

SANKOFA International Conference

Business Plan & Program Agenda

Date: Saturday, April 4

Time: 2:00 PM – 6:00 PM

Venue: Cultural Museum of African Art

Featured Exhibition: The Eric Edwards Collection



1. Executive Summary

SANKOFA—“It is not wrong to go back and get what you forgot”—is a premier cultural, policy, and youth-leadership convening that unites Africa, the Caribbean, the Americas, and the global African diaspora. This flagship conference activates history as a living force for **youth leadership, economic justice, cultural restoration, and global coordination**. The April 4 convening launches the **ONE Percent Campaign**, mobilizes celebrity and organizer pledges, and **sponsors 300 youth globally** for the **Global Youth Council**, with a strong focus on the **Sixth Region Diaspora**.

2. Objectives & Outcomes (What Success Looks Like)

- **Launch ONE Percent Campaign** with public pledges from celebrities, activists, and organizers
- **Sponsor 300 youth globally** into the Global Youth Council (training, travel, digital access)
- Elevate **African historical literacy** through exclusive museum-based activations
- Generate **earned revenue** (vendors, silent auction, magazine ads)
- Secure **media reach** via coordinated film & broadcast
- Establish Sankofa as an **annual, sponsor-ready global platform**

3. Target Audience

- Youth (12–24), educators, parents
- Cultural leaders, historians, artists
- Policy advocates, diplomats, Sixth Region leaders
- Sponsors, philanthropists, foundations
- Media, filmmakers, publishers

4. Program Design: Powerful Agenda (2:00–6:00 PM)

2:00 – 2:30 PM | Arrival, Registration & Cultural Immersion

- Live African instrumental welcome
- Guided preview of **Eric Edwards Collection**
- Healthy refreshments (Afro-Caribbean plant-forward options)

2:30 – 2:50 PM | Opening Ceremony

- Libation & ancestral acknowledgment
- Welcome from Sankofa Executive Leadership
- Framing Sankofa’s mission & the Sixth Region Diaspora

2:50 – 3:30 PM | Keynote Session: History as Strategy

- Keynote address by **Dr. Eric Edwards** (collection context & cultural sovereignty)
- Guest speakers: historians, diplomats, movement leaders
- Interactive Q&A (youth-first)

3:30 – 4:00 PM | Exclusive African Historical Activities

- Rotating stations (museum-led):
 - African kingdoms & resistance mapping
 - Sankofa storytelling circles
 - Youth artifact interpretation & meaning-making
- Educator toolkits provided

4:00 – 4:20 PM | Vendor Marketplace & Silent Auction Opens

- African artisans, books, fashion, wellness, education tools
- Silent auction: rare prints, signed books, art pieces
- Proceeds earmarked for **youth sponsorships**

4:20 – 4:45 PM | ONE Percent Campaign — Global Launch

- Official launch & statement of purpose
- Live pledge moment (celebrities, activists, organizers)
- Announcement: **300 Youth Sponsored Globally**
- Call-to-Action: 1% of time, talent, or resources

4:45 – 5:15 PM | Youth Power Panel: Sixth Region in Action

- Global Youth Council representatives
- Topics: leadership, culture, policy, innovation
- Commitments & next-step milestones

5:15 – 5:45 PM | Mini Concert & Cultural Performances

- Drumming, spoken word, Afro-diasporic music
- Youth artist spotlight
- Cultural celebration bridging generations

5:45 – 6:00 PM | Closing & Media Moments

- Acknowledgments & sponsor thanks
- Final silent auction call
- Press interviews & photo ops

5. Film, Media & Publications**Film & Media Coordination:**

- **WMCJLTV**
- **GFM Productions**

Deliverables

- Full conference documentary

- Short social clips (youth voices, pledges, performances)
- Press-ready photos & interviews

Special Edition Magazine

- Sankofa theme & essays
- Featured speakers & artists
- ONE Percent Campaign pledgers
- Sponsor & partner pages
- Youth Global Council profiles

6. Vendors, Food & Wellness

Vendors

- African artisans, publishers, fashion designers
- Education & youth organizations
- Wellness & herbal collectives

Healthy Food Options

- Afro-Caribbean plant-forward cuisine
- Vegan, vegetarian, gluten-free options
- Fresh juices, teas, and traditional healthy dishes

7. Revenue & Sustainability Model

- Sponsorship packages (Title, Gold, Silver, Youth Sponsor)
- Vendor table fees
- Silent auction proceeds
- Magazine advertising
- ONE Percent Campaign pledges

8. Governance & Accountability

- Transparent youth sponsorship tracking
- Post-event impact report (youth funded, reach, media)
- Annual Sankofa convening roadmap

9. Call to Action

- **Sponsor a Youth (1 of 300)**
- **Pledge to the ONE Percent Campaign**
- **Partner as a Vendor or Media Ally**
- **Invest in the Sixth Region Diaspora**