

**Culture**  
MANAGEMENT  
GROUP

# AFRO FUTURE

**PRESS KIT 2023**



## WHO WE ARE

AfroFuture is a celebration of Africa's unique culture and vibrant work showcased by the continent's many emerging creatives, artists, and entrepreneurs. AfroFuture strives to elevate and highlight Africa's thrilling and thriving talent by introducing an interactive slate of events that teach, explain, and explore our culture with a pioneering approach. Our high-energy, cross-cultural events bring people from all over the world together to celebrate African culture through art installations, modern and traditional fashion, authentic local cuisine, and through the universal language of music.

## VISION

To bring African art, cuisine, fashion, and music to a global audience, paving the way for additional opportunities that are for us, by us, and celebrate us.

## MISSION(S)

- Promote networking and ownership within the Ghanaian community and Pan-African Diaspora.
- Ensure that Africans living around the world understand the importance of celebrating their native cultures and investing in it.
- Serve as an informational vessel connecting the African Diaspora with current news, fashion, art, music, and business opportunities in Africa.
- Utilize community influence to ensure educational support for Ghanaian and African students worldwide.

## LEADERSHIP TEAM

**Abdul Karim Abdullah, BS, MPH** - Founder, CEO

**Kenny Agyapong, BS, MBA** - Co-Founder, COO

**Vernell Akyempong** - Environmental Director

**Akosua Awusi** - Director of Operations

**Khadija El Alawa** - Talent Hospitality

**Ashley Grant-Henriques** - Head of Press

**Tiffany Bender** - Head of Content

**Gifty Boakye** - AfroFuture Foundation

**Edward Ampah** - Vendor Relations

# AFROFUTURE HIGHLIGHTS

**2017**

- Abdul Karim Abullah and Kenny Agyapong, the event's founders, had an idea to hold a festival that would highlight all things African culture. As a result, **Afrochella was born and planted its roots in Accra, Ghana.**
- On December 29, 2017, the inaugural Afrochella festival was held at the **Accra Polo Court with 4K+ attendees.**

**2018**

- In 2018, Afrochella formalized a **partnership with media agency, BBnZ Live,** for digital content generation and event management support.
- During that year, Afrochella **partnered with international NGO, Water-Aid, to raise 10,000 ghs** for underprivileged families in Ghana.
- On December 29, 2018, the second annual Afrochella festival was held at **El Wak Sports Stadium, hosting 10K+ attendees.**
- **Essence's Full Circle Festival incorporates Afrochella into their itinerary package,** welcoming celebrities like : Boris Kudjoe, Nicole Ari Parker, Naomi Campbell, Ebro Darden, and Jesse Williams to the festival.
- The Afrochella festival is recognized and **sponsored by Ghana's Ministry of Tourism.**

**2019**

- In 2019, Afrochella festival becomes the **Ministry of Tourism's official partner for the "Year of Return."**
- That year, Afrochella solidified its **first partnership between Twitter and a Ghanaian company.**
- Afrochella collaborated with Twitter's **Blackbirds to raise \$10,500 for AfroFuture's Give Back Foundation initiative "Afrochella Reads."** Through that project, AfroFuture also **received support from Airbnb.**
- On December 28, 2019, Afrochella held its third annual festival at EL Wak Sports Stadium with an **attendance of 16.5K attendees.**
- In 2019, **Essence's Full Circle Festival returns to Afrochella** welcoming celebrities like: Tina Knowles, Naomi Campbell, Jidena, and fashion house Pyer Moss to the festival.
- Afrochella formalizes a **five year partnership with the Ghana Ministry of Tourism after contributing to \$2.1B** in tourism revenue for "Year of Return."
- **Billboard** recognizes Afrochella Founders as **"music industry gatekeepers in Africa."**

# AFROFUTURE HIGHLIGHTS (CONT.)

2020

- In 2020, **Afrochella postponed its annual Afrochella festival** however, **announced a new event, Afrochella Block Party**, a free one day musical activation powered by Culture Management Group on December 26th.
- To accommodate a smaller and safer crowd, **Afrochella Block Party was hosted at** an outdoor venue located at **Starlets 91 Road, Independence Ave., Greater Accra.**
- On December 26th, Afrochella hosted the **Afrochella Rising Star Challenge** in partnership with Audiomack to award a **local artist a chance to be playlisted and perform** at Afrochella Block Party in addition to a **grand prize of \$1,000, a studio session at BBnZ Live, and a feature on Audiomack.**
- Afrochella Block Party welcomed **1.5K event goers.**

