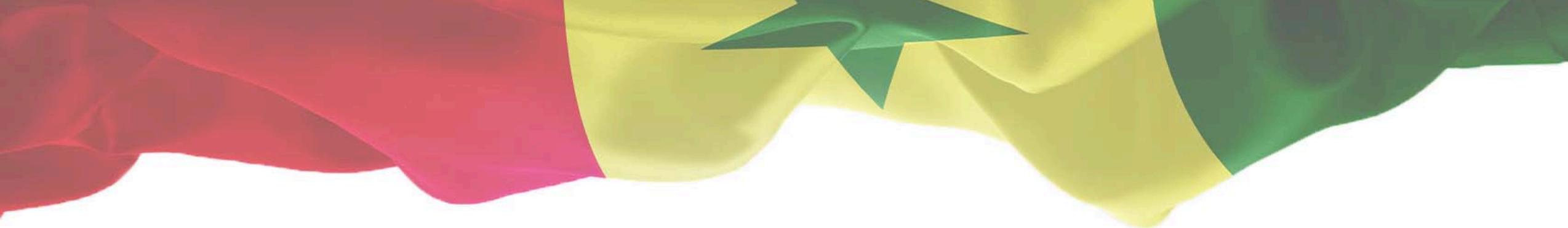




**RETURN**

**SPONSORS**



# The Return

The Return is a 7 day pilgrimage scheduled for June 14th – 21st 2021. Rooted in creating a social and economic connection of impactful programs centered around business opportunities, education, exploration and healing. Consisting of festivals, conferences, summits and exhibitions, the return is intended to encourage African Diasporans to come to Africa to settle and/or invest in the continent, this year our destination is Senegal. We've combined business with education, cultural exchange and entertainment to showcase our diversity, creativity and brilliance providing an opportunity for delegates at every professional level and industry to advance their potential on a global scale.

Our aim is for participants to bring their technological advancements and professional experience to Senegal, thus increasing a socio-economic and financial impact on themselves, the community and ultimately the continent as a whole. The Return Conferences and Summits provide an opportunity for delegates at every professional and creative level to advance their potential and cultural knowledge with their counterparts throughout the Diaspora.

More than a come-back, this event will offer delegates the opportunity to bring the knowledge gained from all over the world to the land of their ancestors, providing a healing therapeutic from the divisive effects of slavery and colonization.

**REVOLT**



nūWORLD

*free*

DREAM  
AMERICAN RESTAURANT - CAFE - LOUNGE

RETURN

*to* YOUR

OWN



RETURN



# Who We Are

The Return is organized by nuWorld with a number of partners, community leaders and dignitaries.

nuWorld is an entity that advises, develops and implements financial dignity programs promoting a peaceful, sustainable global economy. Its goal is to ensure the programs are designed to help minority owned companies explore trade and investment opportunities on a global scale.

nuWorld is a conceptual idea, and system designed to initiate a new approach on moving the world consciously forward at every needed moment. The nuWorld Movement is composed of a group of programs, initiatives, and platforms focused on connecting and leveraging all progressive efforts toward unified goals.



RETURN



**DOWN**



RETURN

# The Purpose

A new era of conscious awakening

A critical time for Africans to reclaim narratives

Position new discussions on their diversity and brilliance

Africa taking its responsibility towards the black population at the global level

Hosting a "Return" ceremony at the Gateway of "No Return" is a historic and symbolic moment

To change the one-sided image of Africa

Understandably, we recognize that all black people throughout the diaspora will not be able to move back to Africa and it's not even our desired goal. The pilgrimage first takes place with going back to the essence of the self before considering going back to the origin of civilization.



