

ETHIOPIAN SPORTS FEDERATION IN NORTH AMERICA



BRINGING ETHIOPIANS TOGETHER SINCE 1984

THE

Ethiopian

Sports & Cultural Festival

Founded in 1984, ESFNA is a non-political, non-religious, and non-profit organization dedicated to promote sports and culture in North America. Utilizing a unique mantra of branding, “**Bringing Ethiopians Together**”, ESFNA endeavors to promote the rich Ethiopian Culture & Heritage thru an annual event held in North America.

ESFNA's Objectives

- Providing positive role models for the youth
- Promoting goodwill among American & Ethiopian-American Communities
- Creating an environment where people can interact in a mutually beneficial manner

OUR HISTORY

The Ethiopian Sports Federation in North America (ESFNA) is a non-profit organization that promotes sports and culture within the Ethiopian communities in North America. The organization's highest aim is to bring Ethiopians together for a multitude of reasons using the annual soccer tournament as a medium.

PRINCIPLE

The foundational principles of ESFNA were borne out of the desire of Ethiopians at the time, to have something they can claim as their own for generations to come.

SPORTS & CULTURAL MECCA

Over the past four decades, ESFNA has become a cultural and sports epicenter for Ethiopians in North America. Every year, thousands gather in host cities to celebrate thru sports, music, food, and much more.

OUR STORY

ESFNA'S GROWTH

ESFNA'S growth in North America has its roots in mass migration of Ethiopians to the US & Canada in the mid-1980s. Although there were some local soccer clubs and some intra-state friendly competitions in both coasts of the US amongst Ethiopians, the creation of the Federation was first envisioned by Ethiopians residing in the cities of Atlanta, Boston, Dallas, Houston, Los Angeles, and Washington D.C.

THE FIRST TOURNAMENT

The first multi-team invitational tournament was held in Houston with the participation of four clubs (Washington DC, Dallas, Houston, and Atlanta) on April 20, 1984. The following year in Washington D.C., six teams participated in the tournament. At the conclusion of the tournament, representatives of the participating teams created the formal structure of the organization, officially establishing the Federation and electing officers.

THE ESFNA ECOSYSTEM

Surrounding the soccer tournament, lots of interactive activities evolve, which is exactly what the Federation envisioned since its inception in 1984. ESFNA, by virtue of its status, has no political, religious, ethnic and/or other affiliations. Outside of the sports and cultural events, ESFNA has contributed initiatives to promote education thru its scholarship fund and has been part of humanitarian relief efforts in Ethiopia.

OUR FLAGSHIP EVENT

It's an eight-day celebration of culture and a rich history that has attracted tens of thousands to flock to our event over the past 43 years. The vision of organizing our platform is for old friends to reunite, new friends to connect, share their experiences, and most importantly, build an equity of role models for the youth of the first Ethiopian-American generation.