2021

- In 2021, In honor of its fifth-year anniversary, Culture Management Group (CMG) announced **"Made in Africa" Afrochella Festival 2021 with Wizkid and Stonebwoy** as musical headliners. Sponsors included YouTube, Twitter, Instagram, and Hennessy.
- In November, **YouTube Music partnered with Culture Management Group** to launch **"Future Insiders," a program** that aimed to give young professionals who are interested in a career in music and technology the opportunity to learn hands-on skills from legendary musical professionals and industry experts.
- On December 23rd, **Culture Management Group unveiled the Afrochella Music Museum**, a visual library-like experience that took the audience on a journey through the past into the future with live performances, art installations, and digital and printed imagery.
- On December 28, 2021, Afrochella held its fifth annual festival at EL Wak Sports Stadium with an **attendance of 10.5K attendees and welcoming 150K inbound travelers.**
- Afrochella Feeds welcomed 72 volunteers to help hand out 500 packaged meals and water to local communities across Ghana.
- **CNN** recognizes Afrochella Founders as **"African Voices Changemakers."**
- The government of Ghana, through the **Ghana Tourism Authority, signed a Memorandum of Understanding (MoU) with Afrochella to make Ghana the preferred destination for tourist and announced Afrochella founders as Ghanaian Ambassador for Tourism.**

2022

# AFROFUTURE HIGHLIGHTS (CONT.)

- In May 2022, **Afrochella joined Apple Music as an official playlist curator**, offering regular drops of exclusive playlists and DJ Mixes celebrating the latest sounds from Africa.
- Culture Management Group announces **"Road to Afrochella,"** an experiential popup activation designed to introduce and highlight Afrochella to the Sub-Saharan market. The tour kicked off in **Johannesburg, South Africa** in October 2022.
- Culture Management Group announces its two day **Afrochella Festival: "AfroFuturism" with Burna Boy and Stonebwoy** as musical headliners. Sponsors included Hennessy, Diageo, Fenty Beauty, Topicals, TuneCore, Ronor Motors and more.
- **Sony Music Africa partners with Afrochella and Audiomack** to expand the flagship **'Rising Star Challenge' competition** for unsigned and emerging artists in Africa.
- TuneCore and Afrochella name **Ethan Thomas**, DJ and producer from Brooklyn, New York as the **2022 Rising Star DJ** at the Afrochella Music Museum.
- In December 2022, Ghana welcomed **35K+ inbound travelers** into the country.
- On December 28 - 29th, CMG held its sixth annual Afrochella festival at EL Wak Sports Stadium with an attendance of **31K+ attendees including 12.5K+ on Day 1 and 18.7K+ on Day 2.**
- Afrochella Feeds community service initiative welcomed over **250 volunteers** deliver groceries to surrounding communities.
- Culture Management Group unveils **"AfroFuture" as the festival's new brand identity.**
- In May 2023, Abdul Karim Abdullah was named on the global top 100 under 40 **"Most Influential People of African Descent"** list by MIPAD.
- **AfroFuture partners with Rock the Bells and Sixthman to launch the first-ever AFROCRUISE, a high seas celebration** of all things African and diaspora culture from Miami, FL to Nassau, Bahamas aboard Norwegian Pearl.

# MEDIA COVERAGE

**GLAMOUR** **billboard** **Forbes** **GQ**



okayafrica.

the **grio**



ESSENCE



**VIBE**

**The Guardian**

**BLAVITY**

**EBONY**



**TIDAL**



**EARN YOUR LEISURE**  
PODCAST

TRAVEL + NOIRE

**Los Angeles Times**



**InStyle**



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# AFROFUTURE 2023

The festival theme for 2023 is "Black Unification & Pan Africanism," which celebrates the achievements of Black people throughout the diaspora and highlights their contributions to art, culture, and innovation. This year's theme will delve into the global links and shared experiences of African people, including conversations on the history of the Pan-African movement, the role of Diaspora in global politics, and the significance of Diaspora unity.

## AFROFUTURE 2023 ACTIVITIES

**1**

### AFRO EXPO 2023

[12/18 - 12/31] AFROFUTURE HOUSE | ACCRA, GHANA

A two week expo located at the AfroFuture House. Afro Expo is a cultural content center that will host a series of digital experiences, wellness sessions, screenings and panel discussions in the world of business, technology, health, fashion, music and art - connecting the diaspora to industry experts and changemakers building opportunities on the ground and across the continent.

**2**

### AFROFUTURE MUSIC MUSEUM

[12/20] BBNZ | ACCRA, GHANA

A visual library-like experience that will take the audience on a journey through the past into the future with live performances, art installations, and digital and printed imagery.

**3**

### AFROFUTURE FESTIVAL 2023

[12/28 - 12/29] EL WAK STADIUM | ACCRA, GHANA

AfroFuture Festival 2023: Black Unification & Pan Africanism will be an explosive two day cultural event set to return to El Wak Stadium in Accra, Ghana on December 28th and 29th.

**4**

### NEW YEAR'S EVE CELEBRATION X PVO

[12/31] LA PALM ROYAL BEACH | ACCRA, GHANA

AfroFuture partners with PVO to bring in the New Year with an unforgettable end of year celebration in the wonderful city of Accra.

**5**

### AFROFUTURE FOUNDATION GIVEBACK

[1/2] ACCRA, GHANA

AfroFuture will host its annual community service day by providing packaged meals via food trucks to various communities across Ghana.

# CONTACT

For more information, please reach out via email to:

## GENERAL INQUIRIES

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## PRESS

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**Deadline for Media Pass/Access List: December 1st 2023**

## SPONSORSHIP

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**THANK YOU!**