



# Global Peace Leadership Summit

## *Africa* Civil Society and the Process of Peace

SEDIBENG DISTRICT MUNICIPALITY  
VAAL UNIVERSITY OF TECHNOLOGY

SOUTH AFRICA

March 18-19, 2010

SPONSORSHIP OPPORTUNITIES

# About Us



## *The African Diaspora Foundation*

A PEACE CHARITABLE ORGANIZATION

### *Mission Statement*

The African Diaspora Foundation is dedicated to developing peace centers, peace curricula (for institutions of higher learning), Peace Leadership Degree, teachers, and to supporting outreach programs that promote peace, nonviolence and reconciliation in Africa and throughout the world. Ultimately we strive to empower individuals to have a choice to choose peace instead of violence to build stable communities and progressive nations.

### *Vision*

ADF's vision is to use the classroom to teach principles of non-violence, and celebrate the strengths, heroes, and the positive enduring cultures, which would bring peace, unity, progress, and self-determination that Africa and other disenfranchised communities around the world so deeply need.

The African Diaspora Foundation (ADF) is committed to developing a coalition of national and international leaders and organizations to address critical issues concerning peace, nonviolence, and reconciliation in Africa and around the world. ADF has proposed a partnership with universities in United States to develop peace education centers in Los Angeles and in Africa offering a curriculum aimed at overcoming issues that threaten survival in countries affected by conflict. ADF's plan is that this model program will become an international force in preparing educators for the key task of making peace, nonviolence and reconciliation a working reality.

### *Objective*

The African Diaspora Foundation (ADF) is a "long term" solution provider for world peace through conflict resolution education. It is an independent, non-aligned, nonsectarian educational organization dedicated to world peace.

Founded in 1991, ADF is a multi-racial and multi-ethnic non-profit organization based in Los Angeles, California with affiliates and members all over the world. The concept of ADF emerged out of the concern that there is a negative gap among the people of African descent across the globe. While some gains have been made amongst the groups, immaterial gains had been made in terms of economic and political emancipation. These gains have not translated into increased economic and political participation of significant proportions.

ADF extends an invitation to all to become acquainted with its vision, mission and educational approach to world peace. When asked about the possible timing to achieve these goals, ADF President and founder Agrippa Ezofo said, "There is no short term or magical method to create a peaceful world, but everything is possible through knowledge over time, including world peace. One thing is for certain and that is, that more than ever the world is in need of what peace will bring---a cooperative world respectful of its differences".

History illustrates that man has lived through all the horrors of war, violence, ethnic cleansing, racial bigotry, religious indiscretions, gender discrimination, class bias, caste systems, slavery, human trafficking, holocaust and mass killings over the politics of money, land and resources. Nonetheless, it would appear that even today the lessons of peaceful cohabiting and positive distribution of wealth have yet to be learned. Still human beings continue to refer to themselves as the most evolved creature on earth, while constantly pointing out its intelligence comparatively, on the other hand continuing to create destructive weapons, including biological weapons as part of warfare that can destroy the entire planet and the life that inhabits it. The human species continue to destroy the world's eco-system for the sake of the wealth of a few. The question then becomes, when will, enough be enough?!

African Diaspora Foundation is taking the stance that it is time to attempt to settle, or continue to settle the world differences, sector by sector and to critically work towards a world where all people are treated equally and permitted self-expression, though peace education.

To achieve its long-term goal ADF is actively working to develop peace institutions that will work first in collaboration with African educational systems to implement "FREE" nonviolent conflict resolution educational curricular to assist teachers, educators, parents, mentors and instructors to provide a trans-generational and trans-national bridge to building a lasting foundation for peace.





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### *Event Highlights*

**A Peace March Honoring  
Fallen Heroes of the Niger Delta of Nigeria**

**Special Cultural Performances**

**Report on 2008 Peace Institute Progress**

**Ribbon Tying Ceremony**

**Peace Sessions on: Peace Building,  
Education, Economy and Partnerships**

**Health & Wealth Within The African Renaissance**

### *Invited Guests*

**His Excellency, Jacob Zuma,**  
President of Republic of South Africa  
**Arch Bishop (Emeritus) Desmond Tutu,**  
Nobel Peace Laureate  
**Hon. Rotimi Chibuike Amaechi,**  
Governor of Rivers State  
**Brig. General Oluwole Rotimi,**  
Nigerian Ambassador to the USA  
**Hon. Ojo Maduekwe,**  
Minister of Foreign Affairs  
**Hon. Gen. Godwin Abbe-Rtd,**  
Minister of Interior  
**Hon. Chief Ufot Ekaette,**  
Minister of Niger Delta  
**Mr. Robert Elleh,**  
Minister of Commerce & Industries  
**Ms. Zindzi Mandela,**  
Nelson Mandela Children's  
Fund Board Member  
**Martin Luther King, Jr. III**