PAST YEARS



2024

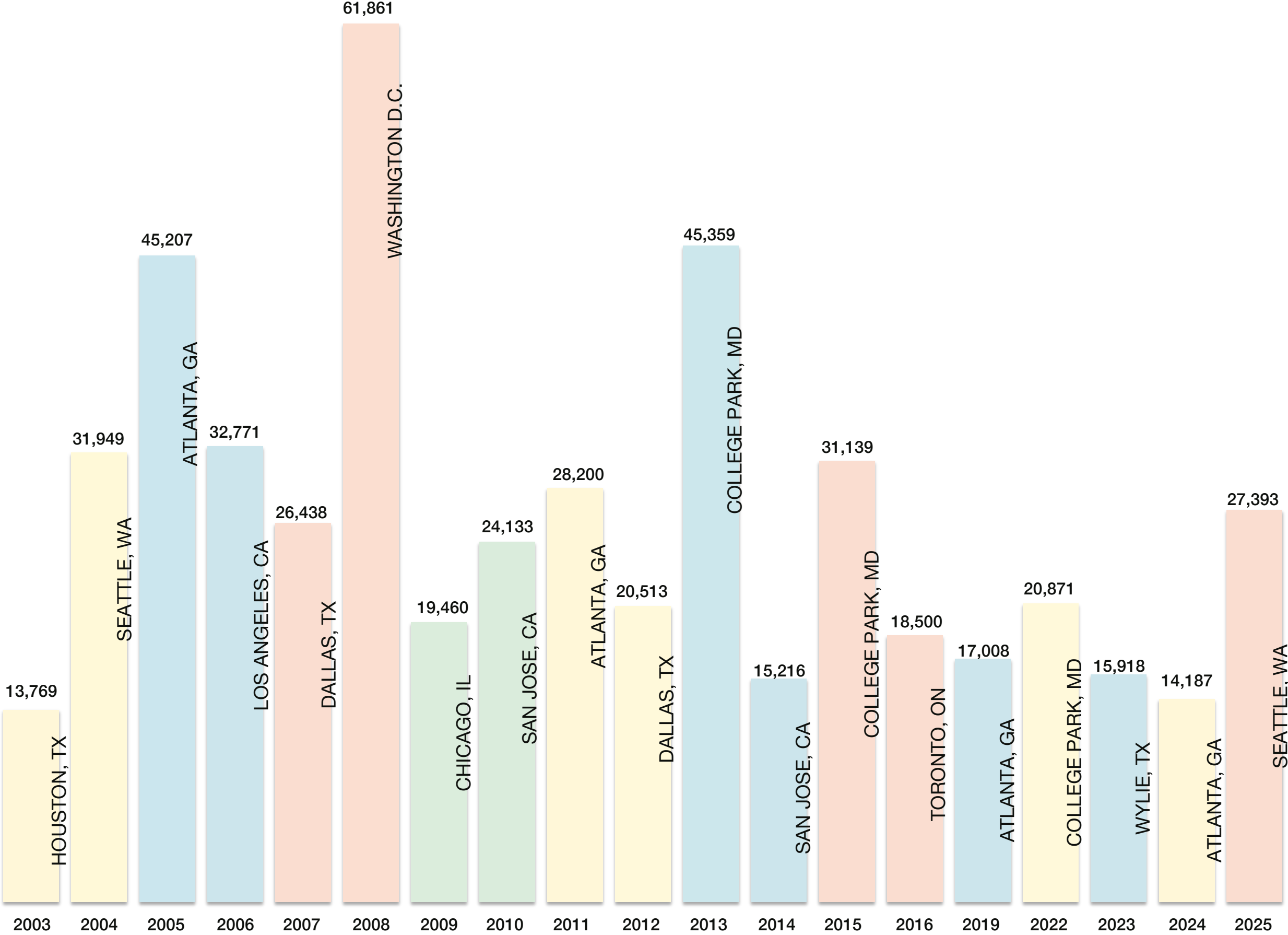


2025



2026

OUR ATTENDEES



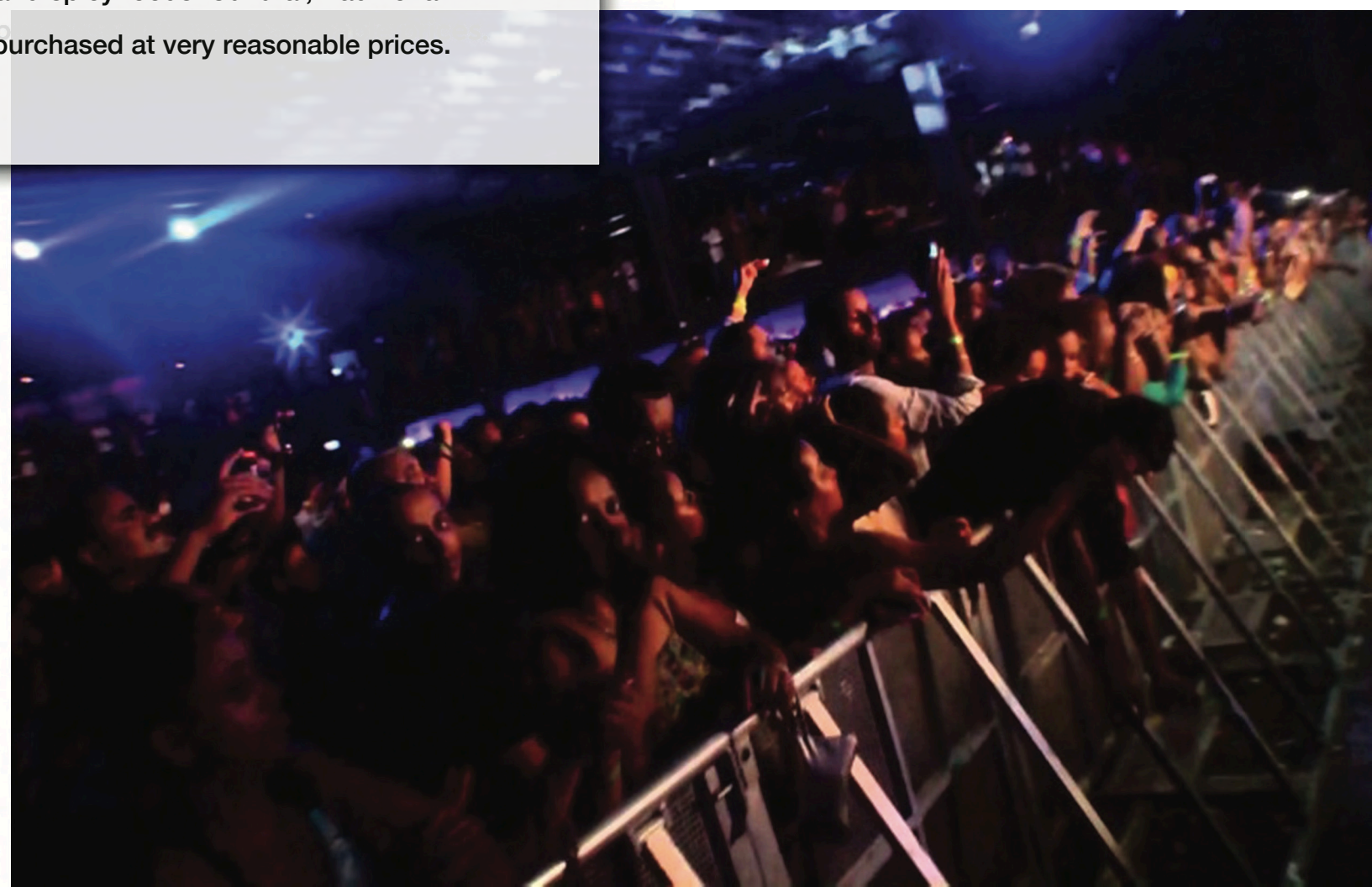
2019 ONWARD: STADIUM TICKET SALES AND STADIUM ATTENDANCE FROM ESFNA FINANCE RECORDS. 2017 AND 2018 NOT AVAILABLE; 2020 AND 2021 CANCELLED.