RETURN



ALL PEOPLE  
STAND TOGETHER  
AND NEVER LOSE INFINITE  
HOPE.  
DARKNESS CANNOT DRIVE  
OUT DARKNESS  
ONLY LIGHT  
DO THAT

IF WE DON'T STAND  
FOR ALL WE STAND  
FOR NOTHING

WE ARE  
THE SWORN  
AND SHIELD

GEORGE  
FLLOYD  
FIND UNITY  
CULTIVATE LOVE

FEED SELF RESPECT  
HATE CANNOT DRIVE



# The Purpose cont.

To create permanent social and economic ties with the continent.

Adding the missing pieces needed for cultural development, healing, and building of the African Diasporans

Promoting the connectivity of cultures between afro-descendants and Africans, reuniting black people with values of solidarity, exchange and sharing.

Facilitating a long-term commitment to a long-term economic growth plan.





# Agenda

- Opening Ceremony
- Traditional African Naming Ceremony with an Official Griot
- Leadership and Business Roundtables
- Senegal Carnival
- Nightly Concert series with Global and Local Artists
- Investment Tours
- Fashion Show
- Wrestling Championship
- The Return Ceremony “Gorée Island”
- Revolt TV Black Economic Summit
- Repatriation Process
- Closing Ceremony



# Agenda cont.

The Return is a once in a life-time seven-day experience during Juneteenth with impactful programs and events centered around business opportunities, education, exploration and healing. The robust agenda consist of one-on-one business and investment meetings, round table discussions, high powered summits, headliner keynotes, investment tours, festivals, concerts, exhibits, excursions and unique cultural rituals and ceremonies.

## Connectivity

The Return Conferences and Summits provide an opportunity for global professionals and delegates at every level and sector to participate, network, and advance their potential and cultural awareness with their colleagues throughout the Diaspora.

We feature a variety of badges that allow attendees to explore Africa's world of business, investments, culture, art, music, and technology; With one unified conference spanning different tracks of programming.





### Opening Ceremony

Marks the official opening of The Return and sets the tone for the 5 day agenda with special greetings from hosts and special guests.

### Traditional African Naming Ceremony with an Official Griot

During the Slave Trade, many Africans were stripped of their identities upon landing in the Americas. It is our hope that all Africans in the Diaspora interested in reclaiming their African heritage through a traditional name are given the opportunity.

### Return Ceremony

Re enter the “Door of No Return” at Gorée Island with the intent of bringing Western knowledge back to the home of our ancestors

### Repatriation Process

Repatriation is a process of returning back from an international assignment to a home country after completing the assignment or other issues. Repatriation sometimes becomes necessary due to business transactions, foreign investments, or international travel. In the case of the Return, our assignment in the Americas and the diaspora is complete and it's time to Return home and build businesses in this untapped market that is Africa.

### Closing Ceremony

A formal ritual, set by the customs and traditions of Senegal performed in observation of the Return. We will recap the 5 day experiences, and provide a blueprint for next steps, turning all that was gained into new opportunities.



RETURN

Revolt TV presents **The Black Economic Summit**  
“The Black State” an engaging dialog of where we are as a community, where we should be and how to get there.

- Akon Interview (Akon City)
- Covid-19 Impact on the Black Community
- Life after the Elections
- Black State (Where is it really?)
- Civil Injustice
- Pioneer a new Africa
- Africa’s Fastest Growing Economies (Black Tech, Imports and Exports, Investments, Business start up opportunities on all levels)
- Reparations
- nuCulture
- Repatriation
- The Pilgrimage (Africans and the Diaspora unifying as a therapy for slavery and colonization)

REVOLT  
SUMMIT  
AT&T

# BLACK STATE



# Festivals and Events

The Return concerts and festivals are interactive events that encourage collaboration, explains and explores culture with a pioneering approach. Each day features a festive celebration of our culture in the form of Art, Fashion, Live Performances and African Cuisine.

Our goal is to optimize the experience & engage the attendees with the culture in an authentic yet innovative approach. We look forward to sharing this experience as a footstep into a new tradition of bringing people together in Senegal for tourism and Pro-African development.

