Organizational Profile
About the Cultural Oneness Festival
About the launch of the 2024 Festival
Overview and Highlights of Festival 2023
Programme Outline
Why Partner/Sponsor
ONE PEOPLE BEYOND GREATNESS
The Taste Of Afrika is an entertainment and events company with a mission to: strengthen the underlying kinship and cultural bonds between Africans in the continent and people of African descent in the Diaspora; highlight their common origins while celebrating their diversity; and pursue opportunities for shared economic benefit. One of the key differentiators for our company is our dual focus of, on the one hand, bringing together our broad and diverse African family. On the other hand, facilitating business linkages that can tap into the significant business opportunities in the continent, including but not limited to tourism and entertainment.
ABOUT THE CULTURAL ONENESS FESTIVAL

This is a festival that celebrates and showcases the rich cultures of our diverse communities. The festival’s goal is to promote cultural awareness and unity, our unique traditions, arts, and music. It is expected that the festival will contribute to fostering mutual understanding and consolidating our unity, while developing and growing the tourism industry and attracting investment.
ABOUT THE LAUNCH OF
THE 2024 FESTIVAL

The Taste Of Afrika, in close collaboration with the Harlem Tourism Board, African Tourism Board, Northern Development Authority and Ghana Tourism Authority, organized the maiden edition of the Cultural Oneness Festival in Tamale from the 6th to 9th of December 2023.

After a successful execution of the historic debut event and analysis of the immense associated impact, Organizers deem it imperative to share with its cherished stakeholders, the outcomes of the maiden event and further outdoor plans for the 2024 event.

The launch is scheduled for February 15th, 2024 at GNAT Hall Accra. Over one – hundred (100) stakeholders are expected to participate.
Rulers, Event Partners, Diplomatic Community and Tourism and Cultural Development Experts.

**Overall Purpose**
To create a one-stop platform of diverse stakeholders to disseminate information about the Cultural Oneness Festival and solicit inputs towards the planning and implementation of the 2024 edition.

**Objectives**
- To create awareness of Festival 2024
- To share outcomes of the 2023 Festival
- To launch a sponsorship drive for corporates and donors to support this worthy cause

**Why Attend**
- Opportunity to meet and network with high level industry Experts
- Learn about the 2024 event and opportunities
- Experience the rich diverse cultures of Northern Ghana
OVERVIEW OF CULTURAL ONENESS FESTIVAL 2023

The Taste Of Afrika, in collaboration with the Harlem Tourism Board, African Tourism Board, Ghana Tourism Authority, Northern Development Authority and the Diaspora Affairs Unit, under the Office of the President successfully orchestrated a four-day Cultural Oneness Festival in Tamale from December 6th to 9th, 2023. The primary objective was to foster unity among kings, chiefs, and the people of the Northern sector, thereby promoting community development. The festival, themed “The Strength of the Strands” featured a diverse range of activities, including tours of tourist sites, a cultural durbar, an economic development business forum, an immersive street carnival, a fashion show, and a musical concert.
<table>
<thead>
<tr>
<th>DIGNITARIES THAT GRACED THE CELEBRATION</th>
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| His Royal Highness, Naa Bakpema Kar-Naa AbduliaNantogma (Paramount Chief of Karaga Traditional Area) |
| His Royal Highness, Jira Buipewura Abdulai Jinapor II Paramount Chief of the Buipe Traditional Council |
| His Royal Highness, Nandom Naa Professor Edmund Nminyem Delle Chiir VIII (President of Nandom Traditional Council) |
| His Royal Highness, Nagonaab. Na-Pariyoung Kosom Asaga Yelzoya II (Paramount Chief and President of the Nabdam Traditional Council) |
| His Royal Highness, Soo-Naba, Naa Maligu Seidu Nantomah (Paramount Chief of the Soo Traditional Area) |

| Alhaji Shani Alhassan Shaibu Regional Minister Northern Region |
| Richard Cox Senior Vice President (Harlem Tourism Board) |
| Francis Mugoga Commissioner Sustainable Tourism Product Development, African Tourism Board |
| Martin Chris Glin Co-Founder, The Taste of Afrika |
| Hippolyt A. S. Pul, PhD Executive Leader Institute for Peace and Development, NDA Board member |
Cultural Roots Tours

