

INTRODUCTION

ALL OVER THE WORLD THE PEOPLE OF BLACK COMMUNITIES SHARE COMMON IDEOLOGY IN THEIR FOOD CULTURE BE IT BRAZILIANS, SOUTH INDIANS, AFRICANS, OR CARIBBEAN. THE COMMON SPICY NATURE OF THEIR FOOD WITH IRRESISTIBLE FAVORABLE TASTE IS ABOUT TO BE PUBLICIZED, GLOBALIZED AND BRANDED TO THE APPEAL OF THE WORLD .THIS IS WHAT AFRI-CAR FOOD FESTIVAL IS ALL ABOUT. IT IS ABOUT TIME BLACK PEOPLE REBRAND THEMSELVES AND GAIN AN ADVANTAGE PERCEPTION ACROSS THE WORLD ABOUT WHOM THEY ARE. WE WILL EXPRESS THIS VIA AFRI-CAR FOOD FESTIVAL BEING PREMIERED AT THE CITY OF MISSISSAUGA.

AGENDA

- Origin of the food festival
- Why Afri-Car Food festival & Live Music integration
- The Maiden Event
- Sponsorship
- Food Security

ORIGIN OF AFRI-CAR FOOD FESTIVAL

- ❖ Black engagement with Mayor Bonnie Crombie for Inclusion and Diversity
- ❖ Idea creation
- ❖ Mayor Crombie Endorsement and Black Caucus Support

WHY AFRI-CAR FOOD FESTIVAL & LIVE MUSIC INTEGRATION FOR 2023?

Year	Food Vendors	Non –Food Vendors	Artists	Attendance
2022	19	14	5	5000
2023	30	20	25	40000

Entertainment all the way leading to a very gorgeous and innovative party that we will always look forward to as a community every year ; celebrating the richness of black cuisine and different types of music from all over the world

THE MAIDEN EVENT



- ❖ The success of the maiden event
- ❖ The significance and connection to the black community

SPONSORSHIP

- ❖ **LIGHTCONE TECHNOLOGY INC PROVIDED THE EMERGENCY FUND FOR 2022 EVENT WITH \$8000**
- ❖ Potential Sponsorships attraction for 2023;The city of Mississauga, Gordon Food Services, Nandos , PepsiCo, Tech Companies and Logistics companies.
- ❖ Integration of “Live Music” event with the food festival potentially attracts more sponsorship.

FOOD SECURITY & THE MISSISSAUGA FOOD BANK

- ❖ Why food security?
- ❖ What is the way out?

CONCLUSION

The black community are excited with the recognition of Afri-Car food festival being held at the celebration square and the promise from her excellency Mayor Bonnie Crombie of Mississauga that the food festival will be held yearly at the celebration square. The inclusion statement made by the Mayor is historical because the Afri-Car food festival is the first black event to be held at the celebration square. We are deeply grateful for the city of Mississauga for this under the capable and sophisticated leadership of Mayor Bonnie Crombie for this laudable recognition of the black community. The awareness has grown ,more people are waiting for this year event and believe it ,will be far greater than last year in terms of everything .THANK YOU!!