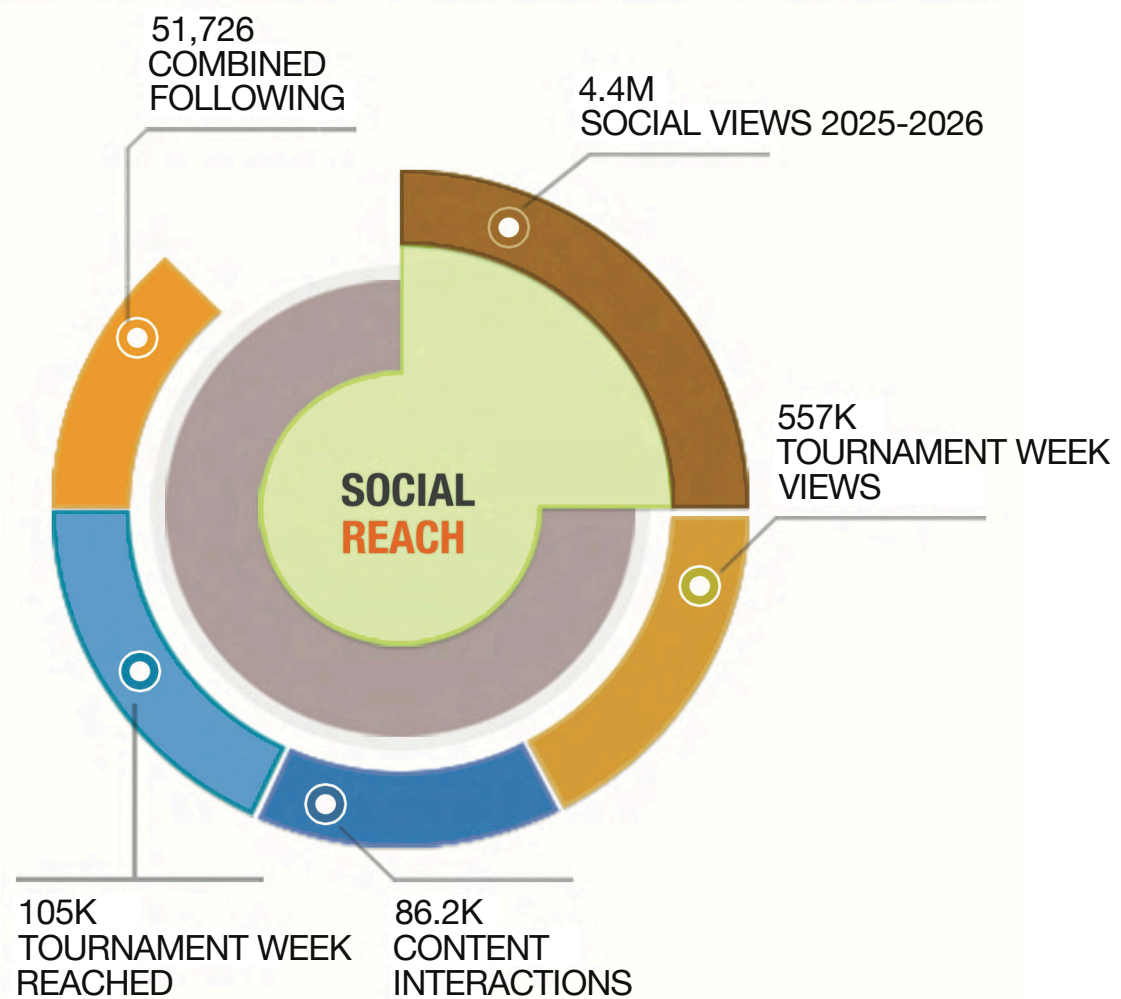


ABOUT THE EVENT

ESFNA organizes an African-style open bazaar in the vending area.

With diverse merchandise and food items to choose from, attendees enjoy themselves sampling exotic and spicy foods. Cultural, traditional artifacts and memorabilia can be purchased at very reasonable prices.





OUR AUDIENCE

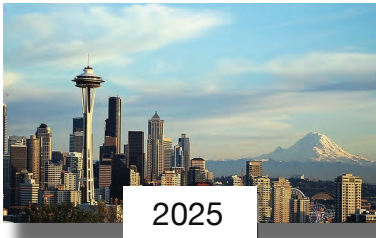
“ESFNA attracts people of all ages, backgrounds and professions filled with Millennial leaders, professionals, entrepreneurs, professionals, students, mothers, fathers, grandparents, and children to enjoy our annual sports and cultural festival.”

