



ESFNA 2026

Sponsorship Package

ABOUT US

Ethiopian Sports Federation in North America (ESFNA) founded in 1984 is a non-political organization dedicated to promoting sports and culture in North America



By the Numbers

30 K

Attendees

32

Participating teams

18—30

80% of our attendee's ages

Programs

Our programs and initiatives are designed to promote the rich Ethiopian American Culture and Heritage. Our key initiatives include:

- ♦ **Annual soccer tournament:** Week-long competitive soccer games culminating in a championship final game on Saturday.
- ♦ **Concerts:** Musical events showcasing Ethiopian's rich culture and heritage.
- ♦ **Scholarships:** empowers the youth by providing scholarships and mentoring programs.

WHY SUPPORT US

Supporting ESFNA means investing in our youth, our communities, and local businesses. With your support, we can continue delivering our annual programs and expand the positive impacts across the community. Sponsorship will provide your firm direct access to ESFNA's dynamic youth and business community, advancing your strategic community engagement objectives and driving meaningful business results.

Thank you for your support!

ESFNA MINNESOTA 2026

Benefits of Sponsoring our event

Sponsoring or advertising with the **Ethiopian Sports Federation in North America (ESFNA)** offers a unique opportunity to connect with a large, vibrant, and highly loyal community.

As the premier organization dedicated to bringing the Ethiopian diaspora together, ESFNA serves as more than just a sports body—it is a cultural "Mecca" that unites thousands of people across the continent.

Key Benefits of Sponsorship

- **Unrivaled Reach & Access:** ESFNA is widely recognized as the only organization in North America with the scale and history (founded in 1984) to bring the entire Ethiopian community together. Sponsoring at this events places your brand at the center of the largest gathering of Ethiopians outside of Ethiopia.
- **High-Volume Engagement:** Annual tournaments draw massive crowds—often between **30,000 and 40,000 guests** over a single week. This provides a high-frequency environment for brand impressions, product sampling, and direct consumer interaction.
- **Cultural Alignment & Trust:** By supporting ESFNA, your brand inherits a "halo effect" of community trust. Attendees often view sponsors as genuine supporters of their heritage and identity, which fosters deeper brand loyalty than traditional cold advertising.
- **Economic Impact & Networking:** The events contribute millions of dollars to host cities and serve as a massive networking hub. For businesses, this is a prime opportunity to connect with other Ethiopian-owned enterprises, professionals, and community leaders.
- **Targeted Demographic:** The events attract a multi-generational audience, from youth participating in sports and mentorship programs to families celebrating their culture. This allows for diverse marketing strategies—from digital engagement to traditional experiential activations.

Note: ESFNA specifically requires certain industries, such as Real Estate and Financial Institutions, to enter through **Sponsorship Packages** rather than standard vendor booths, ensuring these high-value partners receive premium visibility and placement along with promotion throughout the tournament.

ESFNA MINNESOTA 2026

ESFNA Stadium Attendance

	<u>2022</u>	<u>2023</u>	<u>2024</u>	<u>2025</u>
	<u>Maryland</u>	<u>Dallas</u>	<u>Atlanta</u>	<u>Seattle</u>
Saturday	N/A	N/A	715	876
Sunday	4267	2697	2,935	3,612
Monday	N/A	828	765	845
Tuesday	996	1950	938	1065
Wednesday	1000	1170	1566	1718
Thursday	1714	2122	2,477	2,700
Friday	9297	5349	7,502	10,125
Saturday	3602	2029	4,532	6,000

Note: this does not include 800 players, 150 administrative staff, and 250 business associates

ESFNA Sponsors List

7 - Eleven Inc	Northshore Law Group
Amibara Real Estate	OVID Real Estate
Ayat Share Company	Palm Real Estate
Brook Real Estate	Paradise Lodge
Dashen Bank	Phison Real Estate
Desta Restaurant	Ramzin Real Estate
DMC Real Estate	RIA Money Transfer
Elilta Real Estate	Sunshine Real-estate
Ethiopian Airlines	TeleBirr
Ethiopian Postal	Turkish Airlines
Hosea Real Estate	Uber Inc.
Jambo Real Estate	Wanaw Sports
Kesto	Western Union
Midorc Ethiopia	

ESFNA MINNESOTA 2026

June 27

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July 4

TCO Stadium

2685 Vikings Cir,

Eagan, MN 55121

Platinum
\$100,000

- Gold level benefits plus.
- Stadium access 5 VIP passes.
- Company name and logo displayed at main event tickets.
- PA announcement at stadium and cultural events throughout the week.
- 10 by 10 complementary Booth.
- Participation in Award Ceremonies .

