



AESAONE

Annual Soccer Tournament
RFK Stadium July 1st-July 7th

Washington DC





About AESAONE

Who we are

All Ethiopian Sports Association ONE (AESAONE) is a nonprofit organization
- Legally registered to operate as a corporate entity.



- AESAONE is a nonpolitical and nonreligious organization that embraces all Ethiopians and friends of Ethiopia
- Our work centers around bringing Ethiopians together around sports, culture and family values



About 251 Communications

251 Communications is a full-fledged communications and public relations firm with offices in the Washington, DC Metropolitan Area and Addis Ababa, Ethiopia.

At 251 Communications, we manage our international clients' communications and branding needs in the Ethiopian market, both within Ethiopia and in the 1-million-strong Ethiopian-American market.

We have partnerships with many of the leading service providers inside and outside of Ethiopia, who are familiar with and understand the variety of outlooks held by Ethiopians in all walks of life, from rural Ethiopia to North American cities.





AESAONE Annual Soccer Tournament

AESAONE is happy to announce the launching of a premiere soccer entertainment program hosted in North America for Ethiopians from around the world.

- The event will be hosted at the center of the Ethiopian Diaspora, within RFK Stadium in Washington, D.C.
- We are committed to creating a social experience for families, spectators and honored guests who will be attending the weeklong annual event.



Who is coming

Washington D.C. is home to the largest community of Ethiopians outside of Ethiopia. We anticipate attracting as many as:



- 15,000 spectators daily on July 1-3, 2012
- 50,000 spectators, stadium capacity, on July 4, 2012
- 20,000 spectators daily on July 5-7, 2012

Predicted demographics of attendees :

- 15% youth, under age of 18
- 30% ages 18 to 30
- 30% ages 30 to 50
- 25% ages 50+

The Mayor of Washington, D.C. is expected to be in attendance along with other dignitaries.



Consumer Insights



Ethnic consumers represent one of the most viable growing consumer opportunities today.



- Together, U.S. ethnic populations grew from roughly one-quarter of the total U.S. population to nearly one-third during the decade of the nineties.
- According to the University of Georgia's Selig Center for Economic Growth, the combined aggregate spending of these groups in 2004 has been estimated at \$1.7 trillion---larger than the GDPs of most of the world's largest nations.

Consumer Insights



According to a study commissioned by the US Africa Chamber of Commerce, the key points in regards to the African Community:

- Africans, in particular, represent a unique demographic segment that values staying connected with family and friends from native countries along with enjoying entertainment and music from native cultures.
- African immigrants in D.C. (in comparison with Africans elsewhere in the U.S.) have the highest educational attainment, home ownerships, annual gross income, and proportion occupying professional occupations.
- The African consumer segment in the U.S. is estimated to have a buying power of 50 billion dollars and is growing at an amazing pace.



For further information on the African immigrant community please visit:

<http://newamericandimensions.com/studies.php>



Sponsorship Packages



Ethiopia Gold Sponsor

\$3,000



- Company name on entryway kiosk
- Company name in sponsorship brochure
- Half-page advertisement in the official program
- PA announcement mentions daily (7)
- Company logo & link on AESAONE website
- Unlimited stadium entrance (5)
- Preferred parking passes (3)
- Vendor/Exhibitor parking passes (4)
- 10x10 booth for the full 7 days of the Tournament (Booth size negotiable)
- Listed in the “thank you” advertisement post-Tournament (full circulation The Salon Ethiopia & The Ethiopian Times)
- VIP seating for the closing concert (3)



We look forward to working in close partnership with you. Please note that our sponsorship packages are flexible; we are happy to work with you to shape a package that maximizes your brand exposure.”

Contact & Information

For further information related to this event and its relevant sponsorship packages, please contact

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THANK YOU

