



Africa United Fan Zone

An African-Centered FIFA World Cup Experience in New York City

NYC 2026





The Big Idea

The 2026 FIFA World Cup comes to New York City, but for millions of passionate African and Afro-diaspora fans, stadium tickets will remain out of reach. Africa United Fan Zone changes that.

We are creating NYC's premier African-centered fan experience: a vibrant, multi-day destination where fans watch every key match on giant screens, immerse themselves in African culture, connect with opportunities, and celebrate together — in a space built for them, by us.



Why New York? Why 2026?

The Right City. The Right Moment. The Right Audience.

New York City is home to one of the largest and most diverse African and Afro-diaspora populations in the world, spanning West, East, Central, and Southern Africa, the Caribbean, and beyond.

The 2026 World Cup will draw unprecedented global attention to this city. Yet no large-scale, curated platform exists to celebrate and engage the African community at this moment.

- 3.5M+ people of African descent in the NYC metro area
- NYC is a host city for the 2026 FIFA World Cup
- The African diaspora is one of the fastest-growing, highest-spending consumer segments in the US
- A once-in-a-generation opportunity to reach this audience at peak cultural energy



Objectives

Four Goals. One Powerful Platform.

ACCESS & INCLUSION

Give African and diaspora fans an affordable, high-energy venue to watch World Cup matches, no \$500 ticket required.

CULTURE & PRIDE

Celebrate the richness of African identity through music, dance, fashion, food, and visuals art.

BUSINESS & OPPORTUNITY

Bridge the gap between African talent, entrepreneurs, and investors on both sides of the Atlantic (US - Africa).

YOUTH & COMMUNITY

Inspire the next generation through sport, mentorship, and access to education and career pathways.





Target Audiences



A High-Value, Highly Engaged Audience, Waiting to Be Reached.

Africa United Fan Zone brings together a uniquely diverse and commercially valuable audience that is historically underserved by mainstream platforms:

- **African diaspora communities** across NYC and the tri-state area
- **African students, professionals, and entrepreneurs** — educated, ambitious, and digitally active
- **African-American and Afro-Caribbean communities** interested in African culture.
- **US and African companies, investors, and trade agencies** — looking for credible access points to African markets
- **Brands and organizations** targeting African and diaspora markets.

Your brand, in front of all of them — at the biggest sporting event on earth.



Core Components of the Fan Zone

Africa United Fan Zone is a multi-layered destination designed to keep audiences engaged across every match day:

Component	Experience
Live Match Screenings	Giant LED screens, stadium-grade sound, regional viewing zones
Halftime Shows & Performances	African dance troupes, drumming, spoken word, short fashion showcase
Concerts & DJ Sets	Afrobeat, Amapiano, Mbalax, Afrohouse, and more
Small-Sided Football	Community tournaments, youth clinics, skills challenges
Africa Opportunities Hub	Business exhibitions, networking, investment spotlights
Food Court & Marketplace	Pan-African cuisine with curated vendors, Pop-up marketplace showcasing African fashion, and lifestyle brands, and digital products



Match Viewing Experience

Every match day is an event in itself. We create a viewing experience that goes far beyond a screen:

- **Professional LED screens** with high-quality surround sound
- **Themed regional zones** representing West, East, Central, Southern, Francophone, and Lusophone Africa
- **Live bilingual commentary** in English and French, led by rotating African MCs and influencers with genuine cultural credibility
- **Country Spotlight Match Days** — when African national teams play, we go all in: flags, jerseys, themed décor, and dedicated fan activations for that country's diaspora community



Culture & Entertainment

Africa United Fan Zone is as much a cultural festival as it is a sports event.

Between and after matches, we deliver:

- **Halftime shows** curated with African drumming ensembles, contemporary dance troupes, spoken word poets, and mini fashion showcases, giving African artists a global-city stage
- **Evening concerts and DJ** sets featuring Afrobeat, Amapiano, coupé-décalé, Afrohouse, and Mbalax
- **Visual art and photography exhibitions** celebrating African football history, cities, and culture
- **Short documentary screenings**, powerful stories of African football that inspire and educate

For your brand, this is an environment of joy, pride, and authentic engagement.