**Dr. Irvin Khoza,**  
2010 World Cup Local Organizing  
Committee Chairperson  
**Mr. Patrice Motsepe,** Multi-billionaire  
**Prof. Vil-Nkomo,** Academic and  
University of Pretoria Representative  
**Ms. Nomvula Mokonyane,**  
The Premier (Governor) of Gauteng  
**Mr. Charles Ndabeni,** EO of the  
Mpumalanga Tourism & Parks Board  
**Ms. Irene Charnley,**  
Chairperson, South African Broadcasting  
Corporation (SABC) and Billionaire  
**LeboM,** Grammy Award Winner  
and Producer of the Lion King  
**President of SACC**  
**Rev. Franklyn Richardson**  
**Jacob Zuma**  
**Salim A. Salim**  
**Jerry Rawlings**

The African Diaspora Foundation in association with the Western Hemisphere African Diaspora Network will meet in Johannesburg, South Africa with a host of peacemakers and peace advocates engaging in meaningful discussions about the future of Africa and the world, as it relates to peace, peace education, health, economics, and development.

Plenary deliberations will include:

**Oil Greed:** Commentary and analysis on how warring factions in the oil region of Nigeria can achieve nonviolent resolutions to armed/violent conflict.

**Peace Education:** Preliminary presentations on the construction of a peace education curriculum particularly focused on Nigeria with a focus on leadership. Hence, an essential question is what the elements of an ideal peace are

**Health Education:** How do civil society, governmental agencies and the private sector interface to advance/implement a healthy populace? Commentary and analysis will examine the challenges and successes.

**Global Economy:** What is the role of Africa within the global economy? Comments and analysis would examine Africa's leverage with global partners. Thus, the deliberations will provide a response to the question of who is negotiating on behalf of Africa within a global economic infrastructure.

The participation of all members of local, national and international civil society is welcomed. The summit theme is '**Civil Society and the Process of Peace**'. For more information, registration visit: [www.theadf.com](http://www.theadf.com).

*Sponsored by*



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# Milestones

*2008*

ADF's 2nd Global Peace Leadership Summit was held at UCLA, **September 26-27**. Keynote speaker Dr. Salim Ahmed Salim, former Secretary General of the Organization of the African Unity (OAU) - now the African Union (AU) and special guest speaker, General Martin Luther Agwai of UNIMAD

*2007*

ADF's 1st Global Peace Leadership Summit was held in Los Angeles, **October 3 - 5**. Keynote speaker Actor/Activist/Footballer Dr. Jim Brown founder of Amer-I-Can, Ambassador Amina Salum Ali, special guests: former President Jerry J. Rawlings of Ghana, former President Antonio M. Monteiro of Cape Verde.

*2006*

Peace Concert with the Agape International Spiritual Centre at UCLA Royce Hall with Rickie B. Beckwith

*2005*

Peace Workshop with the South African ANC Deputy President Jacob Zuma, Rev. James Lawson, Dr. Bernard La Fayette, Rev. Albert Sampson, Ms. Renee Alicia Faris, Fred Oladeinde in Los Angeles - A Peace Documentary entitled Yearning for Peace Produced by Makadella A. Tadasse in Nigeria

*2004*

Attended World AIDS Day at the U.N. and a visit to Nigeria with Jermaine Jackson

*2003*

Peace Summit with South African Deputy President Jacob Zuma, Rev. Joseph Tshwane, Founder, King-Luthuli Transformation Center and Dr. Tsele Molefe of South African Council of Churches in Johannesburg, South Africa

*2002*

Board meeting in Memphis, Tennessee, Tampa Florida and Ocala Florida



# Marketing & Demographics

## Marketing

- Targeted Mainstream Publications in both America and abroad in countries where Summit speakers hail from will receive press information, as will other print media.
- ADF has established partnerships with local community newspapers and magazines
- PSA's will be sent to Television and radio
- Press Kit packages and materials for distributions will be sent to colleges and universities political science, social sciences and economic, Foreign and Public Affairs departments, Fraternities, sororities and all other organizations
- Press Kit packages and materials for distributions will be sent to non-profits, and other organizations that share some of the goals
- Email blast to press, organizations as well as mailing list will be done strategically over the next 9 weeks

## Demographics

**WHO:** Many **students (18-36 years old)** will attend as will the seasoned **statesman, top business men and women** as well as **educators (28-65 years old)** increasing the market value of the dialog.