## Concerts

Hosting performances from legendary artists and showcasing the next wave of musical talent. The Return Music Festival draws artists, industry professionals and music lovers from all around the world to make professional and personal connections, elevate their careers and celebrate the magic of live music.

## Festivals

The Return Festivals offer a unique opportunity to explore the worlds of Art, Music, Fashion and food with parties, awards and showcases.

## Senegal Carnival

The carnival is aimed at promoting the regional diversity of Senegalese culture with traditional costumes, dancing, music, gastronomy, screenings and artisanship.



# CARIBNA



RETURN



THE  
S  
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## Taste of Africa

"A Taste of Africa" promises to be a great fun-filled event of vendors providing a variety of African-inspired meals, assorted drinks, music, dance and networking.

## Art Exhibit

The Return Art Exhibit showcases experiential and conceptual visual artworks that showcase immersive environments to spark discovery, inspiration, and connection.

## Fashion Show

Fashion is a globally connected industry with economic, social and environmental influence. The Return Fashion Show platform will bring together and promote a new wave of fashion designers and African brands to a global audience. We combined industry leaders throughout the African Diaspora to showcase current trends and discuss sustainable practices for collective transformation in the industry that includes Africa as it does Europe.

## Wrestling Championship

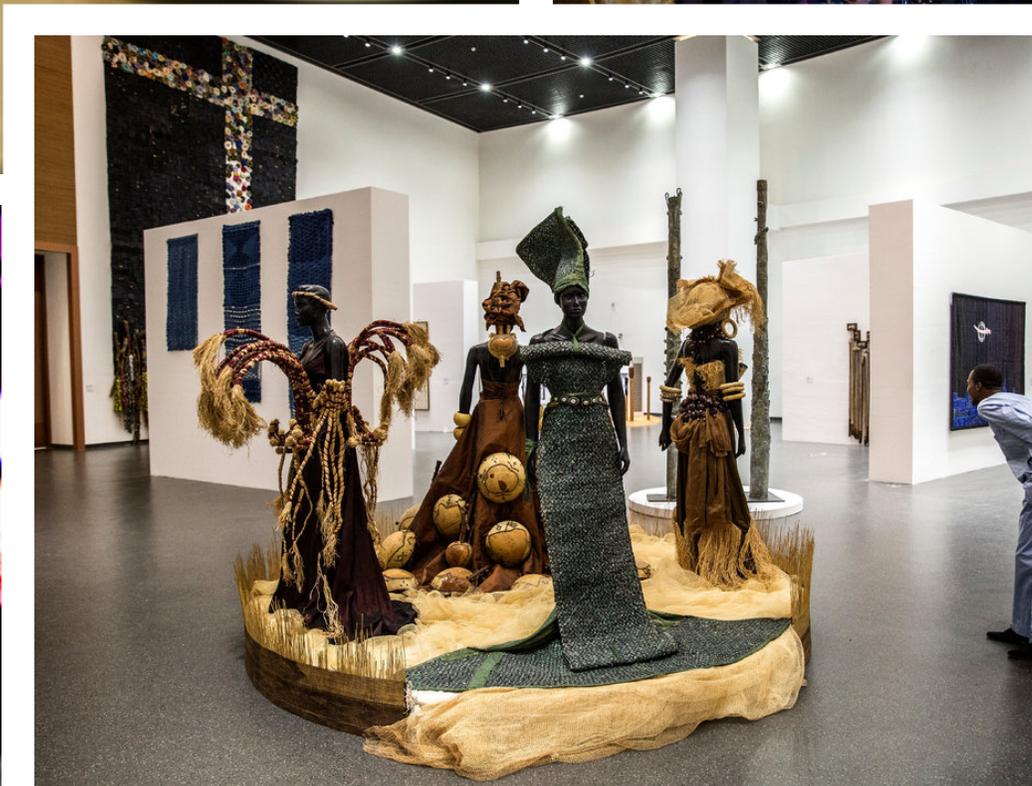
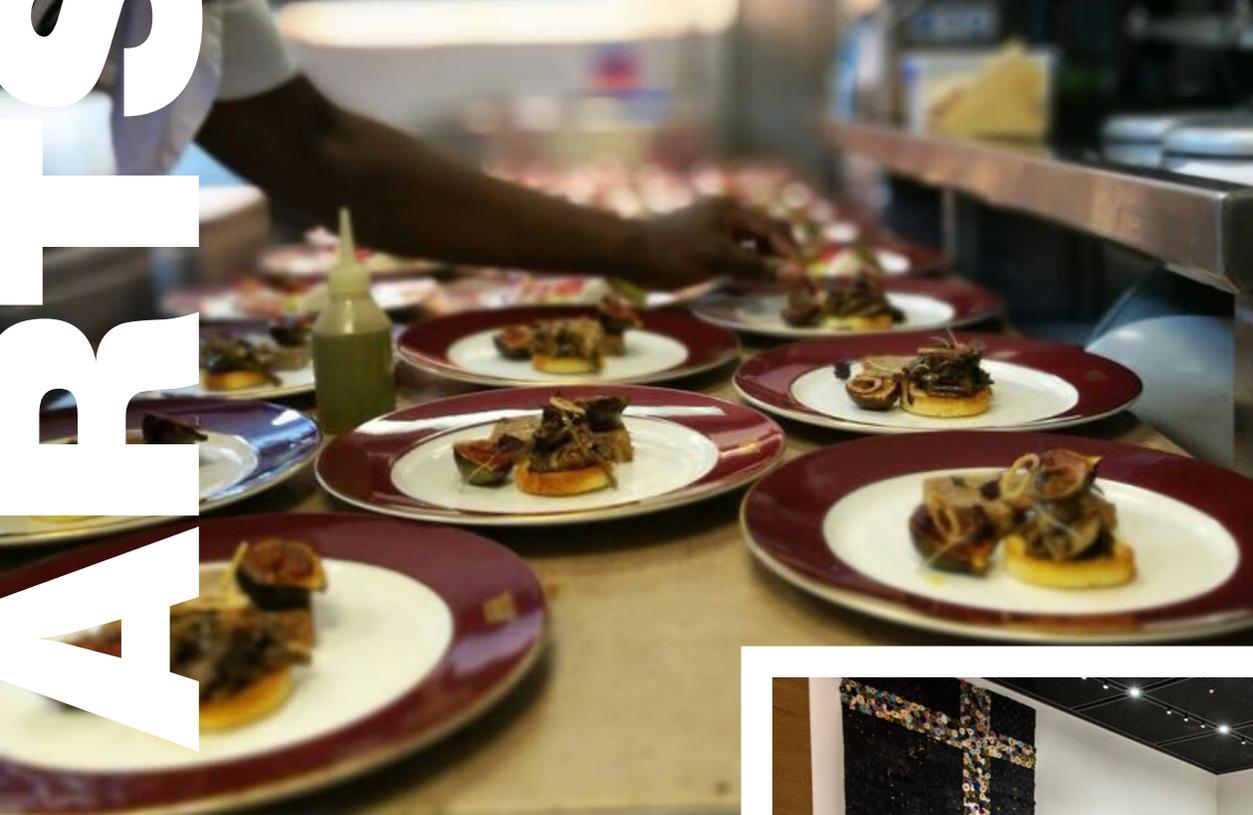
We have established a West African wrestling series with the goal to organize and develop matches that add value to the community. We will host the 1st ever championship of the top heavy weight wrestlers throughout the Diaspora during The Return.



