principles of Ujamaa (Cooperative Economics), Nia (Purpose), Kuumbwa (Creativity) and Imani (Faith) were the core topics of the filmed discussion by Mama Olatunji, Phoenix Rising, Sister Chatel, Weston and Wossai joined by musician Wade Barnes. They shared their thoughts on legacy and what gains produced by culture activists in the 70s, creating to the ’80s and 90s at the heights of the honorees’ activism, may now be lost. The questions posed by Our Time Press publishers centered on: how do we continue the journey started years ago by the ancestors; what do we do to recharge, refocus, educate — and thus liberate — our youth; what legacy will our generation leave for future generations, and how do we keep the spirit of Africa alive in the community.

Regarding the last point, Mr. Thiam has announced that the 2010 “Spirit of Africa” event will acknowledge poet and cultural theorist Leopold Senghor, Senegal’s first president, on the 50th anniversary year of his ascension to office.

Next year’s number of honorees may increase to a dozen or more, Mr. Thiam, author of the acclaimed Jolele! Recipes from the Heart of Senegal, says current plans are to invite dignitaries from Senegal and other African nations to receive “Spirit of Africa” honors in addition to New York-based icons. Le Grand Dakar Restaurant is located on Grand Avenue, between Clifton & Lafayette Avenues.

- Bernice Elizabeth Green