

# AFRO SOCA LOVE PASSPORT

Life-changing group  
travel experiences

**5,000,000+**

Impressions

**28,600+**

Email Subscribers

**31,000+**

Monthly Visitors

**26,500+**

Instagram Followers



### Afro Soca Love Mission:

Afro Soca Love (ASL) is an organization aimed at strengthening the connection between Africa and its diaspora through the arts, community and creativity. Using the facets of Caribbean Carnival and African culture, ASL hosts events in many leading diaspora markets worldwide.

### What is ASL Passport Mission:

ASL Passport, as an extension of AfroSocaLove, organizes travel excursions and travel-based events, which are intended to educate, connect and strengthen the African diaspora with group experiences, custom itineraries and intimate interactions. In addition to hosting multi-day group tours in leading diaspora markets worldwide, ASL Passport caters to the nomadic-minded, ever-curious black traveler with informative stories and travel guides.

**INSPIRING** wanderlust while promoting  
Pan-Africanism and cultural diplomacy.

#### Target Market:

Multicultural groups, including African-American, African and Caribbean communities, that have an active interest in understanding, experiencing and celebrating the many diverse cultures within the African diaspora as well as around the world.

#### ASL Age and Gender Breakdown:

56% Female

44% Male

46% 25-34 year olds (28% female, 18% male)

25% 35-44 year olds (15% female, 10% male)

22% 18-24 year olds (11% female, 12% male)

6% 45+

~68% of attendees are millennials\*

### ASL Demographics

**40%**

100K+household  
income

**37%**

Business  
owners

**80%**

College  
graduates

**90%**

Have traveled  
internationally

**AFRO  
SOCA  
LOVE  
PASSPORT**





### Passport Events:

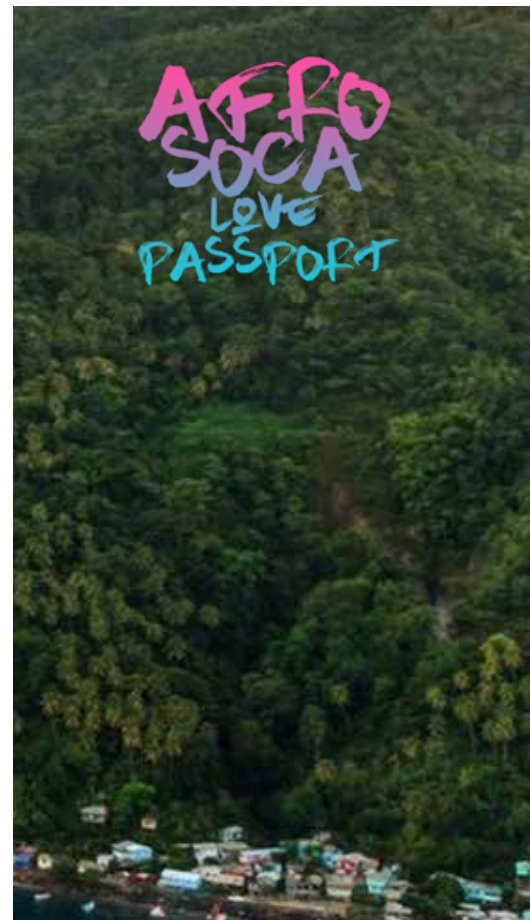
Passport was developed to educate and deepen cultural connections with curated destination tours. Our group travel itineraries offer attendees tangible experiences, intimate interactions and an authentic immersion into new cultures and locations. Through growing interests in travel, Passport will help our community expand our world, satisfy our curiosities, rediscover our roots and strengthen the ties that bind us.

### Events include:

- + Lodging
- + Meals (On and off-site)
- + Activities and Excursions
- + Signature ASL wrap-up party

### African American & Millennial Consumer Trends

- The multicultural millennial population consists of almost half of the millennial generation (42%) and represents local markets that drive 47% of the total U.S. gross domestic product (Nielsen 2017).
- Millennials prioritize experiences over material goods, in which festivals and music events are considered high-ranking experiences (CNBC 2016).
- Millennials spend more (19% more) on travel than any other demographic
- Attractions, like music festivals, are key influencers to millennial travel
- African American travelers are spending more on vacations and intend to spend even more (MMGY Global)
- African Americans currently spend at least \$49 billion on domestic travel annually (Mandela Research: 2012)







## Sponsorship Opportunities:

- + Single ASL Event
- + Calendar Year of ASL Events
- + Single Passport Event
- + Single Passport Event + Calendar Year of ASL Events
- + Sponsored Web Content
- + Sponsored Social Media Posts

For pricing and more details, contact:

[sponsorship@afrosocalove.com](mailto:sponsorship@afrosocalove.com) to request our full sponsor deck.

[afrosocalovepassport.com](http://afrosocalovepassport.com)



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