RETURN

AFRICA

AFRICA



# Partners

- Elected Officials and Dignitaries
- Global Celebrities and Influencers
- Record Labels and Promoters
- Artists and Global Creatives
- Community and Business Leaders
  - NGOs
  - Production Houses



Celebrities and Influencers, High level business leaders throughout the diaspora, Decision Makers, Black Tech Leaders, High Level reps from various Social Media outlets, Global Media Outlets, and more!



RETURN

# 'The Year of the Return' in Ghana 2019



President Nana Akufo-Addo of Ghana, declared 2019 “The Year of Return” for African descendants’ travel to Ghana

## Established Partnerships

Ministry Of Tourism Arts & Culture  
Ministry of Foreign Affairs  
Ministry of Interior  
Ghana Tourism Authority  
PANAFEST Foundation  
Du Bois Centre  
Centre for Pan-African Affairs  
Ghana Tourism Development Company  
Private Sector wing of tourism



# Benefits of 'The Year of the Return' in Ghana



\*Up to 1.5 million tourists, including celebrities, politicians and world leaders, entered the country by the end of 2019

- The Ghana Tourism Authority expected **500,000 tourists** in 2019.
- Americans arriving in Ghana increased by 26% to their highest ever rate between January and September 2019.
- The numbers of visitors from the UK (24%), Germany (22%), South Africa (10%) and Liberia (14%) also grew.
- Ghana reportedly issued 800,000 visas in 2019.
- **18% growth** of international arrivals, with 45% airport arrival increase

## 1.9 Billion Dollars Accrued



\*Up to 1.9 billion dollars accrued in revenue as a result of the Year of Return activities.

- Ghana's Year of Return was incredibly momentous because of its tourism sector and communities in the Americas that, for so long, were robbed of histories and cultures and subjugated to racial and ethnic discrimination.



# Senegal is the 3<sup>rd</sup> Fastest Growing Economy in the World!



With a 7.3% growth averaging out to 2024, Senegal ranks in at #3 of the fastest growing economy in the entire world.

- Jack Dorsey, founder of Twitter and Square, Inc, announced he was moving to Africa in 2020. His move is because Africa is poised to take off as the next big tech market. This announcement has gained international attention. The Return will bring delegations of leaders in the tech space with the same understanding while ensuring the community receive the benefits of job opportunity and sustainability as the market succeeds.
- China and large tech companies like Microsoft and Google see the potential and have already begun investing millions in projects and contracts on the continent.



<https://www.focus-economics.com/blog/fastest-growing-economies-in-the-world>



RETURN



# **SPONSORSHIP OPPORTUNITIES**

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# Why Become a Sponsor?

The Return provides a unique marketing and collaborative opportunity for companies and organizations, providing access to thousands of attendees representing consumer markets at the local and international levels. Involvement as a sponsor is not only good for business, it also supports numerous programs and events provided by The Return.

The Return is a prime opportunity for businesses to connect with consumers who utilize a wide range of products and services.

Sponsors have the opportunity to utilize The Return as a marketing tool and access to our large network of business leaders, influencers, decision makers and VIPs. Partnership benefits consist of but not limited to:

- High level engagements with industry stakeholders in a variety of industries
- Opportunity to network and present to participants.
- Brand visibility and advertisements on all platforms (website, social media, badges, billboards and print)
- The program is not just for The Return alone, but it is also a platform for year-round advertising, additional marketing opportunities, and more.





# HOW TO BECOME INVOLVED

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# How to Become a Sponsor?

The Return provides a multitude of attractive sponsorship opportunities for companies. Types of sponsorships include:

- **Branding opportunities**, including The Return Blog, the conference's daily highlights publication, and digital sponsorship.
- **Promotional sponsorship** opportunities.
- **Recognition receptions, ceremonies** and events
- In-kind **donations**
- **Advertising** and underwriting
- Presentations **and workshops**.
- **Specialty sponsorships**

**TITLE SPONSOR SLOTS AVAILABLE**

## **CORPORATE GIVING AND SPONSORSHIP**

Companies and organizations who partner with The Return join a distinguished group of supporters who have created an immeasurable impact in the lives of our participants. We are committed to developing strategic partnerships with companies who share our mission of connecting the Diaspora for healing and economic development.

