

WHY SPONSOR US

Our Somali Cultural Festival celebrates and promotes **diversity** and **intercultural appreciation**, showcasing Somali culture with music performances from prominent Somali artists, with music, dance, and poetry. **We expect 8,000+ people** (both Somali and non-Somali residents **across the state of Minnesota** to attend both festival, including the cities' mayors and other elected Minnesota officials.

HIDDOSOOR



ABOUT

Hiddo Soor 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.

CONTRIBUTE

TODAY

TO MAKE A CHARITABLE CONTRIBUTION!

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 reach out with any questions or concerns: mwardere@hiddosoor.org

Your support will allow your company or organization to:

- Build relationships with Hiddo Soor, our partners, and residents of Minnesota
- Support programs that are making an impact in the lives of Somali Americans living in Minnesota
- Offer products, services, and information to an underserved and untapped market

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.

SOMALI

CULTURAL

FESTIVAL

PLYMOUTH & ST. CLOUD

2025



BUILDING STRONG FOUNDATIONS: HEALTH, HOUSING, AND FINANCIAL EMPOWERMENT

Housing and Financing Speaker: Martin Mohamed

Martin Mohamed is a dedicated real estate agent based in Edina, Minnesota, who brings extensive knowledge of the Twin Cities real estate market to his clients. With in-depth expertise in homebuying, property searching, and affordable housing options, Martin guides clients through every aspect of finding their ideal home. Beyond real estate, Martin is well-versed in personal finance and serves as a consultant for local small businesses, providing comprehensive guidance on financial matters. His expertise in both property markets and business finance makes him a trusted resource for individuals and organizations throughout the Twin Cities metropolitan area.

Firefighters and **police officers** from each city will also attend the events to promote public safety. They'll share tips on fire prevention, home safety, and crime prevention, while also demonstrating emergency response techniques. This outreach aims to strengthen community-first responder relationships and improve local safety awareness.

This seminar empowers the community with essential knowledge in financial literacy, housing accessibility, and health education. Attendees will learn how to navigate affordable housing options, manage personal finances, and improve mental and physical well-being. Led by experts Martin Mohamed and Habibo Haji, the event offers practical tools for building financial stability and promoting overall health.

Together, their outreach efforts help to address the interconnected challenges of housing, safety, and health, providing valuable resources and information to empower Somali immigrants and families in the Twin Cities area.



Health Outreach Speaker: Habibo Haji

Habibo Haji, MSN, RN-BC, is a certified psychiatric nurse at Mayo Clinic Rochester with 20 years of distinguished experience in healthcare. Her extensive background spans family medicine and nursing leadership, and she currently serves in inpatient psychiatry. With comprehensive expertise in mental health and preventive care, Habibo is dedicated to improving health outcomes in the local community. Beyond her clinical work, she is passionate about advancing health literacy and preventive healthcare education, bringing her professional knowledge to patients and community members.

Location of Plymouth Event

3500 Plymouth Blvd,
Plymouth, MN 55447

5 - 9 PM

Location of St. Cloud Event

14th to 12th Ave,
W St Germain Street,
St. Cloud, MN | 5-9 PM



THE FESTIVALS

4K attendees
in 2024



8K attendees
anticipated on:

**July 19th, 2025 & August
2nd, 2025**

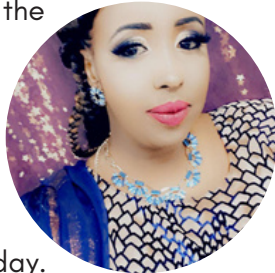
FEATURING: Nimcaan Hilaac

Singer Nimcaan Abdirahman Hassan (also known as Nimcaan Hilaac) is a Somali singer and songwriter. He is the owner and founder of Hilaac Music Records, and he holds 2M+ followers on Youtube and other platforms.



FEATURING: Hodan Abdirahman

With over 1M followers on social media, Hodan Abdirahman Osman is one of the most popular Somali artists among 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.



YOUR CONTRIBUTION MATTERS

	Bronze \$2,000	Silver \$4,000	Gold \$5,000	Platinum \$10,000
Organization name listed in program and other promotional materials, both print and electronic	●	●	●	●
Opportunity to provide pledge incentive prizes	●	●	●	●
Booth at event site to promote business or display/sample/sell	●	●	●	●
Logo placement in signage banner at event	●	●	●	●
Name of organization mentioned and recognized by emcee/artist		●	●	●
Verbal recognition of your company by directors of Hiddo Soor during event			●	●
Large placement in partner signage banner at event			●	●
Premium placement of signage banner 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 be marketed through: <ul style="list-style-type: none"> • Event posters (Gold) and event flyers (Platinum) • Various FM and AM radio stations • Social media platforms (Instagram, Facebook, YouTube) • Hyperlink from Hiddo Soor's website to your company's website 				●

Sponsorship Contribution Form

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.

Yes, we would like to be a:

PLATINUM PRESENTING SPONSOR
(\$5,000 tax-deductible donation)

GOLD VIP SPONSOR
(\$2,500 tax-deductible donation)

SILVER SPONSOR
(\$1,000 tax-deductible donation)

BRONZE SPONSOR
(\$500 tax-deductible donation)

We are unable to make a financial contribution but would like to provide in-kind support of:

\$ _____

Thank you in advance for your sponsorship!
We hope to see you and yours at our 2025
Somali Cultural Festival.

Please complete this form and mail or email to:
mwardere@hiddosoor.org
3260 COUNTY ROAD 10 SUITE C
MINNEAPOLIS, MN 55429

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