OUR VENUES

MINNEAPOLIS, MN



SEATTLE, WA



ATLANTA, GA



WYLIE, TX



COLLEGE PARK, MD



ATLANTA, GA



DALLAS, TX



SEATTLE, WA



TORONTO, ON



COLLEGE PARK, MD



SAN JOSE, CA



COLLEGE PARK, MD



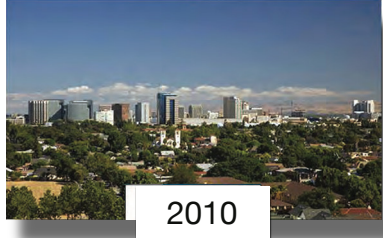
DALLAS, TX



ATLANTA, GA



SAN JOSE, CA



CHICAGO, IL



WASHINGTON D.C.



DALLAS, TX



LOS ANGELES, CA



ATLANTA, GA



SEATTLE, WA



PAST PARTNERS

ESFNA is proud to have partnered with Uber™

The Uber logo, consisting of the word "UBER" in white, uppercase, sans-serif font, centered within a solid black square.

Over the past two decades, partners have included



OUR GUESTS OF HONOR

Throughout our history, ESFNA has honored individuals who make extraordinary contributions to humanitarian causes
and make a difference in our community.

2025

ZENEBE ARGAW
KASAHUN GEBREHIWOT

2024

LIEUTENANT BEHABTU GEBREMARIAM

2023

BEKERI ADEM
ESHETU TURA

2019

HAILEMARIAM SHASHO
MOHAMMOD AHMED
GILA MICHAEL
SHEWANGIZAW AGONAFIR
MOHAMMED KEDIR

2018

SHAMBEL AYELE MOHAMMED

2016

ASCHALEW DESSIE

2015

TESFAYE FETENE

2014

SEWENAT BISHAW
SOLOMON SHIFFERAW
GIRMA BEKELE

2013

AREFAYNE MITIKU



HAILE GEBRASELASSIE
ATHLETE, 2005



TILAHUN GESSESSE
SINGER, 2006



BIRTUKAN MIDEKSA
JUDGE, 2011



DR. RICHARD PANKHURST
ACADEMIC, 2006

TESFAYE SHIFERAW

2012

WONDIMU BEKELE
JUDGE BIRTUKAN MIDEKSA
MAHARI TAYE

2011

ASFAW KEBEDE
YAREGAL G. YESUS

2010

MULATU ASTATKE
BASHA HAILU ABEBE

2009

TESFAYE SAHILLU
HAILEMARIAM ASRAT
YILMA KETEMA

2008

MAÎTER AFEWERK TEKLE
KASSAHUN TEKA
KIROS W/SELASSIE

2007

DR. RICHARD PANKHURST
GEREMEWU DEMOBOBA
FISSEHA W/AMANUEL
TILAHUN GESSESSE

2006

SEYOUM ABATE
DEMISSIE DAMTE
HAILE GEBRE SELASSIE

2005

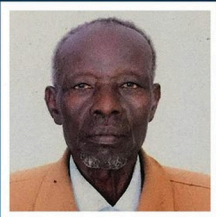
OUR GUESTS OF HONOR

Throughout our history, ESFNA has honored individuals who make extraordinary contributions to humanitarian causes and make a difference in our community.

- 2004 ALEMAYEHU HAILE SELASSIE
ABDURAHAMN ADEM
HAYAT AHMED
- 2003 ENGDAWORK TARIKU
TEKA GEBRETSADIK
- 2002 MOHAMMED HUSSEIN AL-AMOUDI
WAMI BIRATU
ASRAT HAILE
- 2001 GEREMEW ZERGAW
ZEWDE SAMUEL
- 2000 NEGUSSIE GEBRE
- 1999 PROFESSOR ASRAT WOLDEYES
- 1998 FEKADE MULETA