"It is important that young people be involved in the process of transforming the world. And that is the key component of what ADF does. The African Diaspora Foundation is fortunate that its product (peace & peace education) is attractive to the entire adult population from 18 year olds to 65 year olds and older. Interest in world peace and peace education is not limited to one generation but rather it spans generations. This is a key factor in noting the demographic profile of the summit attendees. The concept is for 'older generation to pass on the baton to the younger generation.'" (Agrippa Ezozo "The African Journal" 2005)

These attendees are the architects of world peace and the transformation of the world. They are scholars, students, politicians, businessmen, municipalities, social economic and political strategists, academicians, religious and spiritual leaders, CEOs/presidents, comrades, workers, delegates, ambassadors and diplomats. They all make up the sustentative force and foundation of the Peace movement as a long-term goal.

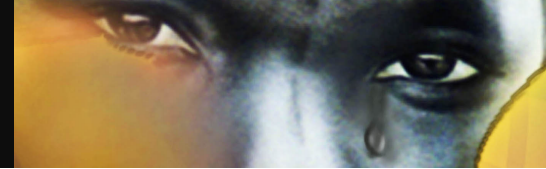
**WHERE:** The groups that make-up this demographic market hail from all over the world. They come from Africa, Europe, Asia, the Middle East, South America, the Caribbean, and North America. They are Christians, Muslims, Hebrews, Buddhist, Hindus, and other; they are rich and economically disadvantaged.

**WHAT: They read** *The New York Times, The Chicago Tribune, The Washington Post, The Wall Street Journal, the Los Angeles Times, Times Magazine, Newsweek, Reuters The Independent, Le Monde, La Lettre de la Nation (RPR), L'Humanité Catholic La Croix. Le Figaro and Libération. Le Parisien-Aujourd'hui, France-Soir, Les Echos, and La Tribune, L'Equipe, La Rue Sans-Abri, and L'Itinérant,*

**They drive, /buy, lease** premium luxury cars; BMW, Mercedes Benz, Porsche, Rolls Royce, Cadillac, Lexus, Range Rover etc; mid range cars: Citron, Peugeot, Saab, Volvo, Audi, Mini **Cooper, economy cars: Honda, Toyota, and all other cars: Ford, GMC, Chrysler,**

**They** buy designer clothes from Gap to Armani and the shop all over the world from high end to low end. **They fly** the friendly Skies and the Virgin Skies from Kennedy to Heathrow to Dar Es Salaam International Airport. **They wine and dine** the world around in Paris, Bologna, Dubai, New York, London, Sun City, Dakar, Puerto Vallarta, San Palo, and Kingston, Russia etc. **Their incomes** range from \$15,000 to millions annually.

# Sponsorship Opportunities



## 2009 Diamond Sponsor

**\$100,000**

- \* Two (6) Complimentary full conference registrations (plenary session/invitation/Only events).  
\*Registration packages will be mailed separately.
- \* Acknowledgment as Sponsor and logo or name printed in conference materials (programs and conference notebook)
- \* Prominence coverage in Media Partner CYH Magazine, Black Business News, and others.
- \* Acknowledgment as Sponsor in all media: Print & Broadcast
- \* Reserved seating at sponsored meal function with optional speaking opportunity.
- \* Company name and logo (as advertisement) on the ADF and Conference website for one full-year (12 months): For complete Advertisement additional \$10,000 is required for 1 year (ad can change per sponsor's request quarterly)
- \* "Brought to you by: Sponsor Name Credit on a single card, in the main titles on TV screen and in paid ads in a size, font, and favored placement with all other producers of the broadcast production aired on The Africa Channel/Time Warner
- \* Sponsor shall also be entitled to receive credit in the billing block portion of paid advertising whenever such advertising is issued by or under the control of ADF producers
- \* Company Name Placard outside the Conference meeting rooms to identify sponsorship
- \* Company Name & Logo on Gift bags
- \* Company Logo on T-shirts
- \* Company name and logo listed as Sponsor in all email correspondence sent to ADF mailing list
- \* Acknowledgment signage as Sponsor at special fundraising event