- Affords you the opportunity to connect your company to a diverse audience on a global scale
- Aligns you with meaningful programs that impact the African Diaspora
- Maximizes your visibility and influence
- Affords you opportunities to have a VIP experience and participate in a variety of The Return programs and events throughout the year
- Gives you the opportunity to meet and network with like-minded companies and individuals that value the growth and development of the African Diaspora



# Our Projected Demographic



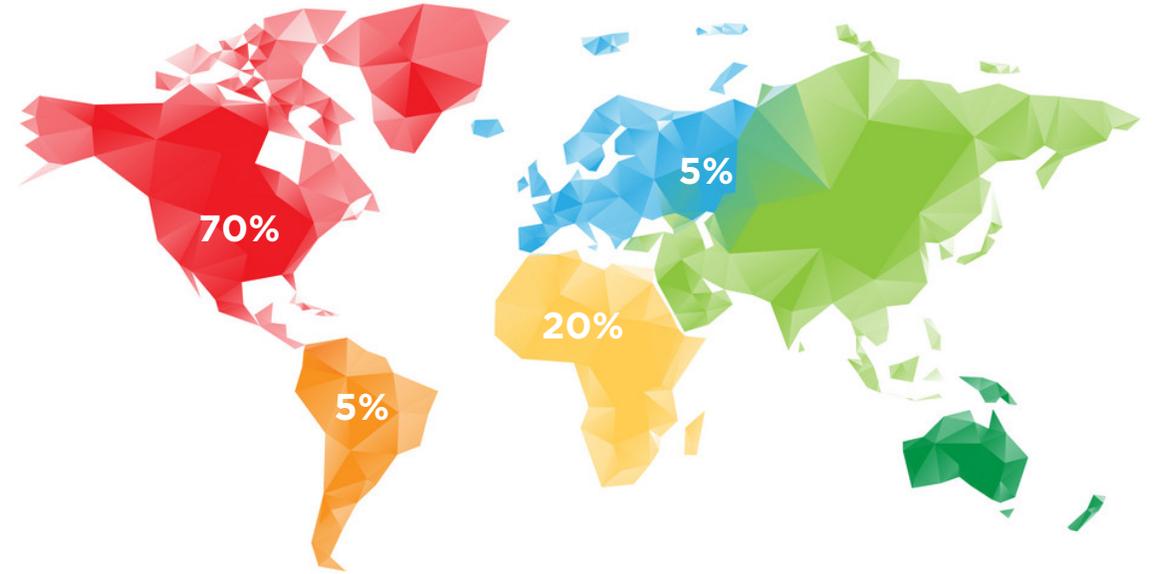
**49% MEN/51% WOMEN**

**10% GOV. OFFICIALS**



**35% INFLUENCE POWER**

**45% BUSINESS OWNERS**



The Return provides access to a plethora of industries, end-users, decision makers, and influencers! Give your brand access to the equivalent purchasing power of a country ranked 13<sup>th</sup> for its GDP.

**U.S BLACK  
PURCHASING  
POWER**

**\$1 TRILLION  
/ YEAR**



# SPONSORSHIP SLOTS

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# EXHIBITOR - \$2,500



Exhibit Hall and Market Place Booth (open throughout the duration of the event)

- Skirted 6' display table in Exhibitor Hall, plus full access to conference sessions and meals for two exhibitor representatives (\$250 for each additional representative)
- Access to delegate list including mailing and email addresses pre- and post-conference for two mailings
- Company name and link on conference website
- Company logo on screens during meals and breaks
- Company name listed on conference signage
- Company listing and description in conference mobile app

## **BENEFITS:**

Aligns you with meaningful programs that impact the African Diaspora

Maximizes your visibility and influence

Affords you opportunities to have a VIP experience and participate in a variety of the Return programs and events throughout the year