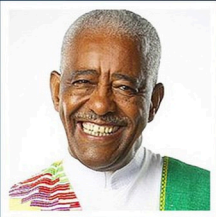
ETHIOPIAN SPORTS FEDERATION IN NORTH AMERICA

2019 ESFNA
GUESTS
of HONOR



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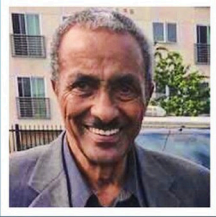
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ESFNA
ATLANTA
JUN30 - JUL06 • 2019



www.esfna.org

ESFNA'S 2019 GUESTS OF HONOR
ATLANTA, 30 JUNE – 6 JULY 2019

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OUR GUESTS OF HONOR

Throughout our history, ESFNA has honored individuals who make extraordinary contributions to humanitarian causes
and make a difference in our community.

- 1997 MIRUTS YIFTER
- 1996 TADESSE G/MEDHIN
SEIDO ABDELLA
- 1995 GETACHEW WOLDE
KAGNEW KITACHEW
- 1994 AWAD MOHAMMED
LAUREATE TSEGAYE GEBRE MEDHIN
- 1993 DERARTU TULU
KEBEDE METAFERIA
- 1992 LUCIANO VASSALO
ITALO VASSALO
- 1991 GETACHEW ABEBE
- 1990 ADAMU ALEMU
- 1989 MAMO WOLDE
- 1988 YIDNEKACHEW TESSEMA
YE HARERWERK GASHAW
- 1987 TEFAYE SEYOUM
- 1986 MENGISTU WORKU
- 1985 DR. AKLILU HABTE