Gold
\$75,000

- Silver level benefits plus.
- Stadium access 5 VIP passes.
- Company name or logo on ESFNA website and social media platforms
- Access to advertise in high traffic area, and stadium entrance.

Silver
\$50,000

- Bronze level benefit plus.
- Stadium access 5 VIP passes
- Company name or logo on ESFNA website.
- Access to advertise in traffic area , and headquarter hotel lobby

Bronze
\$25,000

- Stadium access 5 VIP passes
- 10 by 10 complementary booth.
- Full page add on ESFNA magazine
- Company name or logo on ESFNA website.
- 1 banner in the stadium

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Trophy Naming Right Sponsorship

1st Division Trophy \$30,000	• Stadium access 10 VIP passes • Scoreboard display of company name every time a goal is scored in the 1st division game. • Company name will be announced live at key moments like half time and at the end of the game at the play-off stage of the tournament. • Company name on ESFNA social media platforms. • Company logo will be displayed in a visible area on the field. • Company name will be officially announced during the presentation of awards like: MVP Player, Best scorer, Best goalkeeper, and Coach of the year.
2nd Division Trophy \$20,000	• Stadium access 10 VIP passes. • Scoreboard display of company name every time a goal is scored in the 2nd division game at the playoff stage of the tournament. • Company name on ESFNA social media platforms. • Company logo will be displayed in a visible area on the field. • Company name will be officially announced during presentation of awards like: MVP player, Best scorer, Best goalkeeper, and Coach of the year.

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The sponsorship will be for the period of June 27, 2026, to July 4, 2026. During this time period, the sponsor will be granted access to the benefits listed under the specific class of sponsorship that the sponsor paid for at the specified ESFNA events.

Sponsorship payment options: a. Full payment upon signing of contract. b. 50% payment upon signing of contract and the remaining 50% by June 1st. c. 50% payment upon signing of contract, 25% by May 20th and the remaining 25% by June 1st.

In the event of a dispute arising between the parties that the parties themselves cannot resolve, the parties agree to refer the matter to an independent arbitrator appointed by mutual agreement of the parties. The decision of the arbitrator shall be binding on both parties.

If the parties cannot agree on an arbitrator, the parties agree to submit the dispute to a binding arbitration by JAMS. The JAMS arbitrator shall be selected under JAMS Rule 15.

Sponsor understands and agrees that full and timely payment of the sponsorship amount is a material part of this agreement. Specifically, Sponsor understands and agrees that ESFNA has no obligation to provide any of the sponsorship benefits listed above unless ESFNA is first paid in full the sponsorship amount.

Sponsor understands and agrees that ESFNA is not responsible for any loss of sponsorship benefits related to inclement weather. The sponsor also understands and agrees that, in the event ESFNA's annual event which is scheduled to take place this year from June 27, 2026, to July 4, 2026, has to be postponed or canceled due to unforeseen occurrence, or circumstance beyond ESFNA's control, the sole remedy for sponsor is receipt of the benefits of its sponsorship at the next ESFNA event. The sponsor understands and agrees that inclement weather or other unanticipated irregularities that do not result in the cancellation or postponement of the event to a different date do not entitle the sponsor to receipt of the benefits of its sponsorship at the next ESFNA event.

Sponsor shall indemnify and hold harmless ESFNA against any claim by a third-party claimant arising from alleged use of sponsor's products or services.

The terms and conditions of this agreement shall not be disclosed to any third party Without the prior consent of both parties.

The benefits of the sponsor under this agreement are not transferable or assignable, either in whole or in part. Sponsor understands and agrees that the transfer or assignment of the benefits in whole or in part, including sharing of one sponsor's benefit by multiple entities, is a material breach of the agreement which can result in termination of the benefits without refund of the sponsorship amount.

ESFNA will write a limited number of sponsorship recognition letters to those who are vetted and have made the first payment.

Contact Mr. Mekuanint Mengiste, ESFNA Finance Chairman for any questions or clarification at 01-510-230-1705 or via email at mmengiste@esfna.org. Alternative email Contacts: president@esfna.org - secretary@esfna.org - pr@esfna.org