Africa Opportunities Hub

The Africa Opportunities Hub is the business heartbeat of the fan zone, a dedicated, professional space designed to generate real economic outcomes:

For exhibitors and organizations:

- Booths for African startups, SMEs, tourism boards, and trade agencies
- US-based service providers: legal, banking, remittances, tech, education, and franchising
- Diaspora-focused investment and financial products

Curated networking sessions, including:

- Africa x Tech — connecting innovators and investors
- Women in Business & Sport — celebrating and funding female leadership
- Creative Industries & Music — the business behind the culture
- Sport Business & Sponsorship — deal-making in the sports economy

"Opportunity Spotlights" — 3 to 5-minute live presentations between matches, where organizations present real programs, funding offers, and partnership opportunities directly to a captive audience.



Small-Sided Games & Youth Engagement

Sport is at the heart of our mission. Beyond the big screens, we activate football on the ground:

- **3v3 and 5v5 mini-pitches** hosting community tournaments — youth, mixed, and corporate teams
- **Skills challenges and freestyle showcases** — penalty shootouts, dribbling contests, and freestyle
- **Grassroots partnerships** with local NYC clubs, academies, and youth organizations
- **Coaching clinics** with licensed coaches and former professional players — offering real development sessions for kids and teenagers

For brands in sportswear, education, youth development, or health and wellness, this activation zone offers direct, authentic engagement with young talent and their families.



Scale & Reach



Africa United Fan Zone is designed to scale across the full World Cup period, delivering cumulative impact that compounds with each match day:

- **1,500 – 3,000 attendees** per major match day (group stage weekends, knockout rounds)
- **Multiple event days** spanning group stage, Round of 16, quarterfinals, semifinals, and the Final
- **Estimated total footfall: 20,000 – 40,000** over the full event period
- **Media coverage** across African, Afro-Caribbean, and mainstream US outlets
- **Digital amplification** through African and diaspora media outlets, influencer networks, podcasters, and partner social platforms



Value Proposition for Partners

Africa United Fan Zone offers what no mainstream media buy can deliver:

- **Authentic access** — high-value, high-trust African and diaspora audience in their own space
- **Purpose-driven engagement** — align your brand with DEI, diaspora empowerment, youth development, and sport for good
- **Direct activation** — promote your products, services, scholarships, or programs face-to-face with the people who need them most
- **Global visibility** — associate your brand with the world's biggest sporting event, through an African lens that resonates across continents
- **Content goldmine** — authentic stories, performances, and moments that generate powerful social and editorial content



Branding & Activation Opportunities

Your Brand, Woven Into the Experience.

We offer a full spectrum of branding and activation touchpoints, designed to integrate your presence naturally and powerfully into the fan zone:

- **Naming / Co-branding** of the fan zone or key areas (e.g., "[Your Brand] x Africa United Fan Zone")
- **Logo presence** across all stages, LED screens, digital platforms, signage, and printed materials
- **On-site product demonstrations, sampling, or distribution**
- **Digital co-branding** across all social media, email campaigns, and media partnerships
- **Branded VIP and hospitality areas** — premium spaces to host clients, partners, and community
- **Branded tournaments** — sponsor a community cup (e.g., "[Your Brand] Diaspora Cup")
- **Co-created content** — panels, masterclasses, and opportunity spotlights developed with your team

Every package is customizable. We build around your goals.



Example Partner Integrations

Real Impact, Real Return, Across Every Sector.