Gives you the opportunity to meet and network with like-minded companies and individuals that value the growth and development of the African Diaspora

**Photo Booth Sponsor** | \$1,000

**Excursion Sponsor** | \$1,000

*Connect with conference attendees away from the hustle and bustle of sessions! Contribute toward and join attendees on an outside-of-conference excursion. Be featured on the event page of this outing, and work with The Return Conference team to ensure that you're taking advantage of this opportunity!*

**Wi-Fi Sponsor** | \$500 *Selection of Wi-Fi password – make it your company name!*

**Cell Phone and Laptop Charging Station Sponsor** | \$500

**Giveaway Item** | \$250

*Have a great product that you'd like to promote? Work with us to put together a special offering that attendees will want to brag about.*

# PIONEER - \$10,000



Sponsor a networking event, reception, after party or concert

## Receive Exhibitor benefits, plus:

- Advertisement in conference program
- Social media announcement of your sponsored event
- Company logo on signage and screen for chosen sponsored event
- VIP access to all conference meetings and events



# INNOVATOR - \$15,000



Sponsor a networking reception, breakfast, café connections or beverage break

## Receive Exhibitor benefits, plus:

- Quarter-page advertisement in conference program
- Social media announcement when sponsorship is arranged
- Company logo on signage and screen for chosen sponsored event
- 3 minute opportunity to address the attendees at an event identified by the planning committee
- Logo included on stage and backdrops during concert series and festivals
- VIP access to all conference meetings and events with premier seating and Skip the Line Entry



**TITLE SPONSOR SLOTS AVAILABLE**

# INVESTOR - \$20,000



Sponsor keynote, mobile event app, lunch, or networking reception.

## Receive Exhibitor benefits, plus:

- Company logo on signage and screen for chosen sponsored event
- Company logo and brief description featured on conference program webpage
- Materials on all tables/chairs at chosen sponsored session
- Sponsor acknowledgment during sponsored event
- Half-page advertisement in conference program
- Social media announcement when sponsorship is arranged
- 5 minute opportunity to address the attendees at an event identified by the planning committee
- Third choice on company logo placement on 1 promotional items
- Logo included on stage and backdrops during concert series and festivals
- VIP access to all conference meetings and events with premier seating and line skipping entry



# PARTNER - \$30,000



Present a half-session workshop using your product

## Receive Exhibitor benefits, plus:

- Full-page advertisement in conference program
- Preferred choice of exhibit table in prime location
- Two (2) additional full-conference registrations, including all conference meals and special events
- Preferred billing on all-conference sponsorship signage
- Logo recognition in pre-conference emails
- Social media announcement when sponsorship is arranged
- 10 minutes speaking opportunity to address conference attendees (specifics to be determined in cooperation with the conference committee)
- Logo included on stage and backdrops during concert series and festivals
- Second choice on company logo placement on 2 promotional items
- VIP access to all conference meetings and events with premier seating and Skip the Line Entry
- Recognition at conference meals and events





# TITLE SPONSORS

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# TITLE SPONSOR - \$50,000



Co-brand Key Events that stand out and will leave a lasting impression for years to come.

## Receive Exhibitor benefits, plus:

- Present a half-session workshop on best practices, tips, and tricks that professionals using your product should know
- One sponsored blog post on relevant and timely topic
- Two-page advertisement in event program
- First choice of exhibit table in prime location
- Two additional full-event registrations, including all meals and special events
- Top billing on all-conference sponsorship signage, street billboards and events and throughout the city of Dakar
- Logo recognition in pre-conference emails
- Social media announcement when sponsorship is arranged
- Two social media announcements about company leading up to conference
- Recognition at conference meals and events by The Return leadership and Conference Chair
- Recognition as partner sponsor on sidebar of all pre and post-conference monthly newsletters and updates once sponsorship is arranged
- Recognition as partner sponsor on all event entry stands
- Speaking opportunity to address conference attendees (specific opportunity to be determined in cooperation with the Conference Committee)
- First choice on company logo placement on 3 promotional items
- Logo included on stage and backdrops during concert series and festivals
- VIP access to all conference meetings and events with premier seating and Skip the Line Entry

