



DNA → DISCOVERY → TOGO → RECONNECTION

PARTNERSHIP PROSPECTUS · EDITION 1, 2027

Partner with the Founding 100

Put your brand at the heart of a homecoming: 100 members of the African diaspora returning to Togo, filmed for an international documentary.

THE OPPORTUNITY

A homecoming the diaspora will remember, and talk about

Roots to Togo brings a founding cohort of 100 African Americans and other members of the African diaspora to Togo for a six-day heritage journey. Many hold DNA and genealogical results pointing to the region of present-day Togo and neighbouring West African communities. The journey turns that discovery into a respectful encounter with Togo's history, culture and people.

100

FOUNDING DIASPORA
PARTICIPANTS

6 days

CORE PROGRAM,
BASED IN LOMÉ

20–30 min

DOCUMENTARY FOR
TOGOLESE AND
INTERNATIONAL
AUDIENCES

≈ \$296k

EST.

SPENT DIRECTLY IN
TOGO PER EDITION

WHY PARTNER

Reach the diaspora

Speak directly to a high-value, highly engaged U.S. diaspora audience, before, during and long after the trip.

Own a story

Be part of a purpose-driven story of return and reconnection, told through a professional documentary and daily content.

Show up in Togo

Visible presence with Togolese institutions, media and the public at the welcome, the gala and across the itinerary.

Leave a legacy

Your support funds fair pay for Togolese suppliers and a legacy project for youth, education or culture.

VISIBILITY

Where your brand appears

Every partnership is tailored. These are the moments and channels available to partners, depending on tier.

Before

Launch and recruitment

Partner logos on the application campaign, website and announcement; content with the Founding 100 as they prepare.

Day 1

Welcome home

VIP airport welcome, welcome kits with partner products or SIM cards, press moment and welcome dinner.

Days 2–4

The journey

Branded transport, hosted meals and experiences in Lomé, Togoville, Lake Togo, Aného, Glidji, Kpalimé and Kloto.

Day 5

Reconnection & impact

Business and creative roundtable, youth activity and diaspora–Togo networking, with partner speaking slots.

Day 6

Legacy gala

Closing gala in Lomé: partner presence, speeches, legacy project announcement.

After

Documentary & report

Documentary and sponsor-film credits, photo archive, and an impact report shared with every partner.

MEDIA DELIVERABLES

- 20–30 minute documentary master
- 3–5 minute partner film
- Daily short-form social content
- Portrait interviews and a professional photo archive
- Outreach to Togolese national media and to U.S. and diaspora outlets

Seven ways to partner

CASH

Anchor / Presenting Partner

\$75,000 – \$125,000

"Roots to Togo presented by ...". Title billing, the partner film, gala presence, documentary credit, media moments and hospitality places.

IN-KIND + CASH

Official Air & Mobility

\$15,000 – \$40,000

Brings the diaspora home: group fares, baggage, arrival welcome branding and content.

MOSTLY IN-KIND

Official Hotel

\$10,000 – \$30,000

Home base of the Founding 100: venue branding, receptions, press base, complimentary rooms.

IN-KIND + CASH

Connectivity

\$5,000 – \$20,000

SIM and data in welcome kits, social content and digital storytelling.

CASH

Banking / Fintech

\$15,000 – \$50,000

VIP reception, the business roundtable and the investment follow-up track.

IN-KIND / SMALL CASH

Heritage & Culture

\$2,000 – \$10,000

Programming credit, the artisan marketplace and a link to the legacy project.

IN-KIND

Media / Production

\$10,000 – \$30,000

Co-production credit, coverage and negotiated content rights.

Indicative values. The Anchor range comes from the program's master plan; all other values are to be confirmed in partner conversations. Packages can combine cash and in-kind support.

BENEFITS

What each partner receives

Benefit	Anchor	Air	Hotel	Connect.	Banking	Heritage	Media
Title billing: "presented by"	●						
Logo on campaign, website and kits	●	●	●	●	●	○	●
Documentary credit	●	●	●	○	●	○	●
Partner film feature	●	○	○		○		●
Gala presence and speaking slot	●	○	●		●		
Hosted moment on the itinerary	●	●	●	○	●	●	
Hospitality places on the journey	●	○	○		○		
Use of photos and content	●	●	●	●	●	●	●
Impact report	●	●	●	●	●	●	●

● included ○ optional or scaled to the package

ACCOUNTABILITY

How your support is used and reported

Paid in stages

Partner payments are staged, for example 40% on signing, 40% before the event and 20% at the event.

Spent in Togo

About 80% of the program budget goes to Togolese hotels, restaurants, transport, guides, performers and artisans.

Reported

Every partner receives the impact report: participants, spending in Togo, suppliers paid, media coverage and the legacy project.

TIMELINE



BY MARCH 2027

Anchor partner signed



APRIL-JULY 2027

Category partners signed; applications open



SEPTEMBER 2027

The Founding 100 in Togo



LATE 2027

Documentary, impact report and Edition 2

NEXT STEPS

- 1 A first conversation about your goals and audience
- 2 A tailored package proposal and term sheet
- 3 Signature, then joint announcement once the agreement is in place

Let's bring the diaspora home, together.

Roots to Togo is organized by CYWEP, the Children, Youth and Women Empowerment Program, with AFROAC (African Affairs Communications LLC) as program design, operations and delivery partner.

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Program design, operations & delivery

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Budget & finance

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Draft for discussion, October 2026. Dates, itinerary and figures are planning estimates. Spending in Togo is an estimate to be confirmed. Partners are announced only after a written agreement is in place.