We've designed integration opportunities that create genuine value for partners across industries:

- **Financial Services:** Banks, fintechs, and remittance providers can host financial literacy workshops, promote diaspora investment products, and connect directly with the African community.
- **Telecom & Tech:** Connectivity and streaming sponsors gain enormous visibility as the official digital infrastructure of the event — with on-site demos, data offers, and co-branded content.
- **Education:** Universities, language schools, and scholarship programs can present directly to African students and families navigating US and African education pathways.
- **Travel & Tourism:** Airlines, tourism boards, and hospitality brands can showcase destinations and run exclusive travel promotions to a highly mobile, travel-oriented audience.
- **Development Agencies:** NGOs, foundations, and government agencies can present youth programs, entrepreneurship grants, and ecosystem initiatives to exactly the communities they serve.



Sponsorship Levels

Find Your Level. Build Your Legacy.

We offer structured partnership tiers — and full flexibility to build a custom package around your specific goals.

Tier	Benefits
Title / Naming Partner	Fan zone naming rights, maximum visibility across all touchpoints, VIP hosting, co-created programming, exclusive category rights
Gold Sponsor	Major stage and screen branding, dedicated activation space, premium digital presence, curated networking access
Silver Sponsor	Branded presence across signage and digital, booth or activation space, social media co-promotion
Thematic Partner	Category-exclusive title (e.g., Official Education Partner, Official Connectivity Partner) — own your space
Institutional / Development Partner	Mission-aligned partnership for agencies, embassies, and foundations — program integration, visibility, and storytelling

Note: Custom packages available



Impact & Legacy

This Is Bigger Than One World Cup.

Africa United Fan Zone is designed to leave a lasting mark, on the community, on the diaspora ecosystem, and on the partners who help make it happen:

Measurable outcomes we are committed to delivering:

- Tens of thousands of fans welcomed into a safe, joyful, and inclusive environment
- Hundreds of B2B and B2G connections made at the Africa Opportunities Hub
- Significant social media reach and media coverage amplifying African stories globally
- Documented success cases — real partnerships, investments, and opportunities from the event

Long-term vision:

- Annual or recurring African sports and culture festival anchored in NYC
- A permanent platform bridging Africa, its diaspora, and global partners
- Youth pathways created through sport, education, and entrepreneurship programs



Implementation Roadmap

We Are Ready to Move. Fast.

Our implementation plan is built for momentum and accountability:

PHASE	FOCUS	TIMELINE
PHASE 1	Concept finalization, core team setup, governance structure	Completed
PHASE 2	Venue confirmation, permits, logistics, program calendar design	Ongoing
PHASE 3	Sponsor onboarding, partner announcements, communication campaign launch	Now to WC Period
PHASE 4	Event delivery, live coverage, daily operations	World Cup Period
PHASE 5	Post-event reporting, impact documentation, follow-up missions, legacy projects	Post-event



Governance & Team

Built by People Who Know the Community — and the Game.

Africa United Fan Zone is led by a team with deep roots in the African diaspora ecosystem, combining expertise across event management, sport, culture, business development, and community organizing.

- **Lead organizing entities:** (1) World Inter-Cultural Program is a 501 (c) organization that promotes cultural exchanges. (2) SAMA LABS is a strategic agency bridging Africa and the world.
- **Key advisors and partners:** Drawn from African football, cultural institutions, the business community, and diaspora organizations
- **Institutional backing:** Engagement with African consulates and embassies, the African Union mission to the UN, and NYC city agencies
- **Operational model:** Transparent governance with clear roles, accountability structures, and reporting to all partners and stakeholders



Call to Action

Join Us. Shape the Experience. Own the Moment.

The 2026 FIFA World Cup is a few months away. The African community in New York is ready. The opportunity is wide open.

We are currently seeking:

- **Founding partners** who want to co-create this platform and secure the most prominent positioning
- **Institutional allies** (embassies, consulates, agencies) ready to amplify Africa's presence
- **Community champions**, organizations and brands who believe in the power of sport and culture

Proposed next steps:

- **1-to-1 meeting/workshop** with your team to discuss alignment and opportunity
- **Co-creation session** to design a tailored sponsorship/partnership package
- **Letter of Intent or MOU** to formalize your commitment and secure your tier



Contact Information



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Let's build this together.