## 2009 Ruby Sponsor

**\$75,000**

- \* Two (4) Complimentary full conference registrations (plenary session/invitation/Only events).  
\*Registration packages will be mailed separately.
- \* Coverage in Media Partner CYH Magazine, Black Business News, and all media outlets.
- \* Acknowledgment as Sponsor and logo or name printed in all conference materials (programs and conference notebook)
- \* Company name and logo listed as Sponsor in all print media correspondence
- \* Reserved seating at sponsored meal function.
- \* Company name and logo on the ADF and International website for one full-year (12 months)
- \* Company Name & Logo on Gift bags
- \* Company name and logo listed as Sponsor in all email correspondence sent to ADF mailing list

## 2009 Pearl Sponsor

**\$50,000**

- \* Two (2) Complimentary full conference registrations (plenary session/invitation/Only events).  
\*Registration packages will be mailed separately.
- \* Acknowledgment as Sponsor and logo or name printed in conference materials (programs and conference notebook)
- \* Reserved seating at sponsored meal function.

## 2009 Topaz Sponsor

**\$25,000**

- \* Two (2) Complimentary full conference registrations (plenary session/invitation/Only events).  
\*Registration packages will be mailed separately.
- \* Acknowledgment as Sponsor and logo or name printed in conference materials (programs and conference notebook)

**\*All In-kind Donations such as the gift of printing or facility, gift bags or products, etc will be treated equally based on monetary value.**



# Registration



Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_ Website \_\_\_\_\_

## Please register my firm as follows:

### Sponsorship

- |  |   |
|--|---|
| <input type="checkbox"/> Diamond Sponsor @ \$100,000 | <input type="checkbox"/> Pearl Sponsor @ \$50,000 |
| <input type="checkbox"/> Ruby Sponsor @ \$75,000     | <input type="checkbox"/> Topaz Sponsor @ \$25,000 |

### Program Booklet

- |  |   |
|--|---|
| <input type="checkbox"/> Full-page/Color \$2,000 (7.5" x 10")  | <input type="checkbox"/> Full-page/Black & White \$1,000  |
| <input type="checkbox"/> Half-page/Color \$750 (7.5" x 5")     | <input type="checkbox"/> Half-page/Black & White \$500    |
| <input type="checkbox"/> Quarter-page/Color \$500 (3.75" x 5") | <input type="checkbox"/> Quarter-page/Black & White \$250 |

**TOTAL ENCLOSED \$** \_\_\_\_\_

### PROGRAM BOOK DEADLINE – FEBRUARY 5, 2010

**Book Size:** 8.5" x 11" (1/8" Bleeds allowed on full page ads) | **File Format:** JPEG or PDF @ 300 dpi | **Email to:** [aezozo@sbcglobal.net](mailto:aezozo@sbcglobal.net)

**For payment by credit card, please fill in the following form:** \_\_MasterCard \_\_Visa \_\_AMEX \_\_Discover

Name on Card \_\_\_\_\_

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

**Please make your check payable and mail to:**

### The African Diaspora Foundation

P. O. Box 24194, Los Angeles, CA 90024

\*To expedite your registration FAX this completed form to:

**661-285-7514** or via email to [aezozo@sbcglobal.net](mailto:aezozo@sbcglobal.net)

**661-285-7513 Phone | [www.theadf.com](http://www.theadf.com)**

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## PEACE EDUCATION DEFINED

Peace education, as defined by UNICEF and supported by ADF, is a process of promoting the knowledge, skills, attitudes, and values needed to:

- \* bring about behavior changes that will enable children, youth and adults to prevent conflict and violence, both overt and structural;
- \* resolve conflict peacefully; and
- \* create the conditions conducive to peace, whether at an interpersonal, inter-group, national or international level.

It is UNICEF's position and the position of ADF that peace education has a place in all societies – not only in countries undergoing armed conflict or emergencies. Lasting behavior change in children and adults primarily occurs over a span of time. Hence, effective peace education is a long-term process, not a short-term intervention. While often based in schools and other learning environments, peace education should ideally involve entire communities.

This objective required ADF to find partners and sponsors and, to promote its cause through events and conferences. ADF has moved far forward since inception.

Travel down the ADF timeline to see where we have come from, where we have gone, and where we are going.



### THE AFRICAN DIASPORA FOUNDATION

*Uniting globally - Advancing Peace - Through Education*

501(c)(3) Tax ID: 954869661

36914 Jenna Lane  
Palmdale, CA 93550

P.O Box 24194  
Los Angeles, CA 90024

[www.theadf.com](http://www.theadf.com)