

# Somali Cultural

# Festival

**JUNE 2023**

**HIDDO  
SOOR**



# About Hiddo Soor

**Hiddo Soor International Organization was founded in 2021 as a non-profit with the goal of connecting Somali culture, literature, sports, and arts to the next generation. Located in Minneapolis, Hiddo Soor plans to make lasting change in the Somali American community in order to advance our heritage.**

# Our Mission

**Hiddo Soor ultimately plans to foster thriving communities where various disparities are addressed and Somali culture is celebrated, uniting younger and older generations through music, literature, and arts.**

# The Festival



**Our Somali Cultural Festival celebrates and promotes diversity and intercultural appreciation, showcasing Somali culture with music performances from prominent Somali artists, dance, and poetry.**

# The Venue

**Hilde Performance Center  
Plymouth, MN**

The 45-foot tall open-air facility is built for excellent acoustics in an outdoor setting.

Event Date: June 10th, 2023

5:00-10:00 PM



# Attendance

**5K attendees in 2021**

**10K attendees expected  
in 2023**

## *Demographic Overview*

- **All ages**
- **Family-friendly event**
- **Both Somali and non-Somali residents from Plymouth and across the state of Minnesota**
- **Honored guests: Plymouth City Mayor and other elected Minnesota officials.**

# Headliners



**Hodan Abdirahman**  
*Singer & Songwriter*

Hodan Abdirahman Osman is one of the most popular Somali artists in the nation. She entered the music scene in 2002 and rose to prominence through recording iconic and joyful songs that many Somali people know today.

## Digital Reach:

- 1.23M YouTube subscribers
- Highest viewed video: 11M views
- 117K Instagram followers



**Nimcaan Hilaac**  
*Singer & Songwriter*

Niman Abdourahman Hassan (also known as Nimcaan Hilaac) is a Somali singer and songwriter. He is the owner and founder of Hillaac Music Records.

## Digital Reach:

- 380K YouTube subscribers
- Highest viewed video: 1.2M views
- 648K Instagram followers

# Why sponsor this event?

## **Promote diversity and intercultural appreciation**

The Somali Cultural Festival is a celebration of talent, showcasing Somali culture with music performances from prominent Somali artists, dance, and poetry.

We're creating a fun and safe environment for intercultural exchange. Your sponsorship helps promote these values and make this an event that can be hosted annually.

## **Build trust with a highly engaged audience**

We recognize it can be hard to reach everyone in the community, even with targeted outreach, communications, and marketing strategies. By having a booth at the festival, you'll have the chance to engage with festival visitors 1:1, helping to build trust with the public from across the entire state of Minnesota.

## **Share products & services with an underserved and untapped market**

As a sponsor of the event, you'll have the opportunity to share your products and services with event attendees. With an expected audience of 10,000, you're likely to engage with hundreds of visitors per hour.



# Your contribution

## matters

Your contribution goes beyond creating a space for connection after limited in-person programming throughout the pandemic.

*Sponsorship helps raise awareness of both your and Hiddo Soor's programming, which works to:*

- **Improve the health and well-being of Somali Americans by giving them access to the same opportunities as American citizens**
- **Reduce barriers to critical information such as how to navigate the immigration/refugee process, pay taxes, access housing, and more.**
- **Invest in youth through arts programming to provide a safe and healthy environment outside of school and prevent substance abuse and delinquency**



# Sponsorship Packages

## BRONZE

**\$1000**

- Base-level support
- Physical booth
- Promotions through small signage
- Provide pledge prizes

## SILVER

**\$2500**

- Mid-range level support
- Includes all Bronze promotions PLUS:
- Organization name mentioned by emcee/artist during program

## GOLD

**\$5000**

- Upper-level support
- Includes all Silver promotions PLUS:
- Recognition of your company by directors of Hiddosoor during event
- Large placement in partner signage/banner at event

## PLATINUM

**\$10,000**

- Highest level of support
- Includes all Gold promotions PLUS:
- Premium placement of banner signage at the event
- Company logo in promotional material (event website, flyers, tickets, posters, etc.)
- Full-page recognition in the event program book
- Speaking Opportunity – two-minute address by company representative

# **Sponsors will ALSO be marketed through**

- **Event posters (5,000) and event flyers (10,000)**
- **Various FM and AM radio stations**
- **Social media platforms (Instagram, Facebook, YouTube)**
- **Hyperlink from Hiddo Soor's website to your company's website**





# How to Contribute

The tax-deductible donation you provide through various sponsorship levels will be used to pay for artist fees, equipment, security, and various other activities at the event. Please do not hesitate to contact us with any questions or concerns.

Thank you in advance for your sponsorship! We hope to see you and yours at our 2023 Somali Cultural Festival.

*To contribute, please contact us at:*

- [mwardere@hiddosoor.org](mailto:mwardere@hiddosoor.org)
- (612) 426-1162
- 3260 County Road 10 Suite C
- Minneapolis, MN 55429

*Thank you!*



**HIDDOSOOR**