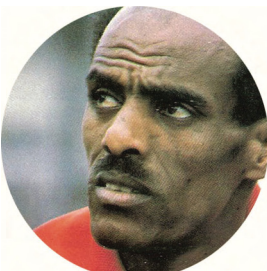
LAUREATE TSEGAY G/MEDHIN
POET, 1994



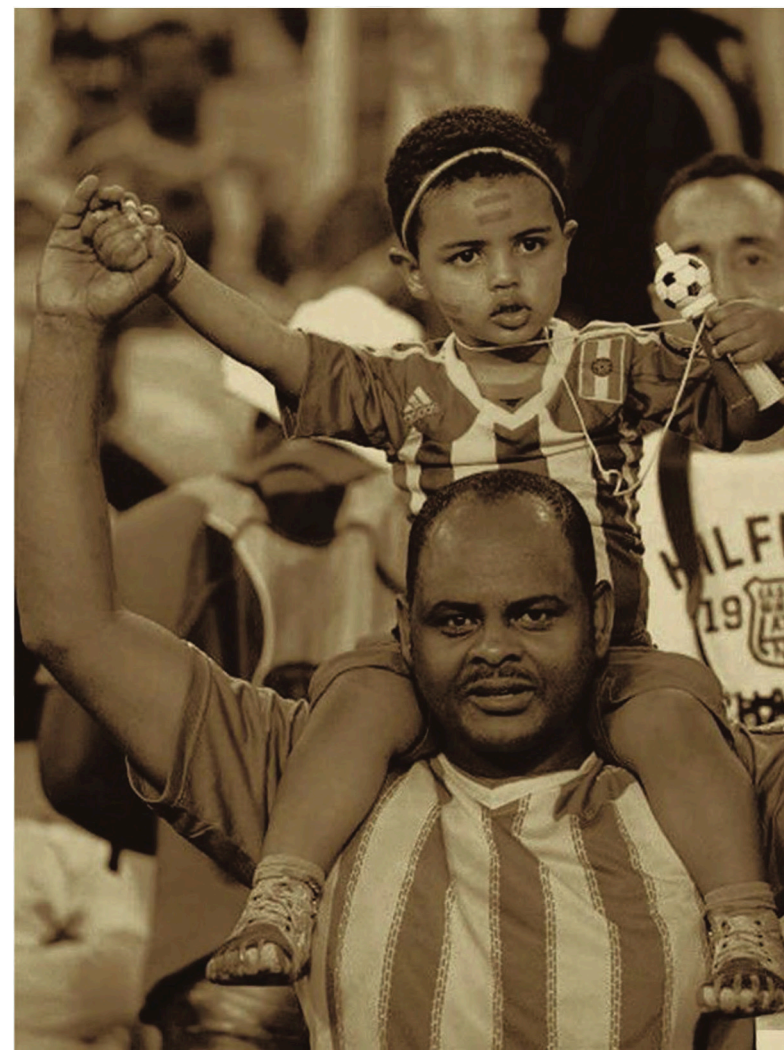
DERARTU TULU
ATHLETE, 1993



YIDNEKACHEW TESSEMA
FOOTBALLER & COACH
1988



MIRUTS YIFTER
ATHLETE, 1997



YOUR BRAND AT ESFNA

ESFNA provides a unique platform to promote your organization's services to an eclectic target audience.

MARKETING | BRANDING

- Stadium & Closing Night Banners
- Stadium/Concert Public Airtime
- Radio and Print (Digital & Booklet)
- Official Partners Page
- Partners Vendor Stand
- VIP Passes
- VIP Tent

DIGITAL | CONTENT

- Facebook & Facebook Live
- Website
- Twitter
- Online & Community Radio Stations

PARTNERSHIP PACKAGES

With a range of partnership packages, our aim is to find common interests
with organizations to form long-term strategic alliances

PLATINUM PACKAGE

BRANDING | MARKETING

- 2-Minute Stadium Product Announcement
- Award ceremony participation on Championship Day
- Company Banner/Logo + Sponsor message on All Main Events Ticket
- Company Logo on Ticket Booths & Registration Counters
- Your Brand Identity at High-Traffic Areas
- Company Logo on Flyers
- Complimentary Booth (1) For Dry Goods
- On Stage Sponsorship Recognition
- Advertisements & Banners in Stadium
- Company Logo (Stadium)
- Full Page Ad on Event Brochure

DIGITAL | CONTENT

- Company Logo on ESFNA Website
- 30-second advertisement on ESFNA's internet radio program

CONTRIBUTION

\$50K+ - \$100K

GOLD PACKAGE

BRANDING | MARKETING

- Company Logo on Ticket Booths & Registration Counters
- Your Brand Identity at High-Traffic Areas
- Company Logo on Flyers
- Complimentary Booth (1) For Dry Goods
- On Stage Sponsorship Recognition
- Advertisements & Banners in Stadium
- Company Logo (Stadium)
- Full Page Ad on Event Brochure

DIGITAL | CONTENT

- Company Logo on ESFNA Website
- 30-second advertisement on ESFNA's internet radio program

CONTRIBUTION

\$25K+ - \$50K

SILVER PACKAGE

BRANDING | MARKETING

- Company Logo on Flyers
- Complimentary Booth (1) For Dry Goods
- On Stage Sponsorship Recognition
- Advertisements & Banners in Stadium
- Company Logo (Stadium)
- Full Page Ad on Event Brochure

DIGITAL | CONTENT

- Company Logo on ESFNA Website
- 30-second advertisement on ESFNA's internet radio program

CONTRIBUTION

\$10K+ - \$25K

BRONZE PACKAGE

BRANDING | MARKETING

- On Stage Sponsorship Recognition
- Advertisements & Banners in Stadium
- Company Logo (Stadium)
- Full Page Ad on Event Brochure

DIGITAL | CONTENT

- Company Logo on ESFNA Website
- 30-second advertisement on ESFNA's internet radio program

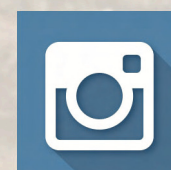
CONTRIBUTION

\$5K+ - \$10K

All partnership packages with contribution of \$100K+ can be tailored to meet brand value and needs.

THANK YOU

SPONSORSHIP@ESFNA.NET



ATLANTA 2024



ETHIOPIAN DAY — STAGE & DIGNITARIES



THE FIELD



THE STANDS



CULTURE



COMPETITION



COMMUNITY



CELEBRATION