Participants visited the Pikworo Nania Slave Camp and Paga Crocodile Pond in the Upper East Region. They were led by His Royal Highness, Nagonaab, Na-Pariyoung Kosom Asaga Yelzoya II (Paramount Chief and President of the Nabdam Traditional Council)

80+ Participants
Cultural Fusion Durbar

Prominent Kings and Chiefs in Northern Ghana came together to champion the unity agenda. It was an atmosphere of pomp and pageantry. Imposing an august presence at the high table included the Northern Regional Minister, Chief Director of the Northern Regional Coordinating Council, Vice President of the Harlem Tourism Board, and the CEO and Co-founder of The Taste Of Afrika.

260+ Attendees
Ancestral Connection & Enskinment

Martin Christopher Glin, Co-Founder of The Taste Of Afrika was enskinned as Suŋ Naa by Tolon Naa, His Royal Highness Alhaji-Rtd-Major Sulemana Abubakari, Paramount Chief of Tolon Traditional Area.

6+ Participants
Business Forum

A convergence of investors and think tanks from different sectors to dialogue on issues that border on economic transformation. Areas include:

- Agriculture & Agro-business
- Tourism, Arts & Culture
- Youth development & entrepreneurship through digitization,
- Social services and the;
- Legal and regulatory environment.

The event was held at Radach Hotel and chaired by His Royal Highness Jira Buipewura Abdulai Jinapor II, Paramount Chief of the Buipe Traditional Council.

200+ Attendees
Amaraba Street Carnival

A vibrant Street Carnival, in collaboration with the Glupue Palace in Tamale to showcase the cultural diversity of Northern Ghana through colorful displays of ethnic outfits, parades, and traditional dances. The procession kick started at the Agric traffic light and ended at the Jubilee Park.

1000+ Participants
Fashion Show

A fashion show was held at the Radach Hotel, featuring 15 national and international designers and 30 models. The show displayed the unique northern fabric in contemporary styles.

600+ Attendees
Musical Concert

The 2023 Cultural Oneness Festival climaxed on December 9th, with a grand musical concert at the Jubilee Park, where musicians from Northern Ghana showcased their talents. The concert, aimed to highlight the artistic and musical prowess of the Northern people, with support from A-list Musicians from Southern Ghana.

3000+ Attendees
IMPACT OF THE
2023 FESTIVAL

• Contributed to promoting unity and inter-cultural cohesion through a Durbar of Kings and Chiefs from different Kingdoms.
• Northern Ghana was showcased to the diaspora as a “melting pot” of different cultures and a first-choice tourism destination for lovers of unspoilt cultures and adventure.
• Promoted a multi-stakeholder dialogue on investment opportunities and approaches to sub-national economic development to address unemployment and ultimately improve livelihoods.
<table>
<thead>
<tr>
<th>Arrival of Dignitaries</th>
<th>Presentation on Funding and Roadmap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Prayer</td>
<td>Keynote Address</td>
</tr>
<tr>
<td>Opening Remarks</td>
<td>Cultural Display</td>
</tr>
<tr>
<td>Welcome Address</td>
<td>Launch of festival 2024</td>
</tr>
<tr>
<td>Presentation of 2023 Festival Report</td>
<td>(Unveiling of theme, date, venue and activities)</td>
</tr>
<tr>
<td>Video Interlude</td>
<td>Cultural Display</td>
</tr>
<tr>
<td>Short Message</td>
<td>Closing Remarks</td>
</tr>
<tr>
<td>Solidarity Messages</td>
<td>Vote Of Thanks</td>
</tr>
<tr>
<td>Interlude</td>
<td>Closing Prayer</td>
</tr>
<tr>
<td>Short Message</td>
<td>Refreshment / Pictures / Interviews</td>
</tr>
<tr>
<td>Goodwill Messages/ Videos</td>
<td></td>
</tr>
</tbody>
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WHY PARTNER / SPONSOR THE 2024 FESTIVAL

• A unique opportunity to trade your Company’s offerings on a national level
• Guaranteed value for money by showcasing brand to the diaspora community
• Benefit from a plough back brand promotional strategy
• Support the Government’s efforts of developing Ghana’s tourism industry
Contact:
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