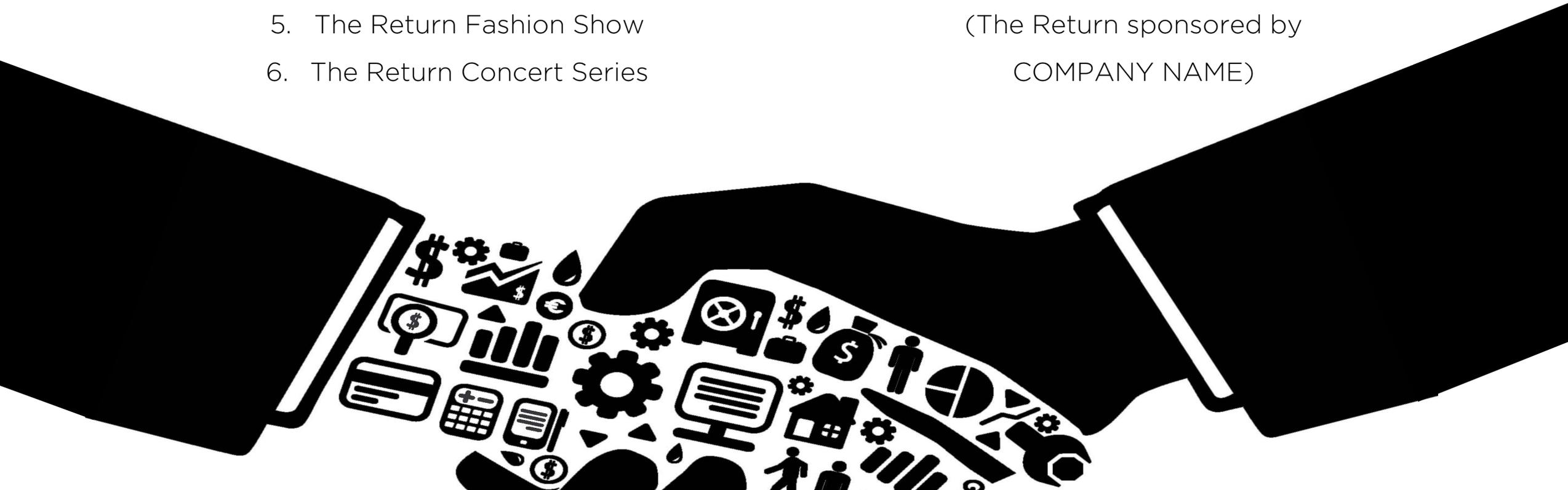


# TITLE SPONSORS

Event Selection



1. Toast and Topics Breakfast (3 day series)
2. Small Business RoundTable
3. The Return Family Picnic
4. The Return Music Festival
5. The Return Fashion Show
6. The Return Concert Series
7. The Door of No Return “Return” Ceremony
8. Africa Open for Business Luncheon  
(3 day series)
9. Co-brand the entire event  
(The Return sponsored by  
COMPANY NAME)





# PROMOTE YOUR BRAND

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# PROMOTE



Promote your brand through these unique offerings. Prices include the cost of production of each item.

- **650 USB drives loaded with conference session slides** | \$2,500
- **650 notebooks and pens** | \$2,000
- **650 tote bags or other branded attendee gift item** | \$1,250
- **Name badge pouches or lanyards** | \$750



*All items will include The Return and sponsor logos. All artwork must be approved by the planning committee. Sponsors will provide a promotional item for each conference attendee, estimated initially at 650.*

